



Media Kit





Ellen Sirot

Super Model of Hands and Creator of Hand Perfection®



Over the past 20 years, **Ellen Sirot™** has made a career out of creating and maintaining her “perfect” hands. Ellen is known as the most successful hand model in the world. Ellen’s hands have played a starring role in thousands of print ads and TV commercials - from food to fashion, pharmaceuticals to electronics, diapers to diamonds. They have appeared in every major fashion magazine, have worked with the world’s top photographers and have been a “Hand-In” for celebrities and models.

When Ellen turned 40 and began to see the signs of aging on her own hands, she searched for an anti-aging hand care solution, but found herself coming up empty handed. The products on the market offered little more than

moisturization, with nothing to protect and prevent hands from aging. She felt inspired and compelled, given her unusual body of hand knowledge, to create an innovative, comprehensive, solution-oriented line of anti-aging hand care products. Formulated with ingredients she researched and developed, Ellen created **HAND PERFECTION**, a comprehensive treatment approach to hand care made up of dynamic ingredients and exceptional technologies.

As a result of her varied experiences, Ellen is a sought after expert in the areas of hand care, parts modeling, beauty industry consulting, turning a odd jobs into exceptional businesses, and Mom-preneuring: balancing family and business.





Chronology

1990 - 1999 Ellen is a modern dancer -- trying to find a way to support her dance habit, she falls into "Parts Modeling" with a Dr. Scholl's audition. Gets first pedicure and lines her feet up with 50 other pairs. By putting the best foot forward she changes from a \$3.50/hr waitress to a \$350/hr Foot Model - and a career is launched!

Soon after her first job, Ellen realizes the greater potential in extra parts - within the Parts category - is in the Hands and becomes clear on her intentions to become a star Hand Model. With no guidance Ellen becomes determined to **nailed it** and becomes a **hand detective** striving to find products that work and habits that change the tone and texture of the hands and nails.

As Ellen's hands begin to clarify and glow she begins to book Hand Jobs and it is clear she not only has hands that look the part - but that she knows what to do with them! Hand Modeling is a clear relation to being a professional dancer and Ellen's disciplined dance training comes in **hand-y** for the musicality, muscle memory, flow, gracefulness and exactness needed by any top Hand Model.

Over the next decade Ellen's parts perform perfectly and her hands become well known throughout the world. As one of the top hand models, a poised speaker and an anecdotal entertainer, Ellen is interviewed frequently and becomes the "face" of the parts industry.

2000 - 2005 As Ellen continues her reign of **Queen of the Closeup** she begins to consider how to maximize her unique body of knowledge. Additionally, as she ages chronologically, she finds that there is a void in the marketplace for Anti-aging hand care. With her own hands actually beginning to age, Ellen feels determined to **hand deliver** an efficient, effective advanced hand solution.

Ellen begins to delicately pound the pavement with her precious paws, **single-handedly** trying to find investors or companies who will back her in this endeavor. With rejections blanketing her home, she feels that it is





time to take the situation in hand and takes the plunge into Entrepreneurship. With no MBA and no Beauty Industry experience she literally takes her life, and that of her family, **into her own hands** - risking their security, home and stability.

- 2006 - 2008 The quest for **HAND PERFECTION** begins. Ellen reaches out her photogenic fingers to all contacts and anyone who will listen. With constant networking and nudging she eventually meets Karen Young, a gifted product developer - and the project begins. Karen helps Ellen formulate the dream - an elegant, efficacious, non-greasy, fragrance free, clinically proven anti aging hand care line. Over the next year; Ellen **hand-tests** over 40 samples to find the perfect balance of botanically, dynamic ingredients with exceptional technologies.
- 2009 **HAND PERFECTION** launched! With the launch comes a multi-tiered media blitz with magazines, blogs and networks clamoring about the Hand story of the year: Hand Model turns Hand Mogul. **HAND PERFECTION** is loved by the press for its newness of category, the originality, the effectiveness and the attention Ellen brings to the necessity of caring for our long overlooked and neglected hands. In fact **HAND PERFECTION** is awarded the prestigious **REDBOOK MVP Award** almost immediately, one of very few new brands to ever win the award.
- 2010 **HAND PERFECTION** continues to grow online and in retail including Ellen's sold out presentation on HSN and continues to win accolades with top beauty blogs, magazines and the coveted Star Beauty Award.
- 2011 Ellen is nominated for an **FGI Award** and **HAND PERFECTION** produces its first infomercial -- launching a TV campaign coming in September!





