Beat: Lifestyle

THE BIKINI CLAD CHEMICAL ENGINEER

AMY ROSE HANCOCK THE AUSTRALIAN BUSINESS

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USPA NEWS - What happens when a chemical engineer becomes a model and wants to stay in shape the Vegan way?
I had the good fortune to interview Australian Model Amy Rose Hancock. Within minutes discovered that this very talented woman is more than sublime beauty but a formidable business entrepreneur.

Successful models all over the world understand that leading brands such as Calvin Klein , Stussy or Seafolly require a healthy look and a fit yet toned chemical free outlook on life. This is the building block, the foundation to modelling success worldwide. It was at this point in her life she created her own successful “˜Brand´ , ElevenLabs.
ElevenLabs is a vegan source of protein and suitable for people who are intolerant to lactose and casein. It includes 10 quality Superfoods with a host of amino acids, vitamins and minerals important to build muscle, lose fat and stay healthy. Her “˜Superfood´ empire has built slowly by word of mouth and her extremely fit and beautiful model clients are a testimonial to her healthy mindset. Her product is favoured by models all over the world and is fast becoming 'The High Demand' commodity for fashion and bikini models all over the world.

Superfoods are a special category of foods found in nature. Calorie sparse and nutrient dense. For those wanting to keep in shape it means they pack a lot of punch for their weight as far as goodness goes. Hancock developed her own Brand Label “˜ElevenLabs as a superior sources of anti-oxidants and essential nutrients - nutrients we need but cannot make ourselves.

Her main product “˜Ultimate Superfood´ is a plant based high protein nutritional supplement packed full of plant protein and 10 Superfoods. It contains the natural metabolism booster “˜matcha green tea and natural liver cleanser dandelion root powder. Matcha is the finely ground powder of specially grown and processed green tea. It is special in two aspects of farming and processing: The green tea plants for matcha are shade-grown for about three weeks before harvest, and the stems and veins are removed in processing. Traditionally used in the Japanese Tea Ceremony. It is highly valued for its sharp bite followed by lingering sweetness.

Hancock explained her product was born from necessity , “I´ve been modelling from an early age and travel a lot. My assignments and clients require me to stay in top shape. ElevenLabs helps me achieve this with single serve pouches making it easy to get my nutrition on the go.“
How has Amy coped with social media 'Trolls' criticising her modelling work and her commitment to healthy living. “I´m aware that some people can't be nice to others , which is sad indeed for them. I try to ignore them. Life is too short to let other people interfere with a moment of your time. " said Hancock with a smile.

Hancock has worked with some of the finest Photographers in Australia, I asked her who her favourite photographer was and why? “ I have been pretty lucky to work with some amazing people in the the industry which I'm thankful for. I don't like to have favourites because there are so many talented photographers and each one has their own specialty! However I have to say I really love and have a lot of respect for Henryk Lobaczewski (known as Henryk) & his wife Amelia Axton. He's such a professional and knows exactly what's he's doing and Henryk and Amelia are such a great team!“

I asked Hancock what sound advice she could give to models starting out in this very competitive industry. “Keep persevering and realise nothing happens overnight. People will criticise you but don't take it personally. Know your strengths and play to them also only listen to people worth listening to.“ Smiled Hancock.

Being constantly told her height at 5 foot 5 inches would prevent her from developing her modelling career and “˜A´ list brands would avoid her yet it hasn't stopped this empowered woman who stands tall in a pair of 3 inch heels.

Time spent with this remarkable woman makes you realise that perhaps too many people will focus on bringing others down for their efforts to succeed and not enough people will compliment you on what your doing well.

Autumn Kohler said , “Once you let go of all the negative people in your life...positive ones appear.“
Kohler went on to say , “ sometimes we focus on what we wish we had and we lose reality of what we really have.“

Published in a number of magazines including New York based Ellements , Elegant , Dark Beauty , Lita , Coco Indie to name a few , Hancock is the perfect 'Global Brand Ambassador' for any label so you would be smart to contact Hancock through her website before she signs an exclusive.

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