

## Greetings!

**Goodbye 2020! Welcome 2021! It's refreshing and invigorating to know the year ahead will be much better. (How can it not be?)**

**To help you get the year off to a great start I have scheduled a Zoom video conference call for Tuesday, January 19th at 2:00 PM (EST). The topic will be "Pandemic Style Recovery". Want to know 3 simple things you can do immediately to ensure you look and feel great every day? Join me on the call. Details below.**



**Talking about how we look and feel, our SW FL "season" is probably going to look and feel different this year. We'll miss most of our Canadian friends. Many of the big fundraisers and events that we look forward to will be cancelled. But the vaccine is here and hopefully, that will help us get back on track and headed to the "new normal", whatever that is.**

**There's never been a better time to make sure you are taking care of yourself. We will be socializing again one day and now is the time to get ready for that opportunity. If you don't know what colors flatter you the most; if you aren't sure if your hair color and/or hairstyle is flattering; if you have a closet full of clothes and none of them excite you - you need my help! I'm seeing clients virtually and in-person. My work space is small; I see clients one-on-one; everything is sanitized constantly so I can provide a safe environment. But for those that prefer a virtual**

consultation, I can accommodate that as well.

I hope your new year is off to a great start. Call me if I can help you look and feel better.

*Christine*

## illuminating and Ultimate Gray are here!

**The Pantone Color Institute has forecasted these two colors as the "Colors of the Year 2021" and they are available here in SW FL. On a quick stroll through Dillard's I took pictures of several of these on-trend colors.**

### **From my last newsletter:**

For 2021, the colour authority has actually selected two contrasting shades, "ultimate grey" and "illuminating yellow", which it describes as *"a marriage of colour conveying a message of strength and hopefulness that is both enduring and uplifting."* After a tumultuous year thanks to a global pandemic, it's a cheerful mix that reminds us of sunshine filled days.

*"The union of an enduring, 'ultimate grey' with the vibrant yellow, 'illuminating' expresses a message of positivity supported by fortitude,"* said Leatrice Eiseman, executive director of the Pantone Color Institute, in a statement.





**If you love these colors, now is the time to go shopping. If you aren't sure about one or both of them, look for a small accessory like a scarf or necklace and try wearing just that. Ultimate Gray can be paired with anything and Illuminating can be paired with the gray, navy, camel, khaki, olive, red, true blue or lime green.**

## **HYALURONIC ACID - Do You Need It? MATRIXYL - What is it?**

From Web MD:

Hyaluronic Acid is a substance that is naturally present in the human body. It is found in the highest concentrations in fluids in the eyes and joints.

Some research indicates it is "possibly effective" for sun damaged and/or aging skin. By injecting a specific hyaluronic acid product (Juvéderm is commonly used) into facial wrinkles, the wrinkles can be reduced for up to one year. Also taking a product containing hyaluronic acid and other ingredients seems to decrease wrinkles and damage from the sun when used for at least 3 months.

When taken by mouth: Hyaluronic acid is **LIKELY SAFE** when used appropriately. Rarely, it may cause allergic reactions.



When applied to the skin: Hyaluronic acid is LIKELY SAFE when used appropriately. Rarely, it may cause allergic reactions.

Web MD further states that not enough evidence exists to claim hyaluronic acid can improve wrinkled skin.

So what's this all mean? Hyaluronic acid is likely safe for anyone to use. It's not a guaranteed "fix" for aging skin, but it likely won't cause any harm. It's a great ingredient to have in your skin care wardrobe.

If you decide to try a product with hyaluronic acid, I have options for you. My new Purity Toner with Green Tea has hyaluronic acid to improve moisture retention. This refreshing solution also tightens and calms the skin.

HA (Hyaluronic Acid) Serum with peptides is designed to boost collagen production. It can be used by all skin types and can be worn under makeup or used as a sunscreen.

Other ingredients that can be of benefit? Peptides (including matrixyl) do a great job of increasing collagen production (Loss of collagen is the primary cause of those pesky wrinkles.) and helping skin maintain a youthful appearance.

From SkinCareRX:

Matrixyl is a peptide, palmitoyl-pentapeptide. It's different than many of the other peptides used in skin care, because its results are long-lasting, not just for a mere hour after application. Its job is to specifically target and stimulate collagen synthesis and to repair damage. This function reduces the appearance of fine lines and wrinkles, leaving the skin firmer, smoother and more youthful looking.

If you want to try peptides, use my KNexyl Anti-Aging Lotion. This product produced a visible improvement in my skin. It has consistently been a favorite with my clients.



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## **PANDEMIC STYLE RECOVERY**

**WHAT 3 THINGS CAN YOU DO TO IMMEDIATELY IMPROVE THE WAY YOU LOOK AND FEEL DURING QUARANTINE OR SELF-IMPOSED SOCIAL RESTRICTIONS?**

**ZOOM VIDEO CONFERENCE CALL SCHEDULED FOR TUESDAY, JANUARY 19TH AT 2:00 PM EST. The fee for this conference call is \$20.**

**You may register to participate in the video call two ways:**

- 1. Email me to let me know you want to be included and I will contact you for your credit card information (\$20 fee) or**
- 2. Register through PayPal. Go to PayPal.com and click on "Send Money." Enter my email as Christine@ImageMattersSWFL.com and pay \$20.**

**On Tuesday morning I will send a meeting ID # to all those who have registered. If I don't get an email from you or you don't register through PayPal, you will not receive the meeting ID information.**

**Download the Zoom app onto your mobile device, laptop or PC. It's easy to find, just enter zoom.us into your browser bar. It's a blue box with a picture of a video camera inside. Zoom is free and with the current state of our social distancing and isolation, it seems as if everyone is using it to stay in touch. (Recently, Zoom has installed extra security precautions to ensure use of their platform is as safe as possible from potential hacking.)**

**(I've found that using Chrome as your internet browser rather than Safari works better.)**

**At the time of the meeting - 2 pm EST on Tuesday the 19th - open up Zoom and click on "Join a meeting." You will need to enter your email information but you aren't "signing up" for anything; you are just registering for my meeting. Zoom requires this so they can tell me who is in my meeting. You will then be prompted to enter the meeting ID #. (I will send the ID # on Tuesday morning to all those who registered.**

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## **Image Presentations Available**

**Do you belong to an organization, club or social group that meets regularly to listen/learn from guest speakers?**

**Call me to book an Image Matters presentation for your group. The presentations are always informative, entertaining and just plain fun!**

**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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matters 

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I'd love to hear from you.  
What do you like or dislike  
about the newsletter?  
What would you like  
to see more of? Less of?

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