Hand Perfection

The first brand dedicated solely to the anti-aging needs of the delicate skin on the hands.

We know how to take care of our teeth, protect our faces from lines and wrinkles and maintain fit, healthy bodies. But we neglect our hands, forgetting that hands are our fastest aging body part, due to constant exposure and continuous washing, **HAND PERFECTION** addresses this unique beauty challenge head on with its award winning, clinically proven, advanced formulations and easy to follow regimen, making it the first brand that can quickly, easily and efficiently **turn back the hands of time on your hands**.

HAND PERFECTION was launched in 2009 to rave reviews and has grown a dedicated following as a "one of a kind" boutique line of targeted hand care products. Including:

- Selling out on HSN
- Garnering amazing print and online press
- Winning several beauty awards

HAND PERFECTION has some exciting developments taking place - all to launch very soon:

- New and Improved Packaging and website
- New Partnership with CCA Industries to create a DRTV marketing and national advertising campaign
- New DRTV Spot just filmed and will be aired in the Fall
- New Affordable Pricing to bring ageless hands to all





Ellen Sirot

Hand Care Expert and Consultant

Ellen Sirot - Media



Articles

New York Post – 4/4/2010
[The Sum of Their Parts](#)

More Magazine – 5/2010
[Tip of the Day: Beauty – Want to anti-age your hands?](#)
[Get a hand-le on aging – Little things you can do every day to stave off “old lady” hands](#)

SheKnows.com – 9/20/2010
[Combat Dull Winter Skin](#)

Various Publications
[America's Top Hand Models \[via thebigmoney.com\] – 6/28/2010](#)

Blogs
[Disadvantages of Acrylic Nails \[typeF.com\] – 6/2011](#)
[ONYou – Far from Formal \[thefashionlist.com\] – 6/2011](#)
[Hand Perfection Review \[styleapothecary.com\]](#)
[Beauty Stalker – Ellen Sirot Hand Model \[beautyblitz.com\]](#)

[See More](#)



Ellen Sirot

Hand Care Expert and Consultant

Hand Perfection - Media

MORE FOR WOMEN OF STYLE & SUBSTANCE

Hands-On Help
If you've ever seen an ad for Betty Crocker, Diet Coke, McDonald's or CoverGirl, you've seen Ellen Sirot's hands. A sought-after "paws model" for more than 20 years, Sirot has always been diligent about protecting her five-fingered meal ticket. "I wear gloves outdoors year-round; I minimize caffeine and alcohol because they cause my hands to swell; I resist for up to 20 times a day and I haven't washed a dish in years," Sirot says. But despite these precautions, when Sirot turned 40, her hands developed sunspots and crepey skin. Sirot hit the skin care aisle at her drugstore—and quickly concluded that while many hand creams hydrate, few address aging. So she loaded up on antiaging face creams instead and slathered them on her hands. Big mistake. "Skin is thinner on our hands than our faces, and I soon found how easily it's irritated," Sirot says. Frustrated, she started looking into developing her own products. "Truth be told, I wanted some big corporation to take on the project, and I'd be a consultant. But if I wanted the line developed to my specifications, I soon realized, I'd need to

be more involved. So I met with chemists, took out a loan and in spring 2009 launched Hand Perfection [handperfection.com]." Sirot says. And while she notes it's been a bit scary

ELLEN SIROT
Founder of Hand Perfection

FACTOID Night salicylic acid (NSA), which is loaded with sunspot-fading licorice root extract (Sirot advises applying the most potent antiaging ingredients just before bed, so they can stay on your hands for six or seven hours) and Moisturizing Cleanser (MS), which, unlike a typical antibacterial wash, removes grime without stripping away moisture, to become a small business owner, she's proud of what she's produced. "I've noticed a big difference in my own hands since I've been using the line's five products. And my nails are healthier and stronger, an unexpected but welcome result."

