

APPLAUSE

Stephanie Courtney
better known as...
FLO, THE
PROGRESSIVE
INSURANCE LADY

Ajay Mehta
better known as...
FIBER ONE'S
SUPERMARKET
MANAGER

Molly Culver
better known as...
THE CHASE
SAPPHIRE WIFE

Vanessa Branch
better known as...
THE ORBIT
GUM GIRL

Photographed on
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Los Angeles

Commercial Stars

THEY CAME. WE SAW. THEY SOLD. We go behind the brand to profile the stars of television's hottest advertisements. It's a story you simply can't afford to pass up!

BY KATE WARD PHOTOGRAPH BY MATT HOYLE



YOU KNOW HIM AS...

Fiber One's friendly (and near-telepathic) supermarket manager



AJAY MEHTA

Where else you've

seen him Mehta has had recurring parts on *Eli Stone* and *Royal Pains*. **Satisfied customers**

For Mehta, a satisfied customer is the ultimate compliment: "When someone tells me that their doctor or their nutritionist has actually told them to use the product, then you know you're doing something good."

You pitch it, you buy it Since he's the face of Fiber One, does Mehta get a lifetime supply of the product? "Honey, I don't get a box," Mehta says. "I have to buy it. I've got to keep the business going, right? I use my Fiber One money to buy Fiber One." **What's next** Mehta's ad helped him land a role in Eddie Murphy's upcoming film *A Thousand Words*.

