



PRESS RELEASE

## **Pictures of Health:**

### **New wellness and beauty series available at Masterfile**

Toronto/Düsseldorf, October 2008. In our ever-accelerating, hyperactive, high-stress world, a little wellness goes a long way. It's more than a mere trend – even the Ancient Greeks understood that a healthy balance of mind, body and spirit means living life to its full potential. Today wellness has become a part of nearly everyone's lifestyle.

Recognizing this, Masterfile has joined with Hamburg-based advertising photographer AL Accardo to interpret wellness and beauty in a modern and contemporary way. The shoot took place in Hamburg, Germany under the supervision of our Art Director, Lars Richrath. AL Accardo uses a soft, warm light to draw from the models their natural holistic glow. It's a chic, contemporary take on the healing arts.

AL Accardo, who has been working with Masterfile since the beginning of the year, discovered as a young man that photography was his calling. Having apprenticed for years in Italy before relocating to Hamburg, he has developed an aesthetic that is part Italian stylishness and warmth and part German precision and craftsmanship.

That distinctive touch is evident in this new wellness and beauty series. AL Accardo captures the healthy playfulness of the people so vividly that viewers will feel better themselves.

**To see this material, log onto [masterfile.com](http://masterfile.com) and search with the keywords "al accardo wellness".**

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#### **About Masterfile Corporation:**

Masterfile Corporation is the leading independent global visual content provider, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images, covering a wide range of subjects, are stored digitally, showcased, licensed and delivered instantly to commercial clients worldwide via the Internet and are easily accessible through Masterfile's industry leading search tools like SimSearch™ and TagClouds. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in London, Milan and Paris, and more than 100 independent agents spread across six continents.



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