allure THE BEAUTY EXPERT

SPECIAL ISSUE
MEGA MAKEOVERS
100+ Celebrity Revamps & Real-Women Profiles

Get Facial - **Helping Hands**

You may not know Ellen Sirot's name, but odds are you know her hands (below). "They're the Jennifer Aniston of body-parts modeling," Sirot says. "The great-looking hands next door." Sirot, who has been a hands-in (that's really the term) for Hilary Swank, Sarah Jessica Parker, and Rachael Ray, now has a line of products called Hand Perfection—and offers the following advice.

1. "Water is your enemy, especially in winter," says Sirot. She recommends creamy liquid cleansers that are free of sulfates, such as her own Moisturizing Cleanser or Dr.
2. Bronner's. After you wash, "pat your hands dry; never rub," Sirot says.
3. While your skin is still damp, massage a pea-size drop of hand cream on the backs of your hands. "Don't use a face cream," says Sirot. "Facial skin is different because it has oil glands."
4. "To prevent drying and chapping, always wear gloves outside in the winter," says Sirot.

—SANELLE PERGAMET

REDBOOK love your life

INSTANT STRESS BUSTERS
Quick fixes for holiday hassles

Amazing, affordable gifts

Rachel Weisz
The Lovely Bones of Next-Doorhood

BEAUTY YOU CAN'T RESIST REPAIR

REDBOOK MVP
BEST WILLY WAGGERS 2009

Ellen Sirot Hand Perfection Nail & Cuticle Treatment. It's your regular pedicure. You just reap the benefits of powerful antiaging ingredients like retinol, collagen, and hyaluronic acid.

...your skin, hair, and nails with the best treatment products.

Jen & Nicole DISH ON THEIR EXES

Glee Star's Ex-Fiancee Tells All: **MATTHEW BROKE MY HEART!** EXCLUSIVE!

Star ALL NEW PHOTOS
46 Best

Best Face & Body Products

Star BEAUTY AWARDS 2010

Hand Cream
Ellen Sirot Hand Perfection Complete Day Cream, \$30, handperfection.com

WHY IT WINS: Leave it to a hand model to create a cream that literally turns back the hands of time. Omega-3 fatty acids smooth, while skin-brightening arbutin gradually fades hyperpigmentation.

WHO USES IT: Tye Banks

SLASH CALORIES INSTANTLY! 25 sneaky diet tricks that get you slim, p. 12

SHAPE Shift Your Life

the shape of beauty

TURN BACK THE HANDS OF TIME...

World-renowned hand model Ellen Sirot has developed a line of pampering products, Ellen Sirot Hand Perfection, designed specifically for this oft-abused body part. Be one of 100 people to win her Complete Day Cream (\$30; handperfection.com) by logging on to shape.com/hands from April 27 to May 24.

Contains nourishing omega-3s and antioxidants

love your life.

REDBOOK ENTER TO WIN \$103,000 OF FREE STUFF!

Live debt-free

How women like you are spending less and loving it

Hilarious sex-life don'ts
OMG! LOL! p.11

20 reasons to love fall
Plus, where to find the ones you need now

6 ways to save on health care
Your best skin ever! (in just one step)

Gotta get it: Hand and nail treatments

LUXE ★★★★★

Be a glass-half-full girl in half-emp

Ellen Sirot Hand Perfection, \$78

Developed by a world-famous hand model, this serum is the ultimate anti-aging, packed with skin plumpers and brightening antioxidants.

See more...





Ellen Sirot - Speaking Topics

Ellen Sirot is a dynamic, experienced, telegenic speaker, expert and interviewee. Ellen has garnered top media coverage for her work as a Hand Care Expert, the CEO of **HAND PERFECTION**, a world famous Hand and Foot Model and for guidance on Parts Modeling.

[Making a Career of Your Ass-ets](#)

A Top Hand and Foot Model's guide to being the sum of your parts in the modeling industry.

