



new image

new life

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# A New Image & Life Awaits You

The fact is you never get a second chance to make a first impression. It is a well known fact that people subconsciously form an opinion about whom they first meet within 30 seconds. How people perceive you is therefore vital in deriving the maximum from both your life and career. The image you project could be the difference between getting the job or promotion you want, clinching an important business deal or even meeting the partner of your dreams. If you project your image to the maximum, the chances are you will lead a happier and more fulfilling life.

If you maximise your image you will maximise your Self-esteem. Self-esteem is very important for your physical, psychological, and spiritual health. Enhancing your self-esteem will help you enjoy a richer, fuller life, self-esteem is simply the value we place on ourselves. Your self esteem is made up of a variety of attitudes you have to yourself including: Your looks, your value as a person, your achievements, your goals, how you feel others see you, your purpose in life, your perceived strengths and weaknesses, your social status as well as many other inputs. Low self esteem results from you having a poor self image caused by your attitude to one or more of the above. In today's image conscious society there is more and more pressure on all of us to look our best. There are many people who are unhappy with the image they present to others yet, anyone can create an image that makes them look and feel better. Unlike many other ways of increasing your self -esteem a change of image can happen immediately, other ways of changing your appearance such as dieting and exercise take time to show results. In conclusion if you look good you feel good and you will lead a happier and fuller life.

## Projecting A Stylish Image

Style is the way you put your clothes together, not the clothes themselves. As the saying goes fashions come and go but, style is eternal. To have style does not mean you have to follow every hot fashion that comes along. Always wear what looks and feels good on you. This comes from being honest with yourself and being comfortable with your physique. Wear what's right for your body type and don't be a slave to fashion. If a particular style is unflattering on you, don't wear it, regardless of the temptation! Your wardrobe should show your personality, not the personality of someone in a magazine or, what a shop assistant thinks you should look like.

## How To Build Your Wardrobe

A recent independent study showed that most people only wear 20% of their clothes 85% of the time. You need to plan your wardrobe so that you are confident to wear more of the items more of the time which, will save you time and money. Once you know what suits you



and how to match items, you will find that your clothes budget will be maximized.

## 10 Tips To Save Money When Building Your Wardrobe

1. Investing in high quality clothing that will last, will save you money in the long term. Buy the core of your wardrobe (Suits trousers skirts and jackets) in the best quality that your budget will allow and use lesser priced items to add variety and a touch of fashion.
2. Keep the colours in your wardrobe for your basic items down to two or three basic colours.
3. Do not spend too much money on fashion items that will be history in a few months time. General trends have a longer shelf life and are a better fashion bet and can be found at prices to suit every pocket.
4. Spend as much as you can afford on your core wardrobe clothing.
5. Don't buy on impulse; only buy after careful thought and consideration and if possible shop with a friend who will give you an honest opinion.
6. Only shop when you know what you want in advance.
7. Shop in the sales to reduce costs.
8. Never shop at the last moment for an expensive or core item for your wardrobe.
9. Black clothes suit everyone and look: Expensive, Flattering and Sophisticated. You can't go far wrong with black.
10. Develop an accessory wardrobe to vary the look of clothes.

## 10 Common Fashion Mistakes

The 10 fashion mistakes below are very common and you need to avoid them at all costs.

### 1. Your clothes don't fit correctly

Wearing baggy clothes simply adds weight. Clothes that are too small accentuate bulges you may not wish people to see. Don't buy anything thinking that it will be "just right" if you lose weight. Buy for the present and in relation to your clothes size as it now.

### 2. Wrinkled clothes

A great suit or dress won't flatter you unless it's wrinkle-free. Avoid this fashion mistake and buy clothes that are easy to care for and don't wrinkle easily.

### 3. Fashion trends

Don't try to follow trends that don't suit you stand back and think about whether a fashion or trend suits you. Keep in mind your figure and age and only wear what looks good on you.

### 4. Bra & panty lines should not show

Wear proper fitting undergarments under your clothing. If they do fit you correctly and you can still see lines, then your clothing is too tight.

## 5. Exposed undergarments

Avoid this at all costs. Keep your bra straps properly adjusted so they're not hanging out. If your jeans and trousers are low-rise, your panties should be too.

