



BACK TO BUSINESS: Anne Cox is proud of her new image – and her pioneering slimming company in Folkestone

## Why Anne's altogether a different sort of boss

FEW bosses would admit to baring all for the camera. Yet Anne Cox from Folkestone is no ordinary boss.

She is proud of her picture in the altogether adorning magazine front cover and centre spread. This was not top-shelf soft porn but big-selling female magazine *Woman*.

Anne has overcome so many obstacles in her life that she was not going to let a few inhibitions get in the way. Fifty-two but looking 10 years younger, she likes her new image. She felt the confidence to reveal the naked truth to *Woman* readers, partly because of cosmetic surgery.

As a result of the experience, her slimming business I-Slim-U in Folkestone has become an agency for cosmetic surgery.

It has certainly worked for her. She shows a picture of herself a few years ago. "I looked old, I just hated looking in the mirror," she said.

by Trevor Sturgess

Anne finds a photo of herself in 1980 much closer to today's look. The £1,800 facelift has done wonders for her confidence. "Now this is the me I knew for years. I look like me, it's just taken out the wrinkles."

Cosmetic surgery, common in the United States, is enjoying a boom in Britain. With employers increasingly seeking a youthful image, the older-looking worker – male and female – is vulnerable to the premature P45.

A consultant plastic surgeon recently told the *Financial Times* that appearance at work had become an important incentive for many patients. "We live in an ageist society," he said.

With her new youthful looks, Anne had few worries about joining eight other brave women at a London photo-shoot for an article on "How Women Really Feel about their Bodies."

After the excitement, this mother of two daughters is back at work in I-Slim-U in Earls Avenue, Folkestone.

### Entrepreneur

Clients go to her to lose weight through electrolipolysis and lymphatic drainage, shedding 2lb or more in an hour. "This will get rid of the stuff you can't diet off," Anne says.

This remarkable entrepreneur has an Open University BA degree and a BSc from Wye College.

She taught at local schools before a car accident damaged a knee and forced her to change career. She is an examiner in GCSE geography and has been an OU tutor.

She set up I-Slim-U with help from Shepway Enterprise Agency. Husband Barry gave her membership of the Shepway chamber of commerce for Christmas and she is a member of Shepway Small Business Club.

Under a business expansion plan, she is thinking of setting up a branch in Ashford.

But she has no plans to expose herself again to the camera's gaze.

"I've never made the centrefold of *Playboy*, but at least I can now say I've made the centrefold of *Woman*, she grins.



NAKED TRUTH: Anne bares all for a national magazine  
Picture: Trish Morrissey/*Woman*

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