[Hand Model to Hand Mogul](#)

How to take any odd job or hobby and maximize the possibilities into a lucrative business

[Hand-y Hand Care to Avoid Hand Horror](#)

Hands are our fastest aging body part and often the first place to show the signs of aging. Ellen's Hand-y Hand Care Tips are quick, easy and effective measures to keep your Digits dazzling!

[Launching a Line](#)

Tackling the Beauty Industry without an MBA or Inside Connections....what I should have known - and what you **MUST** know as you launch your line!

[Hand Jobs](#)

Hand Model to Hand Mogul is a fun, fact-filled, inside peek into the "parts modeling" industry, Home Shopping Network training, Mom-preneurship and the life of a Lloyd's insured-glove wearing Digit Diva.





Secrets of a Hand Model

As a top hand model and "hand-in" for many celebrities it's been my job for over twenty years to keep my hands flawless and ageless. My Secrets talk is an insiders guide to the anti-aging protection, precautions and solutions for our most used part and most uncared for part: our hands. Forty is the new thirty and we all know how to take care of our face, hair and eyes. We all look and feel younger than ever before. But our hands have been forgotten - add to that daily sun exposure and dozens of hand washings each day - and you have hands that often look decades beyond your actual age! My quick and easy guide gives fun steps you can take to protect and beautify your hands; literally turn back the hands of time!

Living the "Hands-Free" Life

As the "Super Model of Hands", the "Queen of the Close up" and the "It of Digits" it's been my job to take the ultimate care of my hands. With that comes behavior that borders on obsessive to protect my hands in every situation. What I have found in my 20 years of this lifestyle is that this care really involves just taking my life one beat slower than the rest of the world. I find when I've had near catastrophes (paper cuts, knife mishaps, etc) it is always because I've been rushing...to do something and usually that something does not truly warrant taking "my life into my hands". I've found that keeping the Hand Model credo of slow but sure has helped me enormously and not just in my work as a hand model. This philosophy translates to my psychological, mental and physical life as well. It's basically the "slow food" methodology translated into a way of life.

This topic also has a humorous approach on how to be a hand model - or at least live like one....no cooking, no cleaning, etc.

The Hands-Free Workout Guide

A workout program that is quick, easy, can be done at home, office, hotel, no equipment...stretching, lengthening, dancierly approach for busy working moms and all who juggle to live a life with handfuls of responsibility.





Testimonials

Ellen Sirot has been one of the top hand models for 20+ years - a supermodel of hand models. Ellen is one of the few hand models clients and photographers ask by first name only. Everyone knows her and wants her for their photo shoots. In a business where hand care is not just a luxury but a necessity Ellen has created a top of line, yet affordable hand care regime. She has years of experience taking care of her hands and really knows what works...her hands are proof of that

Danielle Korwin
President, PARTS MODELS, Inc.

Ellen Sirot - 2010 Rising Star Award Nominee in BEAUTY

Fashion Group International

Leave it to a hand model to create a cream that literally turns back the hands of time
STAR Magazine - Best of Beauty Award Winner

Created by hand model Ellen Sirot, Hand Perfection rivals any other product
Nylon Magazine

Film Worthy Fingers - Hand model, Ellen Sirot's mitts have subbed in on-screen for Sarah Jessica Parker and Hilary Swank. Now she's launched her own collection of creams.
USA TODAY

Heavenly Hands - Who better than a hand model to know how to keep them in pristine shape. Ellen Sirot has put her knowledge to use in a new line of products to pamper the hands
NEWSDAY

Ellen Sirot certainly knows what she is doing. This is a fantastic product! My hands look amazing
PALACINKA TOP BEAUTY PRODUCTS - palacinka.com

Hand Perfection...the best moisturizer I've ever used on my hands
Voted Best Hand Cream - TEMPTALIA EDITOR'S CHOICE AWARD 2011





Hand Perfection: the name says it all "hand perfection". I don't want to be without the day cream for hands ever again

BEAUTY INFO ZONE Voted TOP 10 PRODUCT OF 2010

Hand Perfection... One expert, the hand model Ellen Sirot, says that hands that have sustained the normal wear and tear can be "de-aged" without injections or lasers

NEW YORK TIMES

Over the years, Ms. Sirot, who is in her 40s, has been the flawless television hands of countless women, including Cheryl Tiegs, in ads for Light n' Lively yogurt, and Sarah Jessica Parker, in commercials for Garnier.

