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ABOVE: Marie Helvin promoting a new anti-ageing device

11th September 2008

Your Shout (0)

Veteran supermodel Marie Helvin turned back the clock to promote a new anti-ageing device.

The 56-year-old, who rose to fame in the 1970s after marrying fashion photographer David Bailey, appeared as a live window display at the Selfridges store in central London.

Perhaps put off by the rain, the screaming crowd that turned out to see Kate Moss make a similar appearance in an Oxford Street shop window last May failed to show up for Helvin.

Undaunted, she urged women to seek alternatives to surgery in the quest for eternal youth.

"We are constantly being driven to believe we need to look a set age or be a set size, whether it's the debate on size zero or the unrelenting pictures of youth in beauty and in fashion," she said.

"The worrying thing is this trend is driving people to take ever more dramatic and drastic invasive steps."

The new handheld device, called "stop", uses low-powered beams of electricity fired into the skin to reduce the appearance of wrinkles, according to the manufacturers.

"For the first time, non-invasive technology to reduce signs of ageing is literally in our hands and now we can renew our skin as easily as we renew our clothes," Helvin enthused.

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