

**Greetings!**

**Happy Easter and Happy Passover. I hope these holidays bring many blessings your way.**

**I loved dressing up for Easter (no surprise there) and wearing hats or "Easter bonnets." Very few of us wear hats anymore and I miss them. I especially miss them when watching a period piece like Downton Abbey or a royal wedding. I have vivid memories of my grandmother and mother wearing hats and when I went off to college my mother made sure I took two hats with me. (I never wore the hats and I never told her I never wore them. It was, after all, the late sixties and we were burning bras, not wearing hats.) But I would love to see a resurgence of hat wearing. Anyone else love hats?**



**I'm offering my Color Identity consultation at a special price until May 15th. This two-session consultation includes a makeup lesson, a personalization of your color palette and the Color Portfolio with your 42 fabric swatches for shopping. Regularly priced at \$250, book it now for \$200. If you've been wanting to find out what a difference color can make, now is the time. This consultation is the first step and basic to improving your image and this is the first time I've offered it at a reduced price. Call me to book an appointment, 239 454 0044.**

**Stay well. Enjoy our lovely spring weather.**

*Christine*

## DRESS WITH INTENT

One of the phrases I hear most often from my clients is, "I don't have the time."

We all have the same 24 hours every day to use however we choose. When a client tells me they don't have the time to apply any makeup or style their hair or think about accessorizing - I know that simply isn't the case. The truth is that person chooses to use their time differently.

If you choose to let other things take priority over your image, that is perfectly okay. That is your comfort zone. If you want to step out of your comfort zone and let your image project the best of you, then you will want to **DRESS WITH INTENT!**

That means, intentionally think about what activities you will be involved in that day, think about who you will be with throughout the day, think about how you want to be perceived.

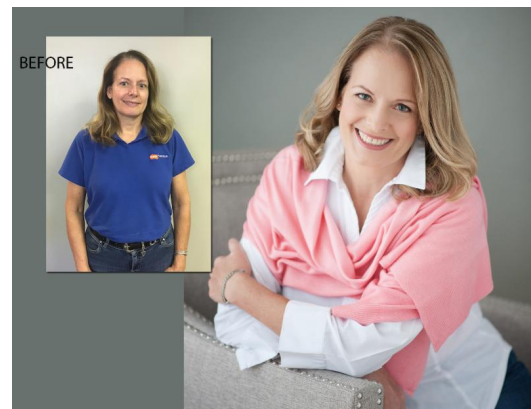
Color is the easiest way to dress intentionally. When you purposefully choose colors that flatter your skin tone, hair color and eye color you will always look younger, healthier, more energetic and more confident. And color is the cheapest way to make an impact with your image. A well-fitted pair of pants will be priced the same for each color available. You won't pay anymore for the navy pair than for the camel pair so you might as well choose the best color for you!

Makeup makes a difference. Applying some makeup tells the world you care enough about yourself to "finish the job" of getting dressed. It also sends a message to others that you care enough about them to let them see the best of you.

A "full" makeup isn't always necessary, however. If you will be playing tennis or golfing, you will probably want just some

mascara and lipstick or lip gloss - and of course - sunscreen. An important business meeting will demand a more polished look. When having dinner with friends, you will want to be in a good mood and you will feel better when you know you look better.

Accessorizing doesn't have to be difficult. Taking the time to add just one piece - earrings, a bracelet, a scarf - can make a big difference in the way you look. Think of accessorizing as finishing the job. If you asked your child to vacuum their room and they left the vacuum out, you would consider the job unfinished. If you were having friends over for dinner and you set a lovely table but had no centerpiece, you would consider the table setting undone.



These clients learned how to dress with intent. Look at their smiles!

## HERE'S THE SKINNY ON SKIN CARE

Skin care can be confusing. There is a lot of information available and some of it is conflicting. There are a gazillion products out there and that adds to the confusion.

So let me simplify skin care for you. Every woman needs to do three things to have healthy and glowing skin - and she needs to do those three things every morning and every night.

### #1 CLEANSE

Cleansing your face should be done every morning and

every night. Do you prefer creamy cleansers, foaming cleansers, or a bar of soap? Use whatever product you prefer, but do use it regularly.

Cleansers should always be followed by toners. A toner restores your skin's natural pH balance, removes any film left behind from cleansers and any traces of makeup, perspiration, dirt, etc. that your cleanser may have missed. The best toners have no alcohol in them and provide a refreshing rinse.

So now you have completed Step #1.  
(Remember - it's a two-step process.)

## #2 TREAT

This is where it gets confusing. There are so many treatment products available. How do you know which one(s) you need? Think of it this way - If you could change one thing about your skin, what would it be? Diminish age spots? Minimize lines and wrinkles? Treat acne? Get rid of excessive dryness? Control oil break-through? Whatever it is that bothers you most is what you need treatment for. With that in mind, seek out an expert and ask them for recommendations.

One treatment product that can benefit every skin type is Vitamin C. Known as a lightener and brightener, Vitamin C minimizes age spots, supports collagen production and cell renewal, and adds extra emolliency to make the skin feel smooth and silky.

The best Vitamin C product I have found is C Plex Capsules. I have been using them for at least a dozen years and can't stand the way my skin feels if I miss a day. These capsules provide pure Vitamin C serum in a daily dose immune to deterioration from light and air. (Vitamin C is very erratic and when exposed to light or air will begin to oxidize. You will notice a brown rim forming around the jar or bottle of a Vitamin C cream or lotion; that is oxidation. (Encapsulated Vitamin C never oxidizes and is always fresh and pure.)

**These C Plex Capsules are my number #1 selling product. \$35 for a months supply; If you'd like to try this fabulous product, call me 239 454 0044 or visit m website. Click here:**

<https://imagemattersswfl.com/collections/skin-care-solutions/products/c-plex-time-release-capsules?variant=41860938256>

**If you are using two treatment products, use one in the morning and one in the evening. Don't layer your treatment products.**

**And lastly, every woman over the age of 25 needs an eye cream. So if you aren't using one currently, get one and use it both morning and evening.**

**So now you have completed Step #2.**

### **#3 PROTECT**

**We protect our skin with moisturizers in the morning and night creams in the evening. Moisturizers do not always have an SPF ingredient due to the FDA reclassifying sunscreen as a drug. For normal day to day activity when you are not spending prolonged periods of time in the sun, moisturizer alone may be enough protection. If you are especially sensitive or will be outside for long periods of time, say at the beach, boating, golfing or playing tennis, you will want to add a sunscreen.**

**Night creams are formulated differently from daytime moisturizers and are gnerally much richer. Use your moisturizer again in the evening if your skin doesn't feel dry. Use a night cream instead for dryer skin.**

**So now you have the skinny on skin care. Is there more to it? There certainly can be. There is a whole world of exfoliators, scrubs, masks, serums, etc. but breaking it down into it's simplest equation you need 6 basic products = cleanser, toner, eye cream, a treatment product, moisturizer and a night cream. If you follow at least this**

**minimal routine you will be on the way to healthy skin.**



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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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