## 6. Your skirt or dress is too short

Make sure you can sit down you don't have to worry about what areas you might expose.

## 7. Too many colours

Stick with one to three colours maximum, for a coordinated look.

## 8. Too many prints

Don't try to mix and match prints or you'll look way too busy. Patterns don't look good on everyone. If you're one of those people that look good in just about anything, choose a pattern on the top or bottom, not both.

## 9. Using the wrong accessories

Top off with accessories that match your style and don't over do it. Choose the correct length necklace. For example, short chains and chokers tend to make your neck appear larger.

## 10. Clothing & shoes should match

Keep your clothing and shoes in the same colour unless using black which goes with anything. Don't ever make the mistake of mismatching light and dark colours i.e. dark clothes and light shoes and vice versa.

## The Impact Of Colour

In projecting your image, colour is one of the most important influences to consider. So why is colour so important? Quite simply, it is the first thing we register when we are assessing anything; we make an immediate response to it before anything else. Colour is therefore one of the most effective tools that can be used to make an impact. In fact psychologists have suggested that colour impression can account for 60% of the acceptance or rejection of any product or service. So it is vital that the colours you use reflect you in the best possible light, in terms of your physical attributes and the impression you wish to make in individual situations. The reality is that colours can make or break your image.

Wearing the "right colours" can:

- Make your eyes sparkle
- Make your skin look healthy and vibrant
- Make you look slimmer
- Make you look younger
- Increase your confidence and self esteem

Wearing the "wrong colours" can:

- Draw attention to skin imperfections
- Make your eyes look dull
- Make you look older than you are



- Make you look heavier

Let's take a look at some specific examples of how colours can be used to highlight or downplay certain areas of your body. Many women for example want to make their breasts look larger so how can this be done? Choose a dark solid colour for the bottom half of your body combined with a printed or bold stand out colour for your top. Another area that concerns a lot of women is the hip area. Here you can use prints and patterns to downplay these areas. The affect of this will be to distract the eyes by the mutli colour of the print and away from the shape of the body.

The fact is that different colours suit different people and it is important to find the combination that works for you. Colour creates an illusion and learning how to use colours correctly will help you create the illusion you desire.

## **Dressing Formally For The Office & Interviews**

Today, we are seeing increasingly casual work environments but there are still many occasions where formal attire is required such as a job interview or, a workplace where a formal look is expected. Of course, the way you project yourself in an interview or in your workplace can have a huge impact your career prospects and it is important to project the right look. Getting dressed for the office doesn't mean leaving your going to have to leave a personalised style behind. Your goal to getting dressed for work is to project a professional, competent image. The styles, colours, lengths and fit of your fashion choices will speak volumes about your ability to do your job. If you are concerned about your career, you'll be more concerned with looking professional than looking cute or trendy.

### **Tips For The Right Formal Look**

1. Fit is everything when you are talking about tailored work clothes. Trousers should be fitted, but free of visible panty lines. Skirts, especially straight styles like pencil skirts, should be loose enough to sit down in comfortably. Jackets should be able to be buttoned. And blouses shouldn't gap between buttonholes.

2. Traditional career colors include red (aggressive), navy (trustworthy), gray (conservative) and black (chic). Most of these colors work well in trousers, skirts and shoes and you mix black with softer feminine colors that are appropriate like ice blue, lilac, soft pink and ivory. Loud colors like hot pink and wild prints are much riskier in the office, but some creative types can still pull them off.

3. Jewelry that jangles (chandelier earrings, stacks of bangles) is distracting. Opt for stud earrings or single bracelets.

4. Slouchy handbags look sloppy. Choose structured styles that project an organized image.

5. Most of what constitutes a polished image is in the details: manicured nails, run-free hose, clean and scuff free shoes, neat hair. Make sure that everything creates the right impression.

Looks to avoid in the office at all costs are:

6. Don't try and be too sexy! Avoid at all costs the following: See-through lace, miniskirts, over the top high stilettos, in your face designer labels and too much jewellery.



7. If it's a formal working environment you should obviously avoid: Casual: jeans, shorts, T-shirts, hats, trainers etc

8. Make sure your clothes fit and avoid looking sloppy: wrinkled clothing, too many layers, baggy-fit clothing.

## 12 Ways To Instantly Look Slimmer

You can instantly appear slimmer by being careful with the clothes you choose and how you match them. Follow the 10 simple guidelines below and lose a few kilos instantly!

