



IMAGE CONSULTING FOR Women & Men



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Image Matters

In this issue, we focus more on the ladies starting with an application based article on how you can get unbeatable brows since your brows can make a huge difference to your face. Take some time to read this and practice, practice and more practice if you want to get it right. Of course, these days, one can easily lay hands on all sorts of brow aids to help you get a perfect brow, but personally, I feel that nothing beats the personal satisfaction of being able to do my own brows without much aid except my trusty old tweezer, brow pencil and brush.

Well, from the brows, we move down south to the lips. The next article allows you to discover your own personality through your favourite shade of lipsticks! How exciting! Whether you like your lipstick bright red, in sensual pink, warm brown or even metallic shades, do remember to select shades that compliment your skin tone as the right shades will flatter your entire make-up looks and ensure you look your personal best.

Finally, I can't say enough about Colours because they are so important. Colour does two things for every human being everywhere. First, it brings out a psychological response from others, meaning it affects how you are being perceived. Second, it either physically enhances or diminishes your physical characteristics. That's why, colour is the cornerstone in any and every image consultation!

Go on, let your image work for you at all times!

Happy Reading!

Guinevere Ho
Principal Image Consultant



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Unbeatable Brows

Great brows can give the illusion of an instant face-lift and completes the entire make-up.

Asians look better with either dark brown or medium brown colour as these colours compliment our skin tones. For a dramatic look, keep your pencil sharp or use a softer tip with feathering strokes for a more natural look. You may also opt for brow powder to create a softer look.

For wow brows, you will need these make-up tools:

- 1) Tweezer
- 2) Brow pencil
- 3) Brow brush

You can tweeze your brows on your own using the tweezers or get them done by a professional. To get a beautiful brow shape, follow these simple steps.

1 Hold pencil upright along the side of the nose. The brow should begin at the line where the pencil intersects the inner corner of the eye.

2 Next, angle the pencil from the tip of the nose to the middle of the iris. The brow should arch highest at the point where the pencil crosses the brow.

3 Finally, angle the pencil so it touches the outer edge of the nostril and intersects with the outer corner of the eye. This is where the eyebrow should end.

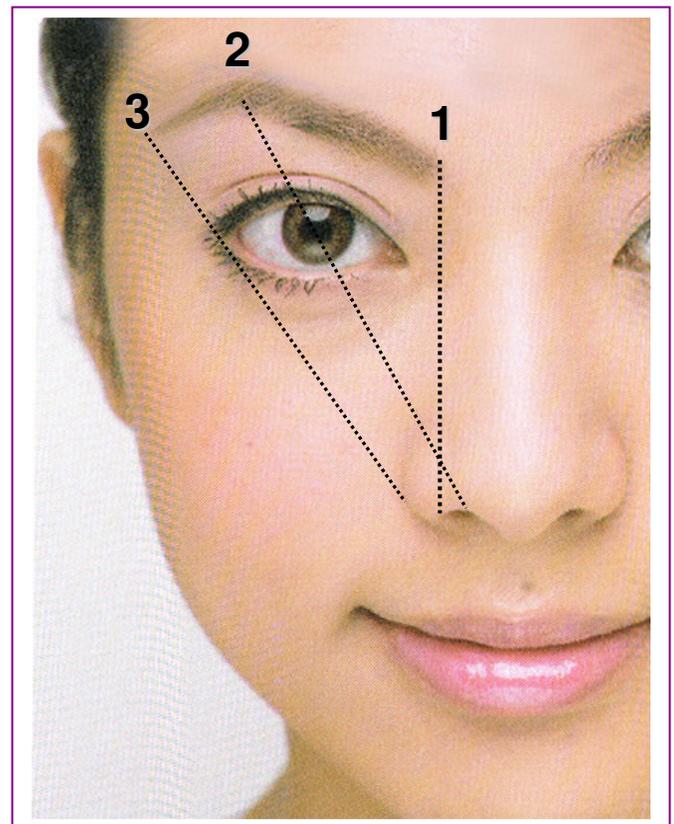




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4 To define brow, draw light, short, feathering strokes from the beginning of the brow to the arch.

5 Continue drawing with longer, feather-like strokes to finish the ends.

6 Use a brow brush to brush upwards in the direction of hair growth to soften and blend the strokes such that it looks natural. Finish by applying brow gel to lock in colour and keep groomed brows in place, giving a fuller, thicker appearance.

