

# Advice for a male model: Before and after

## Up close and personal with Shawn Heide: A young man's story

By HAROLD LEIGHTON

Over the past decade, we have seen Reality TV with the likes of "American Idol" and "So You Think You Can Dance" enticing millions of viewers every week, many of them youth. In today's world it seems easy to sing, dance, act, or be a model, as witnessed on TV.

But only a very, very select, small segment of this group has the chance to make it. I met one of these aspiring actors in June 2009 when my friend Kurt Heide introduced his 19-year-old son Shawn to me.

Shawn was 6 feet tall with very short hair, a clean-cut American-looking guy with a nice cheeky glint in his eyes. Having got past "Hi Shawn, I hear you want to become a model as a stepping stone to becoming an actor. That sounds great," my next question was: "Have you done any modeling?"

It's so hard here in Miami with the competition of good-looking young people; you need a good selection of photographs for the modeling agencies to work with. Shawn brought along his small selection of photographs taken by a New York photographer who specializes in head shots of kids "wanting to be models." He said that he hated the way they turned out, never mind the cost. Being a school lad in 2009 and trying to earn a few bucks a month is not easy.

My first thoughts in trying to guide a young person to get into this work are that I have to be tough to be of any help. People want to be models, but they often have no idea what to do. They only know "I am pretty!" and "want, will to, and drive." Making a good first impression is most important, and that is the area in which I advised Shawn.

**Face Shape:** His jaw line was too pronounced with very short hair. I recommended that he grow his hair for at least four months. I also asked him to grow a two-day beard before we meet up again, so he looks a bit rough.

**Hair too short:** So many guys follow the "What's in fashion" syndrome like women. Miami is too hot for long hair, they tell me! Most guys say that even when they have great heads of hair they all want footballer buzz crops—crazy!

**Natural look:** A man's look for this type of photograph does not work on false eye-lashes and makeup like female models, so one must have that natural image to start with.

**Body shape:** Shawn is tall, so body shape is important. My advice was, "Go to a gym and build your body and fill out on the chest and arms." At 19, this is relatively easy but one must want to do these things

to help work toward success.

After a few weeks I got a phone call. "Harold, my hair is in my eyes."

"That's good. It grows better than mine! Let it grow and I will see you in four months," I replied.

I know of a company that will be look-



NO TAKERS: Using these photos, Shawn had no success in modeling. COURTESY OF SHAWN HEIDE

ing for male models in the spring of 2010 as they are planning to extend their hair product line for men. I thought it would be a great opportunity to groom Shawn for a possible first major advertising shoot. My suggestion was to photograph him and see if the camera likes him or not. His first session in front of the camera turned out to be very interesting. The photos we took showed the change.

Becoming a model is no easy task. You have to have the stamina and character to go on "look-sees" and be rejected, to come away from one look-see after another until a photographer or an agency likes you enough to have some test shots done.

One has to start at the beginning and grow into it. My advice to newcomers: Have a second string to your bow and study like crazy as modeling can be a short-lived job unless you are in the top levels. Modeling can lead you into acting; many big stars have started this way. This looks like a good path for Shawn. This is his story:

My name is Shawn Michael Heide. I'm just a regular kid just like anyone else, a kid who has dreams like everyone else, a kid who is trying to pursue those dreams in hopes that they will come to fruition at some point in my early career.

When I was watching movies on TV when I was really young, I was very interested in everything about acting and about films. At a later age I started to study the art.

I don't know what triggered this passion for acting, but I just have this feeling deep down inside of my heart and soul that this is what I was born to do. Whenever I step in front of a camera, I don't freeze. Every ounce of nervousness, every thought that is negative just flies away as if it wasn't even there to begin with. I feel lucky to have found my passion. Many people spend their whole lives trying to find theirs.

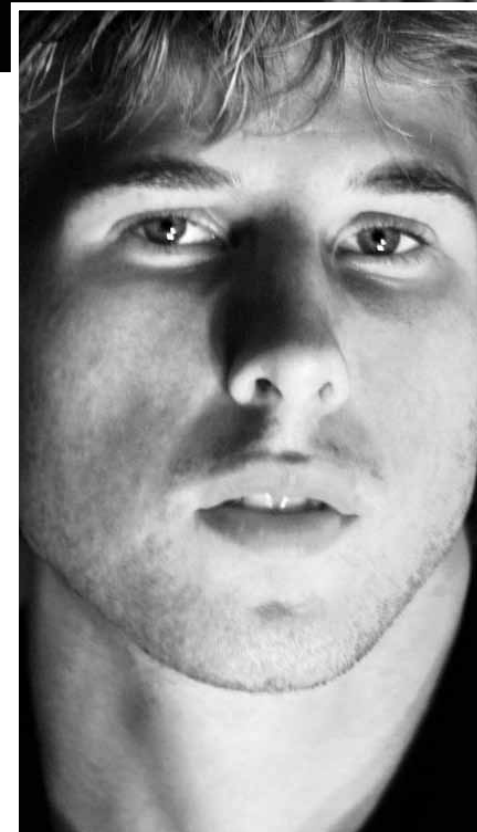
I asked people who had done some acting for advice. Eventually I found a program called Nustars, which, I read, was a program that helps teenagers break into Hollywood. This was the beginning—it really helped me a lot. Head shots, actors' resumes, it was all new to me, but I quickly learned and was soon at the top of my class with acting.

