

**Greetings!**

**This is the first newsletter I've written since April. Hard to believe how fast the days are flying by. In the last few months I've been to a First Communion, a college graduation, a visit to see the newest grandbaby and along the way, a short stay in the hospital for a perforated ulcer. All's well now and our next trips will be for the first birthday celebration for the newest grandbaby. (boy, that was a quick year) and then back to visit our Chicagoland family.**



**I've been really studying things that make us look older and things we can all do to look, if not younger, then at least more contemporary. The number one request I hear all the time from my clients is, "I don't want to look like I'm trying to be 30, I just don't want to look aged and outdated." Read below for the first in a series of tips on looking ageless.**

**I hope you are enjoying your summer wherever you are and if you are here in SW FL, I hope you are staying cool.**

***Christine***

## **HERRINGBONE HAIR**

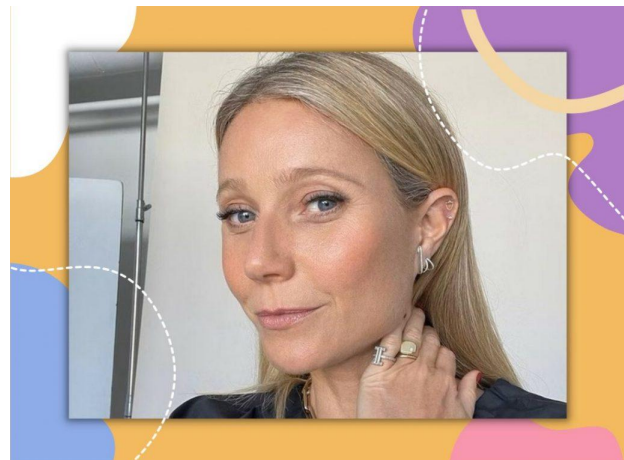
**At some point we all face the onset of gray hair. Some decide to go with it (like me) and save the time and money it takes to cover**

the gray. Many women facing the battle of graying hair want to hide or camouflage the gray as long as possible. If that's you, a new hair coloring trend, known as Herringbone Hair, may be just what you are looking for.

Gray hair is something more and more women of all ages are embracing. Tom Smith, colorist expert and creative designer for evo hair says,

"Since the pandemic, it's wonderfully more acceptable to show your natural grays, and celebrities such as Jennifer Aniston, Gwyneth Paltrow, and Sarah Jessica Parker are leading the way when it comes to incorporating gray hair into their iconic hair colors." Though these women haven't gone fully gray, they are instead starting to ease into gray by blending their roots into the shades we know them best for. This up-and-coming hair trend embraces the process of going gray by blending the gray hairs into the natural color. As a result, the woven effect is reminiscent of a herringbone pattern, a zig-zag design often found in floor or wall tiles. This is an update on classic foil highlights, celebrating the natural gray hairs by including them as part of the design rather than trying to cover them up.

An experienced colorist will add one or two highlight colors into your existing two colors (your natural base plus your gray strands). The highlight colors should be warm or cool tones depending on your color palette and the highlights should be scattered around, inspired by the irregular placement of your natural grays, rather than a mechanical alternating placement.





\*\*\*\*\*COLOR ME AGELESS\*\*\*\*\*

**What is the best way to look "ageless?" In the next few newsletters I will provide some things to think about that may be giving away your age.**

**#1**

**Outdated eyeglass frames**

**If your frames are more than 5-7 years old, I can guarantee they are aging you. Eyeglass frames come and go as trends just like trends in clothing styles and hairstyles come and go. The current trend in eyewear is smaller frames (no more "Jackie O" oversized frames) and frames that have a heavier, thicker look to them.**

**Look at these frames from the last twenty years. The "cat's eye" frame on the left comes and goes in popularity but unless you get today's version of this frame style, it will look dated. The "squarish" frame in the center is very outdated; it just screams 90's. The wire rimmed frame on the right has been popular for at least a decade and is an easy style to wear. But it looks dated compared to the heavier and thicker frames we see today.**

**Check out my new frames. (Sorry for the glare but it's the best picture I have.) What do you think?**





**#2**

## **Less is More**

**This applies particularly to accessorizing. Don't fall victim to the over-60s women's habit of wearing all your jewelry at once. Instead, focus on one statement piece with a few smaller accessories. Sounding like a rattle is not flattering, and it's not making you look younger either.**

**(By the way, this one is hard for me as I love accessorizing! But I'm trying!)D**

**A more ageless look is casual and carefree rather than carefully planned and executed. Many of you have traveled to Europe and especially in France and Italy you will note women rarely wear more than one accessory. So if they are wearing earrings, they will forego the necklace. (They wear a lot of scarves and I'll discuss that in a future newsletter.)**

**Check out these pictures. The woman on the left has combined a leopard print scarf with a necklace, several bracelets and rings. Fun, but not ageless. She definitely doesn't come across as younger than her years. The woman in the middle is wearing a large bold necklace, outdated eyeglass frames and an outdated hairstyle. Again, aged, not ageless.**

**The woman on the right has kept it simple. Subtle earrings**

**and a scarf. This look is ageless.**

**I don't want to discourage anyone from accessorizing but do think about the look you are creating and remember, simple, casual and carefree will present as more youthful than planned and matched. Less is definitely more.**



**Stay tuned for more tips on ageless image in future newsletters.**

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