Finally, as with all make-up applications, the only way to get beautiful brows quicky is to practice, practice and more practice because practice makes perfect!



Contact us at **81638169** or email to guin@imagemasteryint.com if you like to learn how to get unbeatable brows, make-up application or corrective make-up to look your personal and professional best.



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What Does your Lipstick Says about YOU?

Confident, spontaneous, elegant or chic? What is your lipstick colour saying about you?

A lipstick is the ultimate accessory for women. While some women stay true to one colour, others keep a collection of shades depending on their moods. Read on to find out what your favorite lip shades might reveal about you.

Pinks

Screams femininity and youth. The woman who loves a pink lip possesses a beauty that is timeless, is sensitive and romantic. She's the measure of a true lady. But don't be surprised to discover a fun, flirty girlishness, or playfulness side to her. For work, choose shades of muted pink that works with your skin tone for a natural look.

Neutrals

Conveys professionalism, whilst keeping you looking down-to-earth and approachable. However, don't be fooled by demure lips in neutrals. When it comes to expressing her style, this woman knows how to make a bold statement. She is spontaneous with a sharp, incisive mind. She knows how to enjoy life but do so within her own personal boundaries. Go for your true lip shade, or a shade darker, to even your lip tone and make you appear 'done' in seconds.

Berries

You'll find shades of berry on the lips of a woman who is confident and highly optimistic. She's energetic, enthusiastic and has a contagious smile. Berry colour lips are best for evenings.

Chocolates

Generous and great at the art of giving, the woman with a loving heart can't resist a lipstick in a warm chocolate shade. She is genuine, sweet and will make you feel fabulous.

Metals

An Expressionista at heart. The metallic lip colour is the perfect shade for a girl who is imaginative, highly adventurous and on the cutting edge of fashion. She knows how to add that extra something to make any outfit pop. And you can be assured that she's always on top of the next new trend.

Dark Colour

Totally goth. This girl is someone who is ingenious, craves attention and could be insecure deep down. Black or dark colour lipsticks are difficult to pull off, so leave them for theme parties or rock concerts.

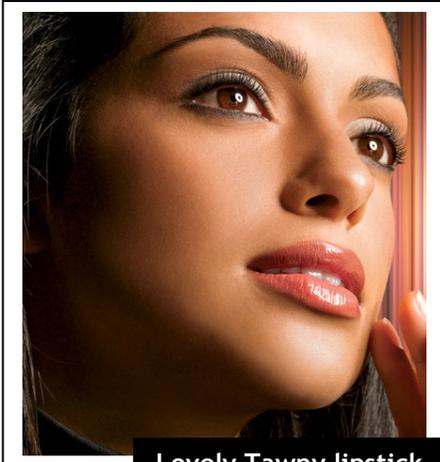


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Tawnies

For the laid-back yet elegant woman, tawnies are the lip shade of choice. She is sophisticated and possesses a sharp mind. Gifted with impeccable taste and style, she appreciates the finer things in life from beautiful art to all things cultural and also has a deep appreciation for the world we live in.



Lovely Tawny lipstick
for work

Lovely shades for work as they are not easily forgettable yet neither overly loud at the same time.

Red

She's bold, stylish and confident. She's glamorous, trendy and classic all at the same time. She has a great zest for life and her beauty spans a lifetime.

Bright reds are hard to pull off. You have to have the right skin tone (fair complexions should tread lightly), and a great lip shape to be able to wear this well. Depending on your skin tone, aim for a red with more bluer hues, as this will make your teeth appear whiter.

Whatever your favourite lipsticks shades are, shades that that look best on you will be shades that compliment your skin tone. So, be smart and start choosing colours that compliment you, gal!

Contact us at **81638169** or email to guin@imagemasteryint.com if you like to learn how to identify the best make-up colours for your skin tone, make-up application or corrective make-up to look your personal and professional best.



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Visual Impact of Colour on Your Image

Colour can affect our reactions to people. Within seconds of meeting you, others will respond to the ‘colour messages’ flashed by your clothes. The effect is subtle but very real; colour sways perception, judgment and behaviour.

