

Greetings!

What are you doing this summer? Can you take an hour out of your busy (or not so busy) schedule to improve your wardrobe choices, your confidence and your ability to get dressed quickly and easily and look polished every single day? Everyone can benefit from a **FASHIONALITY** consultation. On sale this summer, read more about it in this newsletter.



I am blessed to be busier than ever! I'm so grateful that SW FL women are coming out of the pandemic realizing that image still matters and when you look better, you feel better. If you belong to a group that is meeting regularly after a long period of isolation, keep me in mind as a presenter. I love to share my entertaining and informative seminars with women eager to learn.

The "Best Dress Ever" has been a hit with many. It is now available to order on my website as well. [Click here to see color choices.](#)

<https://imagemattersswfl.com/products/best-dress-ever>

Call me if your image needs help recovering from the pandemic. I would love to help you look and feel better.
239 454 0044

Christine

FASHIONALITY!

Have you ever bought something that fit you well and was your best color - and yet when you wore it, you didn't feel special? That has happened to most of us. When you wear something that is a good fit and good color, but doesn't express your personality and doesn't make you feel good about yourself, it's a wasted effort. You deserve to feel great in everything you wear.

Discovering your "Fashionality" is the key to eliminating costly mistakes from your wardrobe. Once you know what your fashionality is and learn what to look for in the way of clothing and accessory choices, getting dressed in the morning will be so much easier.

Take a look at these pictures. Your choices are an indication of your "Fashionality."

If you were going to a special event, which outfit would you wear?





Which jewelry would most likely be found in your accessory collection?



Assuming all these shoes were equally comfortable (big ha ha ha!), which pair would you prefer to wear?



If you are ready to dress your best and get out of those pandemic yoga pants and tee shirts, now is the time to book a "Fashionality" consultation. I am offering this special opportunity through August 15th, priced at \$99 for the one hour consultation. Call me at 239 454 0044 or click

here:

<https://imagemattersswfl.com/pages/contact-us>

NATIONAL LIPSTICK DAY IS JULY 29th!

Lipstick has been used for centuries and not always by women. Originally, it was worn equally by both ancient Sumerian men and women. They did this approximately 5,000 years ago and the lipstick they used was made from crushed gemstones. The ancient Egyptians also used lipstick, but they used it to show social status and not to emphasize gender.

Using lipstick continued through the years. In the 16th century, lipstick became fashionable because Queen Elizabeth I would contrast her white makeup with bright red lipstick. In the United States, lipstick began to gain popularity during the 19th century. This lipstick was made with a carmine dye and was applied using a brush.

During WWI, lipstick began to be sold in metal cylinders to the public, and after the war in 1923, the first screw up tube was patented by James Bruce Mason Jr. in Nashville, Tennessee. From that point in time, the popularity of lipstick has slowly increased and today it has become one of the most popular cosmetic products around the world.

Now that we aren't wearing masks 24/7 we can once again enjoy our lipsticks. Here are some tips to make sure your lipstick looks great all day:

- 1. Apply a concealer to your lips and blend in well. Follow with a dab of your foundation, also well-blended. This helps your lipstick stay on longer.**
- 2. Use a lip pencil. Lip pencils help keep the lip color on longer and prevent bleeding. Make sure the lip pencil color is similar to your lipstick color so they will blend together. To apply the lip pencil, start at the center of your upper lip and, following your lip line, go to the outer corner. Come back to the center and draw to the opposite corner. Do the same with your lower lip.**
- 3. If your lips are thin, keep the lip pencil to the outer edge of your lip line. If your lips are thicker, keep the lip pencil just inside your natural lip line.**

4. **Apply your lipstick with a lip brush. Make a big "O" with your mouth and stretch your lips tight. Use vertical strokes of the brush and apply color up and down rather than across your lips from side to side. Applying the color vertically gets the color into all the fine lines and "cracks" we might have. Your lip color will stay on longer and look fresh all day.**

Make sure you choose a lip color that is flattering to your skin tone and eye color. If you are reading this newsletter you have heard me talk about the importance of using makeup colors that will compliment your skin tone, hair color and eye color. If you still need help call me 239 454 0044.

In honor of National Lipstick Day I am offering a free lipstick on all product orders placed before end of day July 29th. You can call me directly to order or you can place an order on my website and I will include the free lipstick.

Click here:

<https://imagemattersswfl.com/collections/for-the-lips>



Your choice of lipstick should compliment your color palette. Choose colors with a blue undertone (left picture) if you are a Winter or Summer and choose colors with a golden undertone (right picture) if you are Autumn or Spring.

Image Presentations -

Is this the right time?

Some clubhouses are open and hosting events with social distancing and mask wearing. If your clubhouse is open or you belong to an organization that is holding meetings either in-person or virtually, call me and book an informative and entertaining image presentation.

If your clubhouse is still closed, keep me in mind for a presentation when things open up again. Everyone will be anxious to get out and socialize and an Image Matters presentation is always well received.

If you belong to a group or organization that is meeting virtually, I have several presentations that work well with that format.

The most requested topic is "Look Good and Feel Great . . . with Color!" Many other image-related topics are available, such as "SW Florida Style", "Fashionality" and "Accessorizing with Ease."

All presentations are tailored to fit the needs/goals of the group. You could be the one to introduce Image Matters to your group - and be a STAR!

Call me at 239-454-0044 to discuss.

The Image Matters Way

www.ImageMattersSWFL.com

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about the newsletter?
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to see more of? Less of?
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Email Christine