### 1. Focus on one colour

Monochromatic dressing (dressing in one colour only) makes anyone look taller and slimmer and leaner.

### 2. Use darker colours

Darker colours make you look slimmer than lighter colours, black and blue for example are great colours to make you look slimmer.

### 3. Colour intensity

If you are wearing multiple colours keep them close in intensity for example dark blue and black or stone and soft white.

### 4. Wear darker colours at the bottom

Use the darker colour at the bottom of your outfit to make you look taller and your hips appear slimmer.

### 5. Wear heels

Wearing medium or high heels with thin sole automatically makes your legs look longer and you look slimmer.

### 6. Long slimmer legs

Legs will look longer and slimmer if you always closely match your hose to your shoes and skirts. For a print skirt, use the background colour to find hose in a similar tone.

### 7. Hosiery

Always wear a neutral colour hose or match your hosiery to the lighter colour in the shoes. Never wear that are darker than the lightest colour in the shoes

### 8. Don't bisect a fuller figure

Choose a longer jacket or blouse, and wear it untucked. This will give a leaner look, and draws attention away from the waistline.



## **9. Beware of heavy fabrics**

Never wear clothes made out of heavy fabrics, they make you look fatter. Always choose finer, silkier thin materials.

## **10. Wear clothes that fit**

Buy clothing that FIT. Don't try and squeeze into a size 12 if you are size 14. This may seem obvious but there are plenty of women who get hung up on size and won't accept the size they really are.

## **11. Vertical design lines**

Always make you look slimmer. Single breasted jackets, stripes and ironed creases in trousers will visually slim your body by dividing it into vertical sections, the closer the lines the slimmer you will appear.

## **12. Wear clothes that balance your horizontal & vertical proportions**

You will always appear slimmer if you balance your vertical and horizontal proportions. For example, a woman who has long body and short legs can theoretically wear a short jacket; however, if she has a large breast her jacket should be at least hip length to take attention away from her breasts. By wearing clothes that are in proportion to your figure will always allow you to look slimmer.

## **5 Ways To Use Make Up To Slim Your Face**

Use your make up blusher cleverly to make full cheeks seem slimmer

1. Purchase two shades of blush, one of a deeper shade and one that's lighter. To ensure the shades go together, purchase a compact with two coordinating shades.
2. Apply your usual foundation make-up or powder to cover any imperfections and even out your skin tone.
3. Apply the lighter shade of blush in circular motions onto the apples of your cheeks... how do you find your apples? Just smile! Next, following the line of your cheekbones, apply a sheer sweep of the deeper shade of blush.
4. Blend, blend and blend. The key with this trick is to create dimension, but you do not want a very obvious demarcation between your natural cheek color and the blush (i.e. think stripes!).
5. Sweep a small amount of the lighter shade across your nose and/or forehead as desired to add an extra "glow" to your complexion.

## **Instant Hair Tricks To Slim Your Face**

Just as clothes with horizontal strips make you look bigger, hairstyles with blunt edges can make your face look much wider than it really is. Avoid styles or cuts that have any type of strong lines that will make your face look bigger. Do not have your hair in a style that is either too long or too short. Avoid big hair, i.e. lots of curls, wedge cuts or extremely short

hair. Be of really short cuts as they can look severe and highlight the jaw and the chin. So how can you make your face look slimmer? Consider the 10 points below for an instant slimming affect

1. Add slender vertical lines to your hair through well placed highlights or lowlights.
2. You can add great depth to your overall face with multi dimensional color.
3. Adding height at the roots will reduce the fullness of any face by adding instant length.
4. Ask your stylist to add texturizing or layers around your crown area to add height.
5. If your hair is naturally thin or fine use a great volume enhancing shampoo to add fullness. Add a root lift solution or volumizing gel to the roots and use a brush to lift as your blow dry.
6. Consider pulling your hair into a high ponytail or braid anchored at your crown. Pull out a few tendrils on either side of your face to add a subtle slenderizing.
7. A shoulder skimming shag style with texturized bangs is excellent for reducing facial width.
8. The best length for faces that need slenderizing is between the jawline and the shoulders. This length elongates your face and neck creating a much slimmer appearance.
9. Round faces benefit from long straight lines added around the face. A chin-length bob with minimum layering is a great option. Angled bobs with sides that taper softly below the cheeks are also a wonderful selection. This look can create the illusion of higher, more angular cheekbones. By introducing a horizontal line, side-parted bangs that sweep across the forehead also help break up a face's roundness.
10. A key to slenderizing round faces is to minimize the volume of hair that is at the sides and ear area. If a hairstyle is selected that falls above the jaw it is best to wear an off-center part to interrupt roundness. A longer jaw length or longer style can benefit from a center part.