MS. SIROT is working on a product line pairing the baseline botanicals... with breakthrough technology

NEW YORK TIMES

Developed by world-famous hand model this serum is the ultimate anti-ager

REDBOOK

From the first drop of Hand Perfection that I applied, my hands became noticeably softer and moisturized. Ellen Sirot certainly knows what she is doing!

PALACINKA TOP BEAUTY PRODUCTS OF 2009 - palacinka.com

After only a few days, my nails look buffed, healthy and strong. Kudos also goes to Ellen for the design of the 'pen' applicator that neatly delivers just the right amount of this potion

truthinaging.com

Ellen Sirot has outdone herself with her Hand Perfection

StyleApothecary.com

Ellen Sirot has all of our backs or should I say hands covered, trying to keep one pair of hands youthful at a time

StyleApothecary.com

Good morning, Ellen - You had suggested I use the cuticle cream and day cream for my hands. They are heavenly. I want hundreds of each to last the rest of my life

Lorraine, FL - HAND PERFECTION Customer

The Supermodel Of Hands! - Queen of the Closeup! - The IT of Digits!

CBS Sunday Morning With Charles Osgood

Diva of digits!

National Enquirer





The supermodel of the parts modeling business

WGNTV.com

Ellen Sirot is one of the world's most in-demand models

Sunday Mirror

Ellen Sirot is....the most successful parts model in the country

New York Post

I've recently heard Ellen Sirot speak about being a parts model and about her hand care beauty line. Ellen was entertaining, fun and gracious. She encouraged the audience to ask questions and even to send her further questions via email. I'd recommend her as a speaker!

Margaret, CT

After using other hand care products I had a lot of questions about the right way to take care of my hands. I emailed Ellen via her web site and she answered quickly, accurately and in a very helpful manner. She is truly a Hand Care EXPERT!

Laura, OH





Ellen Sirot - Interview Questions

Below is a list of sample interview questions, we would be happy to send additional questions and responses upon request.

Hand Modeling

1. How did you get your start in hand modeling?
2. What kind of work have you done as a hand model?
3. Is it possible to have a full-time career as a hand model?
4. How much can a hand model expect to get paid?
5. Usually as a hand model, it's hard to become well known and famous like other models, does that bother you?
6. What do "Hand Model" hands look like?
7. Have you worked with celebrities?
8. What do you enjoy most about your job?
9. What are your recommendations for someone interested in becoming a parts model?

Hand Care

1. Do you think hands and feet are some of the most ignored parts of most people's bodies?
2. What's the easiest way to slow down the aging process on the hands
3. Are age spots reversible?





4. What specific products/ingredients have you used over the years to help keep your skin looking young, smooth and even toned?
5. Are there dietary steps people can take (foods to avoid) to reverse the appearance of premature skin aging on their hands?
6. What are some of the extreme steps you have personally taken to protect your valuable assets? What does your daily, personal regimen entail?
7. Can people reduce the appearance of surface veins on their hands? If so how?
8. What are some little known facts about the hands that may surprise people
9. How is nail shape best determined?
10. Should I let my manicurist cut my cuticles?
11. Cold weather is particularly rough on the hands. Is there something people should do to avoid seasonal dry, cracked skin?
12. What's the best way to heal a paper cut quickly?
13. Do you have advice for men whose hands tend to be rough and calloused?

Hand-y Tips

1. What are some tips that every woman can do to have the best hands possible?
2. What are the top 5 hand care dos and don'ts?

Hand Perfection

1. Tell us something about your hand care brand "HAND PERFECTION"

Beauty Biz

1. Does it make sense to focus on niche when it comes to a career or business?





Headshots

Click on image to access hi-res images





Thank you

For your interest, please visit our website and social media sites for additional information:

<http://ellensiro.com/>

<http://www.facebook.com/EllenSirotLLC>

<http://twitter.com/EllenSirot>

<http://www.youtube.com/user/ellensiro>

