

Greetings!

Summer is upon us. Snowbirds have returned north. The pandemic isn't over by any means, but more and more businesses are open and more of us are out and about.



My business has seen a strong uptick in requests for appointments. After a year of not getting to the hair salon on a regular basis and a year of not getting "dressed" because there was nowhere to go - it seems people are now realizing they might need some help in the image area.

I am offering help in the form of my Heads Up consultation which is at a reduced price until June 10th. Read below to learn more about this 90 minute session and how it can help you pull together your hairstyle, sunglasses, earrings and collars/necklines for a flattering, proportioned look. Many of my snowbird clients have headed home and as a reminder, all my skin care products and cosmetics can be shipped anywhere in the USA. Some of my local clients like the convenience of having their products mailed to them as well. I'm at the shipping center several times a week so don't deny yourself the benefit of year round skin care. Order thru my website

<https://imagematterswfl.com/collections>
or call me directly 239 454 0044.

I have been raving about my new skin care products - the best of science and the best of nature. I now have just a few samples left for those that would like to try before

buying. Purity Cleanser and Purity Toner in sample sizes (about a two week supply using twice a day) can be shipped to you for \$10 (includes tax and shipping). I guarantee if you try these products you will love them! This sampler cannot be ordered on my website so call me 239 454 0044 to order.

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://imagematterswfl.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

HEADS UP!

Do you ever wonder what hairstyle(s) would look best with your face shape?

If you have a long narrow face like Sarah Jessica Parker your goal should be to create more width and fullness with your hair and not emphasize length. A center part will always make the face look longer while a side part adds width. Hair that is straight and worn long emphasizes length while curls and waves add fullness. The ideal length for an oblong face shape is from bottom of ears to above the chin.

Notice the difference with these pictures of SJP.



Her face looks long and narrow with this hairstyle.



Adding some waves and a side part is more flattering.



Shorter hair with lots of waves and curls, and the side part, is the best choice for SJP. Her face shape and facial features are more balanced and she looks younger and more energetic.

Have you tried on dozens and dozens of sunglasses and been unable to decide which ones are the best for your face shape? There are several things to consider when choosing eyewear.

#1 Sunglasses should follow the curve of your orbital area and eyebrows should not be completely exposed.



These sunglasses look awkward and would be more flattering if the top of the frame followed the curve of her orbital area.

#2 Consider the width of the frame from sidebar to sidebar. Should your frames be wider than the widest part of your face or less wide?

#3 The depth is equally as important. From top to bottom how deep should your frames be to create a flattering image?

#4 A properly positioned sidebar can make a big difference. Should your sidebar be at the top of the frame, in the middle or at the bottom? Should your sidebar be thicker or thinner?

Heads Up is a 90 minute consultation that will help you make smart choices with eyewear, earrings, hairstyle and necklines. I will analyze your face shape and facial features and provide you written details on exactly what to look for to create a flattering proportioned image from the Heads Up!

Priced at \$125/now on sale until June 10th/priced at **\$75!**

Call me to schedule 239 454 0044 or email me:

Christine@ImageMattersSWFL.com

TONERS - USEFUL OR USELESS?

I love toners. A good toner makes my skin feel extra clean and refreshed. But I'm frequently asked, "Do I really need a toner?" "What do they do?" "It seems like a wasted effort."

A good toner provides an extra level of cleansing and will get rid of any leftover makeup that your regular cleanser missed. Plus, toners can remove excess oil and grime that's built up during the day or night.

But, toners don't just provide an additional cleanse. They also work to restore skin with the nutrients that traditional cleansers can remove. The result is often softer and smoother skin. A well-formulated toner can even help with stubborn issues like redness.

Skin is naturally acidic, with a pH level of around 4.7 But most soaps and cleansers are alkaline in nature. After cleansing, your skin senses the pH level is disrupted and goes to work to get the pH level back to it's normal acidic level. Although your skin's pH can recover within a matter of hours, using a toner will quickly balance your pH levels. Leaving the skin with an unbalanced pH level can potentially lead to dryness, oiliness, or irritation.

Using a toner can also help your skin better absorb other products you use. When skin is dry, other ingredients will just sit on top. However, when it's hydrated with a toner, these ingredients can penetrate the skin and work more effectively.

I love the new Purity Toner - priced at \$24.



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

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