



IMAGE CONSULTING FOR Women & Men



August 2011, Issue No. 16

Image Matters

Empowering men and women with life-skills on impression management is one of the things that I am passionate about. It makes our busy lives more beautiful and I simply enjoy helping others be more successful in their personal or social lives.

I particularly love to conduct make-up classes as transformation takes place in minutes. The sparkle in the eyes and the confident body languages is priceless when my clients looked into the mirror and realized they too can look fabulous.

I have met many busy working women who are keen to experiment with make-up but don't know how. Some others have the perception that make-up will take up too much of their time and prefers to face the world with their bedroom face. Truth is, like it or not, people make judgments about who we are based on they way we look and behave in the first 10 seconds of meeting us.

Making a good first impression is important for building relationships with other people. In business, a positive first impression is crucial for forging sustainable, long-term relationships to help build a thriving business.

You only get one shot at a **first impression**, so we've got your guide to making it a good one.

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

Happy Reading!

Guinevere Ho
Principal Image Consultant

What's in this issue?

- ✓ **Beauty Q&A**
- ✓ **7 Sure Ways to Make a Potent First Impression**



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Beauty Q&A

The greatest trick you can perform is making it look like you are not wearing any make-up at all.

By recognizing your skin's undertone, you can choose the right colour make-up to give your face an electric charge.

Get the sparkle and confidence with make-up as make-up is really one of the easiest and fastest ways to enhance your look.



Make-up is the easiest and fastest way to enhance your look.

If you haven't had much experience with make-up, I hope you will take some time to experiment with it. Make-up is fun and can be breezy if you know how.

Here are some quick tips to help you.

Q: How do I get eye shadow to stay on longer?

Other than applying eye base before your eye shadow, for staying power, choose sheer powder eye shadow instead of cream shadows as these can melt in our hot weather.

Q: The eye shadows that I'm using seem to highlight my wrinkly eye lids, am I missing something here?

Stay away from shimmery shadows as they accentuate the fine lines. You can experiment with sheer matte shades instead.

Q: I apply liquid eyeliner on the top and bottom of my lashes but they make my eyes look harsh, how can I soften the look?

The softest way to line your lower lashes is to smudge a little eye shadow underneath using an angle brush. Alternatively, consider using eye liner pencil to line your lower lashes, but remember to smudge the pencil to soften the look.

Q: What is a good colour blusher for me?

This depends on your skin tone.

Fair skin looks best with blushes in the peach or pink family. For ladies with medium-toned skin, play up your cheeks with mauve, rose or terra-cotta blush shades. For dark-skinned ladies, choose golden brown or deep plum hues.

Q: How can I make my blusher last all day?

First, apply a natural cream blush. Next, sweep translucent powder on top. Then, add a pop of powder blush in shades that flatter your skin tone.



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Q: There are power blushes and cream blushes, what's the difference?

Powder blushes are quicker to apply as you don't have to blend as much as cream blushes. If you have oily skin, stick to powder blushes to create a smooth finish whereas cream blush is the best choice for mature or dry skin as it restores radiance and provides a soft, moisture-enhancing finish.

Q: How do I achieve a dewy look with my foundation?

Skip face powder. Try BB cream, they make your skin look dewy and fresh.

Q: I like to dab on bronzer occasionally but don't want to spend a bomb, any ideas?

Mix a little shimmering brown eye shadow with a little loose powder for that sun-kissed look.

Q: I'm in my 50s and would like to update my make-up, what do you suggest?

Ditch heavy matte lipsticks in dark hues and embrace new sheer, moist lipsticks. Opt for brighter shades to perk up the entire look.



Contact us at **81638169** or email to guin@imagemasteryint.com if you like to master personal make-up skills to look fabulous and feel confident.



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7 Sure Ways to Make a Potent First Impression

It only takes a mere 3 to 10 seconds for others to make an initial impression of you and 93% of that impression is made through a combination of appearance and behaviour. It is the basis for the unconscious and conscious decisions people make about you before you even open your mouth.

It's crucial to know what non-verbal messages you are sending or saying to others. Your image could make the difference between getting the job, the deal or the promotion.

Follow these ten tips to polish what you say before you speak.

1. Appearance counts. Decide what impression you want to make in your business and personal interactions, and then learn how to make that impression through your appearance and behaviour.
2. Colour psychology. Identify the unconscious messages that every colour sends and determine how those messages fit into your master plan. Know what colours say power and authority, dependability, calmness, vibrancy, ordinary, efficiency and much, much more. Manage the impact of colour on our image is smart considering that colour sways perception, judgment and behaviour.

3. Recognise how the style and fit of your clothes affect how people perceive you. Learn the powerful role of a suit jacket, and when to button it or leave it open. If you want to be taken seriously, leave mini-skirts, see-through blouses and cleavage for the weekend. These items have no place in a professional wardrobe. Recognise too that clothes that are too big make you look sloppy, find a tailor to make your clothes so they look as if they were designed for you.



Don't commit career suicide with a sexy image.

4. Practice good grooming. Sport appropriate hairstyle as your hair is a potent non-verbal communicator. Vibrant hair amplifies a professional aura. Heavy makeup points to low esteem or ignorance about what is appropriate. Ironically, a total lack of beauty aids sends the same message as overdoing it. Check your image front, back and sideways in a full-length mirror every time you get ready to leave your home. Don't allow small details to ruin your image.



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5. Walk and stand with confidence. The way you stride down a hallway or sidewalk or into a room is a powerful first clue to how you feel about yourself. Stand as if you own the world. Once you have stopped walking, your posture becomes your telltale sign. It tells people how you want to be treated.

6. Shake hands authoritatively. Learn how to do so and also understand the various types of handshakes and the messages you and others send through the way you shake hands.



7. Use body language positively. People who are perceived as 'warm' are considered to be less threatening than those who come across as aloof or 'cold.' Smiling, nodding and showing physical attention indicated warmth. Coldness is perceived by body language that did not attend to others, a lack of smiling and extending their leg (while seated).

Contact us at **81638169** or email to guin@imagemasteryint.com if you like to outclass your competition through an effective personal brand.