## **Legs, Feet, Nails, Teeth & Complexion**

The areas above are very often on display and the eyes will drawn to them so, make sure they look their best!

### **10 Steps To Great Looking Legs & Feet**

When summer comes around your legs and feet are on display, so make sure they look their best Follow these tips for great looking legs and feet

1. Dry brush your legs to increase circulation and eliminate dry skin cells.
2. Jump in the shower and use a gentle exfoliant massaging problem areas such as the tops of the legs and the back of the thighs.
3. Remove hair with a close shave by using a good quality razor. Soften hairs first by having a bath, this is a great way to hydrate before shaving, hair becomes easier to shave when wet and subtle.



4. Use shaving gel and or lotion to get the closest shave possible. Start at the base of the ankle holding the razor at a 30 degree angle from your leg. Pull the skin so it is taught with one hand, shaving with the other. Don't apply to much pressure with the razor and always shave in the opposite direction to hair growth. Use long strokes and rinse the razor frequently while shaving. Hair clogging will impair the razors efficiency and stubble patches will remain. Also try and go over areas once or twice only, to reduce the chance of irritation.

5. After shaving, rise your legs in lukewarm water and pat dry. Its best to moisturise immediately, as when your skin is damp moisturizer will be absorbed quicker. Spend some time massaging the moisturizer into the skin so that you give a good massage to increase circulation.

6. If your legs are pale (particularly after being covered during the winter months) consider using a fake tan to make your legs look tanned and healthy

7. Now its time for your feet. Remove any nail varnish and trim toe nails with clippers and file them into a square shape with round edges.

8. Now its time to exfoliate. Use a foot scrub and pay particular attention to the sloes and feet where skin will be hard. Then its time to moisturise your feet and as with your legs spend some time to massage the cream into the feet.

9. Once the moisturizer is absorbed you can add the finishing touches. Make space between your toenails with foam separator. Apply the base coat and allow it to dry, then select colour of your choice. Apply two coats and allow plenty of time to dry between coats, then finish with a topcoat. Re apply the top coat after a couple of days to prevent chipping. Correct any mistakes allow a few hours to dry and your ready to go.

10. Take care of your legs and feet regularly, many women neglect their legs and feet when, they could be one of their best assets.

## 10 Steps To Great Looking Nails

1. Wash and dry your hands.

2. Using a double-sided emery board, file nails using a gentle stroke. Avoid corners of your nails as this can weaken them.

3. Begin to shape your nails. The most popular shapes are square and oval, but choose what is most suited to your hand and finger shape.

4. Apply a softener to your cuticles and allow a minute or so to absorb.

5. Transfer hands to a bowl of warm water and soak for an additional few minutes.

6. Gently push back the cuticles or cut them with clippers. This should not be painful, just be carefully clip them.

7. Apply hand lotion and massage the palm of your



hand, this will help to circulate the blood. Work your way over the remainder of the hand and then repeat giving equal time to each hand.

8. Before color is applied to nails, they must be cleaned. The easiest way to do this is with a stick that has been wrapped with cotton. Dip cotton into the nail polish remover and then rub over the surface of the nail. Check the nail for any creamy residue. When none remains, you are ready to start polishing.

9. Take a small amount of polish and paint one stroke down the center of your nail. Your brush should hold just enough color to accomplish this. Stroke the sides of the nail to complete. The nail should be completely colored in only three strokes. Allow to dry for around a minute before applying the second coat.

10. Wait until polish is dry, and then apply the final coat. This final step will add life to your manicure and will protect your nails.

