

April 2024



# MONTHLY NEWSLETTER



I mentioned in last month's newsletter that I would have some exciting news to share in April.

Well, I am very excited to announce that **Debie Grass** has joined me at Image Matters in the role of Image Consultant. You will now have **TWO** consultants guiding you on the path to looking and feeling great. Debie has done an excellent job already in securing new studio space for Image Matters at 6361 Presidential Court, Suite C104. We are centrally located in Fort Myers off College Parkway across from the college and the Barbara B Mann, just two blocks from the former location in The Terraces building.

Additionally, take a look at our new logo! That is the inspired design of Debie. I love the fresh new look and the fact that she came up with it so easily and quickly. Debie introduces herself below so be sure and read about her.





We'll announce a Grand Re-Opening soon and you will have a chance to see her beautiful smiling face then. We will have some exciting prizes - you won't want to miss this event!

April is a month of *growth* and renewal. Think about how you would benefit from a renewed image. Then call us to book an appointment. 239 454 0044. I'm looking forward to seeing you in person once again at our new studio!

**-Christine**

## Meet Debie Grass

### **Hello all!**

I am THRILLED to be joining forces with Christine at Image Matters! If you don't know already, she's kind of a big deal and I couldn't ask for a better mentor and partner.

Believe it or not, I'm no fashion "guru" or red carpet style expert...I'm a normal woman who knows what it's like to stand in the closet thinking "I have nothing to wear....that's it, I'm not going!".

I understand the pressure to adopt all the latest "trends" at the expense of feeling just not quite "you".





These days there is an overwhelmingly endless supply of new trends to try and fashion influencers to follow and just when you think you've got it down, it's changed!

This is why I want to use what I've learned to educate and empower women (and men) to be able to take control of their image and match the styles to them – not the other way around. Looking and feeling your best doesn't have to be hard.

As an Image Consultant, I take pride in teaching you how to own your unique look and enhance your natural assets instead of fighting against them.

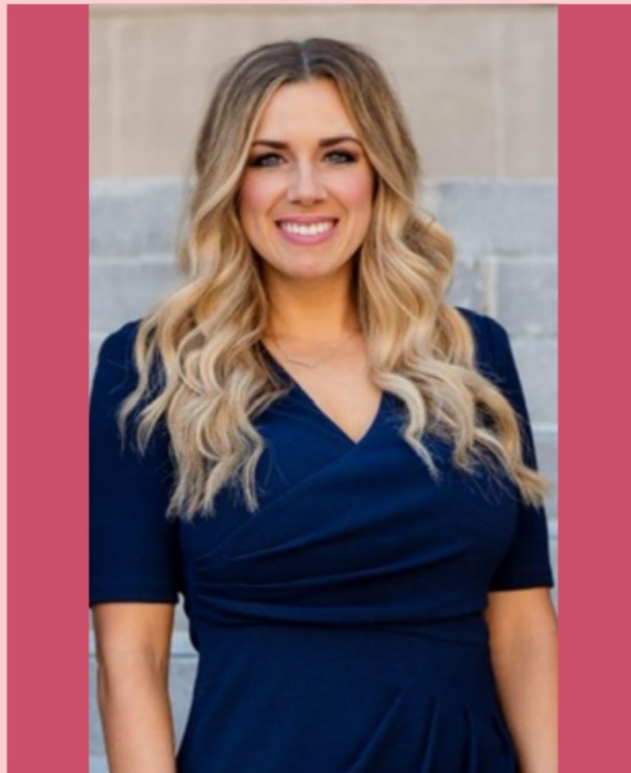
I am so excited for this new Journey and hope to meet all of you in person at some point along the way!

**-Debie**



### **Some fun facts about me:**

- I've lived in sunny SWFL my whole life and absolutely love calling this place home.
- I'm married with 3 kids ages: 9,7 & 4 – if I can find time to put on makeup – *anyone* can! LOL.
- I **LOVE** thrifting and one of my unique talents is finding the most amazing deals – If I could be a “Goodwill” brand affiliate, I totally would!
- When I was a kid, I wanted to be a teacher and a makeup artist – here I am doing both!



## Ageless Beauty

Discover *ageless beauty* with the latest trends for Spring 2024! From rejuvenating skincare routines to on-trend fashion statements, anyone can unlock the secrets to ageless beauty. Embrace your own unique allure and step into the new season with confidence and style.

One sure-fire way to ageless beauty is through a good skin care routine. Healthy, well-cared-for skin makes any woman look younger and vibrant. One product that is "must" for all skin types is **Vitamin C**. Vitamin C helps to heal sun-damaged skin, it aids in fighting those pesky free radicals that cause early signs of aging, it minimizes fine lines and wrinkles and provides an overall healthy glow to the skin.

Our favorite vitamin C product at Image Matters is **C Plex Capsules**. Just a tiny bit of this serum makes your skin feel silky and smooth - and the feeling lasts all day! For a little more than a dollar a day you won't believe the improvement you will see in your skin!

We offer the C Plex Capsules on an **auto-ship program**. We will automatically ship out a tube of 30 capsules on the first of every month and there is NO SHIPPING CHARGE. We will even ship to your northern address if/when you need so you won't miss a day without these capsules!



The cost is only \$38 for a one month supply! Call us at 239 454 0044 or email us at: [www.ImageMattersSWFL.com](http://www.ImageMattersSWFL.com) to get on the auto-ship program and give your skin that extra love it deserves!



Another way to look *ageless* is to pay attention to trends without straying too far from the **classics**. One current on-trend look is the new wide leg pant. If you don't have a pair of boot-cut or flare jeans, now is the time to invest in a pair. Also, look for a pair of wide leg pants in your best neutral color.

Best way to wear a pair of wide leg pants? A shorter top will be more flattering. A long, tunic length top adds too much volume when wearing wider pants. Stick with the classic look and wear a white shirt, preferably tucked in.



These jeans are from Chico's. We all know Chico's does a great job with denim. Dress up these jeans with a silky blouse or add your favorite blazer and a glitzy pair of earrings. Or just keep it casual with a tee shirt.



These pants are made from a soft drape-y fabric so they look a little dressier. Wear them with something casual like a tee shirt or denim jacket and sneakers (like the ones I showed in last month's newsletter). It's the combination of casual and dressy that creates interest and keeps you looking ageless and on-trend.







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We'd love to hear your thoughts on our  
newsletter - what would you like to see more  
of? less of?

OR

Are you interested in a consultation,  
speaking engagements or in learning more  
about the services we provide?

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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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