We are all subconsciously affected by colours and every colour has a “personality” that brings out different emotional responses in us all. Certain colours can prompt you to eat faster, perceive objects differently or make you spend more money! (People are more likely to gamble in a red environment than in, say, a blue one.)

If you like to know how colours can affect your image, read on to find out.

RED. Red raises blood pressure, quickens the pulse and increases muscle tension. However, this jazzy hue also boosts spirits and stimulates creativity and appetite (which is why it is used in many restaurants). In clothing, red conveys assertiveness, energy and power but can also signal romance and sensuality, depending on the garment, i.e. a red jacket worn with a white long sleeve shirt underneath represents authority and power but a red jacket worn over a red lacy camisole suggests sexiness.

Although red is not necessarily for everyone, use of red accents could perk up your image.

YELLOW. Vibrant, bright and easily visible, yellow projects hope, productivity, warmth, and wealth, enhances communication, learning, mood, and energy level. People who love to wear yellow are perceived as cheerful, positive and warm.

GREEN. Green exudes harmony and calm. It increases the ability to concentrate, while reducing muscular tension and stress (no wonder it’s a popular choice of colour in emergency exit signs around the world). Wear green to give the impression that you feel in control. It’s a good colour to wear if you’re trying to keep the peace, mediate, or generate team spirit. However, too much green in a serious work environment may send a message that you are too laid-back.

VIOLET. Violet hues have an association with royalty. They also suggest intellect, creativity, superiority. Pale shades of the colour are considered feminine. Wear violet and you’ll be perceived as unconventional, non-conforming and a person with unusual tastes. As this colour stands out in a crowd, someone who wears this colour may be perceived as a person who is very perceptive and of deep insight. On the negative side, violet may also be perceived as the pretentious social climber who would be king.

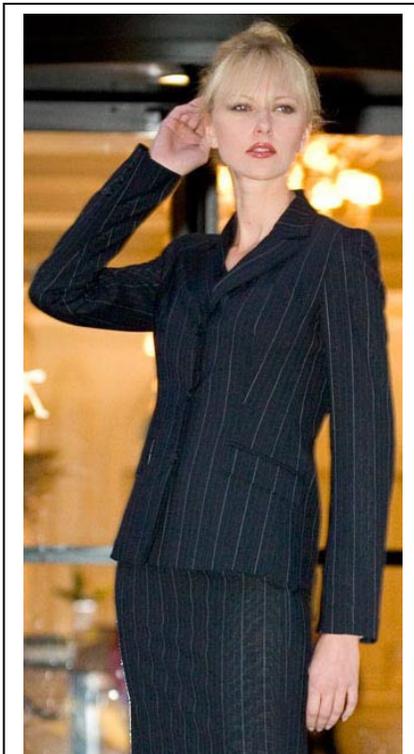


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BLUE. Blue hues convey a sense of peace, serenity, and tranquility.

Dark blue is a particularly authoritative colour, but is friendlier than black. The darker the shade, the more authoritative one looks. Although blue has an association with passivity, that's where you get expressions like "blue Monday" and "feeling blue", that is more so of paler and grey toned shades of blue, as they are particularly passive.



Wear blue to inspire trust and loyalty or to encourage communication

So, without even saying a word, how do you want others to perceive you? Professional and authoritative? Docile and passive? Loyal and dependable? Motivated and a go-getter?

Now, ask yourself **what IMAGE you want to project to the world.** Manage the impression by using colours in your outfit accordingly to change the way you are being perceived.

BLACK. Black is traditionally the colour of mourning in Western cultures. One powerful message for black therefore, is a mixture of dominance and mystery. Although black also makes you appear stern and reserved, it however, may be too somber for business.

BROWN. This is a non-threatening colour, unlike dark blue or black. Brown is largely associated with Mother Earth and suggests a nurturing nature. Because of the association with Mother Earth, it suggests a more relaxed and casual feel. For men, it is associated with the fatherly and grandfatherly types while on women, it suggests the motherly type and can look matronly.

Just like pictures say a thousand words, your image will be remembered long after your words have faded from memory. Use colours smartly in your garment to get the impression you want as colour, with its utter simplicity, is the ultimate visual aid.

Contact us at **81638169** or email to guin@imagemasteryint.com if you like to know how to use colours to build an effective personal brand or how to use colours in your outfit for maximum visual impact.