## **Tooth Care For a Beautiful Smile**

One of the most important features of your body is your mouth when you talk, when you smile, people will be looking at your mouth and it is important your teeth look good. There is nothing worse than discolored or stained teeth so, make sure that your teeth are clean and white. With today's advances in tooth care products it is easy to achieve a smile that will get you noticed.

### **Preventing Plaque**

To prevent cavities, you need to remove plaque, the transparent layer of bacteria that coats the teeth, by brushing your teeth twice a day. Brushing also stimulates the gums, which helps to keep them healthy and prevent gum disease. Brushing - along with flossing - is the most important thing that you can do to keep your teeth and gums healthy.

Did you know that the toothbrush was invented by the Chinese in 1,000 AD? We now have lots of choices in toothbrushes, including different sizes, shapes, types of bristles, and colors. Your dentist will tell you which toothbrush is the right size and shape for you. Most often, however, dentists recommend a soft-bristled brush to minimize damage to teeth and gums.

### **Tips on Proper Brushing**

The minimum time you should spend brushing your teeth is 2 minutes two or three times a day. Here are some tips on how to brush properly:

1. Hold your brush at a 45-degree angle against your gumline. Gently brush (Be careful not to brush too hard this may cause receding gums, tooth sensitivity) from where the tooth and gum meet to the chewing surface in short (about half-a-tooth-wide) strokes.

2. Use the same method to brush outside and inside of the surfaces of your teeth.



3. To clean the chewing surfaces of your teeth, use short sweeping strokes, tipping the bristles into the pits and crevices.

4. To clean the inside surfaces of your top and bottom front teeth and gums hold the brush almost vertical. With back and forth motions bring the front part of the brush over the teeth and gums.

5. Using a forward-sweeping motion, gently brush your tongue and the roof of your mouth to remove the decay-causing bacteria that exist in these places.

## **Flossing**

Many people take great care over brushing their teeth but ignore flossing. Although brushing is important, it won't remove the plaque and particles of food between your teeth. You'll need to floss these spaces at least once a day.

The type of floss you choose depends on how much space you have between your teeth. Although unwaxed floss is often recommended because it is thinner and easier to slide through small spaces, studies have shown that there is no real difference in the effectiveness of the different types of floss used.

Insert the floss between two teeth, using a back and forth motion. Gently bring the floss to the gumline, but don't force it under the gums. Curve the floss around the edge of your tooth in the shape of the letter "C" and slide it up and down the sides of the teeth. Repeat this process between all your teeth.

## **Tooth whitening**

In recent years tooth bleaching has become an increasingly popular way of combating teeth that have become discolored and you can get advice from your dentist or buy directly over the Internet. There are many causes for teeth to lose their whiteness. The most common include genetics, aging, consumption of staining substances (smoking, coffee, tea, and colas), tetracycline (antibiotic) staining, excessive fluoride, and old fillings; this is known as extrinsic staining. Whitening toothpaste and professional dental cleanings will not change the color or intrinsic staining of the teeth. That is why tooth whitening (sometimes called tooth bleaching) has become so popular. A whitening gel is placed in a tray that fits over your teeth. As the active ingredient in the gel, carbamide peroxide, is broken down, oxygen enters the enamel and bleaches the colored substances. The structure of the tooth is not changed; only the tooth is made lighter and whiter. The gel can be then re applied regularly to keep teeth to optimum whiteness. The cost of this method is presently around £200 and falling and it's a small price to pay for a smile that will get you noticed!

## **Finally**

You can do a lot for your teeth yourself but you still need the services of a dentist so, make sure that every six months you visit to check for any problems and get a professional clean from the hygienist.

## **Your Complexion**

The thing that people will look at when they meet you is your face and healthy skin is the most important element of a great looking face. It is easy to achieve healthy looking skin, simply follow the guidelines below for a healthy glowing complexion.

## **Deep cleanse**

Deep cleansing is important and should be done at least twice daily. It keeps pores clear, skin healthy and you looking good. Cleansing products should be as chemical-free as possible. Deodorant soaps shouldn't be used on your face. They cleanse with harsh ingredients and leave a detergent film behind; this will irritate your skin and clog the pores.

