

# Senior Russian Model Becomes the Face of L’Oreal Paris Ad Campaign

September 25, 2019

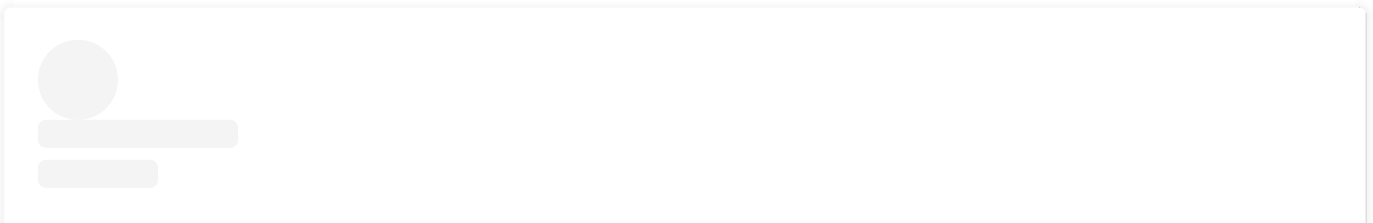


Valentina Yasen [oldushkamodels / Instagram](#)

A famous elderly model from Russia has been featured in an ad campaign for the French cosmetic giant L’Oreal.

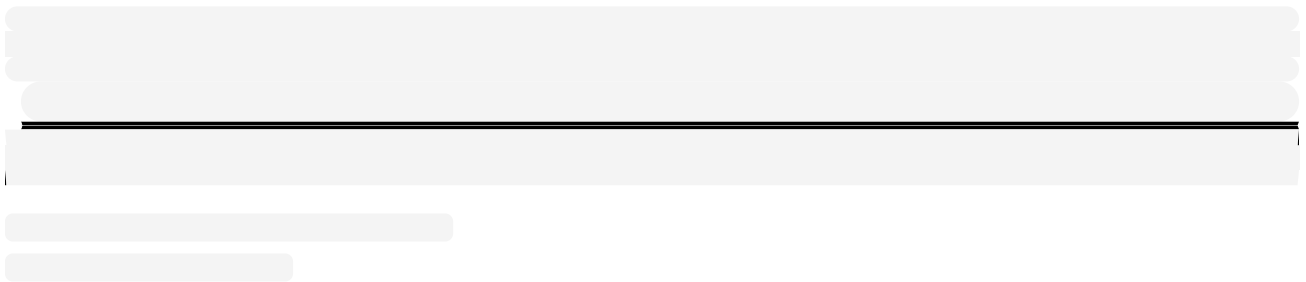
Valentina Yasen, the 64-year-old [winner](#) of Russia’s 2018 Glamour Model of the Year award, has [donned](#) magazine covers and [graced catwalks](#) as part of Oldushka, the Russian over-45 modeling agency. The retired theater actress [explained](#) that her son had helped her kick start her modeling career.

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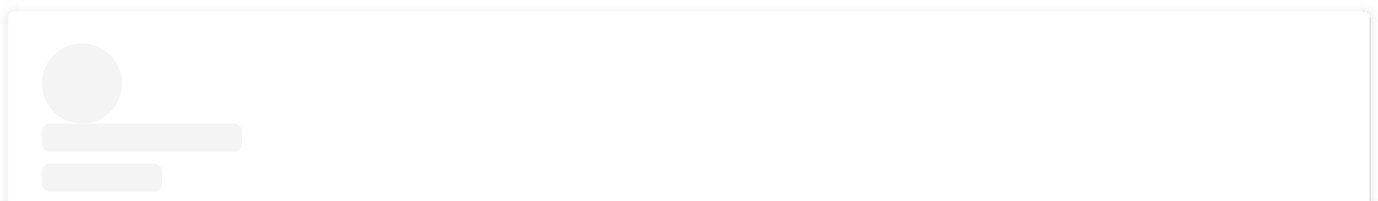


Публикация от Valentina Yasen (@valentinayasen) 24 Сен 2019 в 11:48 PDT

Yasen [announced](#) on social media Wednesday that she became the face of L'Oreal's foundation ad campaign.

The company's ad spot, published YouTube on Tuesday, briefly [features](#) Yasen alongside other younger models.

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Публикация от Valentina Yasen (@valentinayasen) 6 Авг 2018 в 11:05 PDT

“[Aging] does not scare me, because this is an unknown concept to me,” Yasen [said](#) in an interview last year. “The way I looked in my youth can be still seen in photographs, they've all been saved.”

Original url:

<https://www.themoscowtimes.com/2019/09/25/senior-russian-model-becomes-the-face-of-loreal-paris-ad-campaign-a67423>