

**Greetings!**

I think we're all feeling a little uncertain about what this new year will bring. My hope is that all of us remain safe and healthy throughout 2022.

I am forever grateful my business has continued to survive and even thrive. I have loved every minute of the 35 years I have been working with women (and men) to help them look better and feel great. It is so gratifying to know that I have made a difference. There is a need for image consulting in our SW FL community and if you are interested in a career or know of someone who would love to do what I do, let me know.



The IntegraLife Spa (My business is located inside the spa offices.) is hosting an open house on Wednesday, January 19th from 4:00 pm to 7:00 pm. There are many services available at the spa and if you would like to learn more, this is an opportunity to meet Dr. Nassif and get informed on Botox and fillers, find out about body sculpting and contouring from Bielka Bevillard, a certified Endermologie technician and learn about advances in facials and skin care. I'll be there as well to answer questions on which imaging services can best satisfy your desire to look polished, up-to-date and confident. There will be refreshments and great give-aways. RSVP directly to the spa at 239 437 8386

Take care of yourself and those you love. Here's hoping we all enjoy a fabulous 2022!

***Christine***

## **SHOPPING SAVVY Is It For You?**

**One of my favorite things to do is help my clients shop! Some clients need to refresh their wardrobe, some want to shop for a specific occasion (wedding, graduation, etc.) and some just want to learn best shopping practices from an expert.**

**I call this service "Shopping Savvy" because, unlike personal shoppers, my goal is to teach you how to shop for yourself. I will select many things for you to try on and together we will discuss what works for you and why it works, as well as what doesn't work for you and why.**

**Do you really know what to look for when trying on pants? Why does one pair of pants look great on your body type while another style misses the mark? Are you better in a wide leg pant or a skinny ankle pant? Is a high rise or a low rise better for your proportions?**

**How long should your tops be? Crop tops or tunics? Which is best for you?**

**Are you comfortable choosing accessories to add the perfect finishing touch to a new outfit? Once we have decided what pieces are going home with you, we can shop for the perfect shoes and jewelry.**

**Shopping Savvy is priced at \$250 for the first two hours and \$100 per hour after that. We'll shop at your favorite store, wherever you prefer. Call me and let's book it! Start the new year off with a new wardrobe specifically chosen to flatter your body type, add value to your existing wardrobe and make you feel good about yourself when you get dressed. 239 454 0044**

### **PLEASE DON'T!**

**Here are my top 5 Don'ts for 2022.**

1. **Flip flops worn anyplace other than the beach or the pool. Sandals are fine; after all, we live in SW FL! But flip flops are not sandals and decorating them with cutesy shells or glitter doesn't make them anything other than a flip flop.**
2. **Leggings worn with a short top that exposes the crotch area. Leggings are fine and have become a huge fashion success story. What was once called "workout pants" are now worn everywhere, everyday. Personally I love leggings for their comfort and versatility and I have many pairs. BUT, leggings should always be worn with a long top that covers the crotch area.**



**Just NO! Better!**

3. **Clothes that don't fit well. When your clothes fit your body well, everything you are wearing looks more expensive. But an expensive dress or pair of pants that doesn't fit you well will look cheap.**



**Too baggy! Just right!**

**4.No makeup. Even a little bit of makeup (mascara, lip gloss) helps every woman look more polished. The amount of makeup you wear and how you want to look is a personal choice for every woman. But no makeup at all sends the message, "I don't care enough about myself to make an effort to look my best."**



**Makeup Makes A Difference!**

**5.Poorly fitted undergarments. Make sure you are wearing the right size bra. You can get bra fittings at Soma as well as most department stores. The best bra should lift and separate the breasts and not expose excess underarm flesh or back fat. Panties should not be so tight your panty line shows through your clothing. My favorite panties are the "Vanishing Edge" panties from Soma.**

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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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***The Image Matters Way***

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**IMAGE**  
matters 

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about the newsletter?  
What would you like  
to see more of? Less of?  
Send comments to Christine.

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