## **Exfoliate**

A good scrub is essential for healthy clean skin and you should exfoliate once or twice a week. Exfoliating will remove dead cells and smooth the surface of your face and help circulation, to make your skin glow.

## **Moisturise**

Moisturising is an essential part of any skincare regime and there are a huge variety of moisturizers available today. Don't be taken in by many of the outrageous claims that manufacturers make, most of them are not true. Many cheap moisturizers are as good (if not better) than more expensive ones. One key ingredient to look for in a day cream is an SPF 15 or more. This will protect your skin from harmful ultra violet rays that are the main cause of premature aging of the skin.

### **Here are points to keep in mind for healthy skin**

#### **1. Avoid over exposure to the sun**

Sun damage leads to hyperpigmentation (brown spots) which can develop into serious skin disease. Excessive exposure can also exaggerate and thicken fine lines. Use an SPF 15 or higher on all exposed skin, especially on your face. It is estimated that around 85% of skin aging is due to harmful ultra violet rays, so protect yourself!

#### **2. Stay in shape**

Exercise promotes capillary functioning which can decrease premature aging. It also increases oxygen to the tissues which keeps skin looking young.

#### **3. You are what you eat**

We all know that we are what we eat and that our skin reflects our overall health so make sure you follow a sensible diet. Make sure you get plenty of the vitamins C and E in your diet. If you were only to take one supplement take a fish oil one for these key skincare vitamins.

#### **4. Drink water**

Drink water at least two or three liters a day. Water actually helps dissolve your skin problems from the inside out. It will plump up the skin and enhance circulation.

#### **5. Avoid alcohol, smoking & caffeine**

Stay away from excessive alcohol, smoking and caffeine. Not only can these factors lead to premature aging; they also decrease facial circulation making you look older.

## **Handbags**

Try to choose a shape which is the opposite of your body type. If you are tall and thin, look for a slouchy, rounded bag to compliment your figure. If you're short, play off opposites by choosing a handbag that is tall and rectangular or long and sleek i.e. like a clutch. In

general terms, the rounder your figure, the more structured your bag should be. Points to keep in mind when choosing a bag are:

1. While the shape should oppose your body type for maximum flattery, the size of the bag should be in proportion to your figure. Think scale here: a woman who is 6 feet tall and a size 16 would look lost with a tiny hand-held bag. A petite size 8 will look overwhelmed by a large bag.

2. In recent years, styles have become smaller and on very short straps which make the bag fit right under the arm at breast level. Close-fitting bags are a great look if you're slim but don't look great if your arms and bust are large. How to tell if a shoulder bag is right for you? Try on the bag. If it feels cramped under your arm and constantly hits your breast, it's not the bag for you a shoulder bag's length (where the bottom of the bag hits your body) will accentuate whatever part of the body it comes near. For example, a shoulder bag that ends around the hips will play up your hip width (the eye is drawn to the bag).

3. Most women look great with a bag that hits mid-torso because it flatters the waist.

## **Sunglasses**

Take a cue from celebrities who know that the right pair of sunglasses can add instant mystique, chic and polish to any look regardless of whether you are small or large build. Keep in mind that sunglasses are more than just a fashion statement: they are a necessity to protect your eyes from harmful UV rays.

When buying a pair of glasses keep in mind the following:

### **Protection**

The color and degree of darkness of a lens doesn't tell you anything about sunglasses' ability to block UV rays which can harm your eyes, according to the American Academy of Ophthalmology. Look for sunglasses that block at least 99% of harmful UV rays (check the label!).

### **Choice of Lens**

A sunglass lens can be made of glass or plastic and can have special hi-tech treatments.  
Mirrored - Thin layer of metallic applied to lens that may reduce visible light to reach eyes, but not UV rays according to AAO.

Gradient - A tinted lens that is darker on the top fading to no tint on the bottom

Polarized - Cuts the glare from smooth surfaces such as water, snow or pavement.

Photochromic - These lenses are sun-sensitive and transition from light to dark shade according to light conditions.

Tints - A color called neutral density gray will shade but not change your lens colour

## **Change Your Life Now!**

This document has gone through just a few areas in which an image consultant can help you improve the way you look and feel about yourself. So contact us today and we will be delighted to discuss your individual requirements and create a look that will allow you to look and feel better and live life to the full. We look forward to hearing from you.