

**Greetings!**

**My adopted home town of Fort Myers and most of SW FL changed forever on September 28th. Hurricane Ian turned the skies black and forced wildlife to run for cover as we were punished with more than 12 hours of relentless, pounding rain and winds of 155 mph. The noise was as deafening as a jet engine. Water rose from the lake behind my home but thankfully never crept inside. Trees were uprooted and went flying through the air. Roof shingles and tiles, garden tools, gutter spouts, mail boxes and trash cans became dangerous projectiles. The sheer power of Mother Nature was both awe-inspiring and bone chilling and something I hope to never experience again.**



**Now we are left with a town that has been decimated and thousands of stories of heartbreak. The vacationing family forced to the second floor of their rented condo standing on tables waiting for rescue as their young children became mute and glassy-eyed with fright. An elderly widow living alone watching out the window as her car floated away. A man standing on his porch in water up to his waist who told the air rescue team, "I'm okay. I'm alive. Go save someone else." A family's beloved pet dog found floating the next day in the now calm gulf waters.**

**I have lived here for 18 years and experienced hurricanes Charley and Ivan in 2004, Wilma in 2005, Irma in 2017 but Ian will be remembered as the worst disaster the state of Florida has ever experienced. My beloved beach town is no**

more. The rock shop that fascinated one grandson; the thousands of shells collected by granddaughters; the musicians and magicians that were always putting on a show at Times Square are all gone and likely to never return. There will be no more evening drives to the beach for an ice cream and a walk on the pier to watch the sunset. This Christmas there will be no tree made of potted poinsettias in front of the pier. There is no pier.

My husband and I ate at the Beached Whale the first time we went to the beach. Three grandchildren worked at Yo Taco. On one trip to the beach I bought french fries and a soda at Dairy Queen and learned not to take french fries to the beach unless you enjoy being attacked by dozens of seagulls. A few days before Ian hit I was at the beach with a friend for an always welcome day at the gulf. We walked from the pier to the Pink Shell resort and back. We ate at the Dog House. I am so thankful for that day.

And now I must guard my memories like precious jewels so that when I am finally able to get to the beach again, the sheer shock of the nothingness that is left will not erase those memories from my mind. Yes, we will rebuild. Yes, Fort Myers and the beach will survive. But it will never be the same and for that I am immensely sad.

I know my readers will understand that inspiration for this month's newsletter cannot be found. But October is Breast Cancer Awareness Month and I have sisters and friends who are breast cancer survivors so I have included below an article from a previous October newsletter.

To those who call SW Florida home, my heart and prayers are with you as we all overcome this disaster together. Stay strong. Stay safe. God bless us all.

*Christine*

## IN THE PINK

Because breast cancer is associated with the color pink and

October is Breast Cancer Awareness month, the color pink is everywhere this month. Like all colors, there are both positive and negative connotations associated with pink.

The positive attributes to pink are

- #1 It's a very feminine color
- #2 It's a gentle, soft color
- #3 It's a color that garners sympathy

The negative attributes of pink are

- #1 It can be seen as a weak and ineffective
- #2 It can be seen as "girly" and frivolous
- #3 It can be seen as safe and uninspired

So when is the best time to wear pink? If you want a softer look for a severe conservative business suit, add a pink blouse. Pink is a great color to wear to an afternoon tea or social event. Don't wear pink if you want to be taken seriously or if you are leading an important meeting.

Do you know your best shade of pink? In general, let your hair color be your guide to choosing the most flattering pink.

If you have very dark brown or black hair, wear magenta, fuchsia or hot pink.

If your hair is blonde or very light brown, choose a softer shade of pink. A magenta or hot pink shade will overpower you so opt for rose or mauve instead.

If you are a redhead, opt for a coral pink - you need a touch of warmth in your colors to compliment your warm hair color.

If your hair is a strong gray such as salt and pepper or steel gray, you will likely look best in the brighter pinks such as magenta or hot pink. If your hair is a lighter shade or if you have hints of blonde still showing, go for the softer shades of rose or mauve.

Choosing a pink to complement your skin tone is important as well - perhaps more important than matching to hair color. But I can't determine skin tone without seeing you so if you aren't

sure and would like help in knowing EXACTLY what your best shades of pink are, call me and we'll schedule a consultation.  
<https://imagemattersswfl.com/pages/contact-us>

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## What my clients are saying:

**"The difference you make, makes all the difference. Thank you for your time and expertise in improving my image.**

**People are noticing."**

**Joan B.**

**"Christine's services are so awesome! She has taught me what a difference colors, shapes, hem lengths - even eyeglasses - can have on my image. I'm so grateful that I found her."**

**Gini P.**

**"I found Image Matters through a friend. I had quit coloring my hair and let the natural white color grow out. I found that the old colors I had in my closet and the little amount of makeup I was wearing didn't look right anymore. In other words I was having an identity crisis and Christine came to my rescue. I call her my "Truth Mirror." She worked with me and helped me discover my new identity. Identity crisis over. Thanks so much**

**Christine!"**

**Deb A.**

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