Soon after the program, I went to find someone who could help me get a head shot; of course I didn't really know how I would go about getting this done or how much it would cost, but I did not give up. You can't expect results if you don't work hard, and that is something that sticks in my mind every waking moment.

It turned out that at the photographer's, I met a makeup artist who had a friend who was a producer casting a movie, and that she thought I was perfect for the role. She asked the producer to come to the studio to meet me. Sure enough, he liked me. I went into the city



WIND-TOSSED: Does this have more appeal? HAROLD LEIGHTON



MORE REAL: Harold helped Shawn find a more expressive look. HAROLD LEIGHTON

to audition, and I got the part of Chris, the camp counselor. My first successful audition! I was extremely excited!

When it came time to shoot the movie, we went to a camp site for a week. It went well and I felt awesome about it. The director came up to me and said in front of the cast that my acting was awesome.

Back home at my mom's, I started practicing again. But a few weeks went by and nothing was happening. I felt I needed to do more to get my career going. I talked to my dad about moving to Florida because I had heard that Miami is the center for starting actors and models.

In Florida, I started to visit modeling agencies but didn't get much work. I didn't like the photos that I had taken in New York, and it was hard trying to find a good photographer who would take some shots without my spending hundreds of dollars that I did not have.

It was at this time that my dad introduced me to a friend of his, Harold Leighton.

# Grandmother's advice: Winter skin care

By ANCA HUBERT  
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The rules for beauty in winter are different from those in warmer weather. Cold weather affects skin, which loses the shine it has in warmer temperatures. Skin doesn't have defenses against wind and low temperatures, which dehydrate it. Consequently, skin care becomes a priority.

Cleaning and hydration as part of the beauty routine should be complemented by additional care. Natural masks prepared at home will not only ensure a smooth skin but also give you a moment of relaxation.

Part of getting back to the wisdom of grandmother's time is to better nourish your skin by removing unhealthy foods from your diet. Usually you can replace regular vegetable oil with olive oil, which is ideal for salads and cooking. Studies have shown that it is healthier, more nutritious, and better for normal digestive functions.

Gradually try to replace your portion of meat with protein-rich veg-

etables, like spinach, peas, nuts, soybeans, and beans, especially if you eat meat often. And in those olden days, people didn't have midnight snacks; they wouldn't eat after their evening meal.

Here are some natural recipes for skin care during the cold season.

### FACIAL MASKS WITH OLIVE OIL

Once a week, use a facial mask prepared with a tablespoon of olive oil and an egg. Mix them well and apply to the face immediately. Keep it on for 20 minutes and then wash your face with lukewarm water. The effects of this natural recipe are quick and beneficial: a brighter complexion and toned-down wrinkles.

For tanned skin, apply a mixture of one tablespoon olive oil and a grated carrot to the skin.

To give your skin more glow, use one tablespoon of olive oil mixed with two tablespoons of fresh sour cream.

For an astringent and moisturizing effect, mix a tablespoon of olive oil and lemon juice (one quarter of a lemon).



Olive oil is offered for sale at Ta-Ze, an olive oil boutique in Chicago. Photo credit: Scott Olson/Getty Images

### POTATO-BASED RECIPES

Grandmother recognized the potato as an important source of minerals, vitamins, and carbohydrates. It is recommended for your skin during cold weather. Circles, wrinkles, tired eyes, and brown spots on your face can disappear with potato-based cosmetic treatments.

Peel and wash a potato. Cut circular slices, apply the fresh slices over your eyes, and leave them on for 30 minutes. Then, wash your face with cold water. Repeat the procedure in the morning and in the evening. After one week, the circles should disappear.

For eliminating wrinkles, wash your face two times a day with the

juice from two or three potatoes. To get the potato juice, peel and grate the potatoes and drain off the juice. (For best results, use cheesecloth to strain the potatoes.) You will get rid of the wrinkles, and your skin will be firm and smooth.

Potato juice, kept in the fridge is a good facial invigorator. Prepare the juice in the morning, keep it in the fridge to be used in the evening as well, and the next

day you can prepare this treatment again.

While natural treatments do wonders for your skin, wise people from the past and today say that a balanced, healthy lifestyle is essential to achieving a lasting effect. Exercise, eat and sleep well, and have a positive attitude.

Sources:  
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