



Hello Summer!!!

Well, May was certainly a busy month for us! We had our Grand Re-Opening/Open House on Saturday, the 18th and we were thrilled to see so many of you at our new studio.

We have to thank Linda Phillips (Debie's mom) for a fantastic charcuterie table and Nate (Debie's husband) for handling the sign in table and welcoming all of you. And I want to thank Debie personally for the work she put in to find the new studio and get it outfitted and decorated beautifully. Now that you know where we are, stop in and say hello when you are in the area!

Friday, May 24th I had the pleasure of representing Image Matters on NBC2 nightly news at 6:00 pm! And I want to thank Cathrine Parker for being my client for that interview.

It seems color analysis is all over social media and now even local TV reporters are becoming interested in this "new" craze. I've kept pretty busy in this industry for 39 years but now we are busier than ever thanks to all the buzz on YouTube, Tik Tok, etc. Color analysis has even made the pages of Vogue and InStyle.

If you haven't had your colors done or if it has been more than 20 years since you had an analysis, you NEED to call us! And if you missed the TV interview (all of 3 minutes so it was easy to miss), check out the link below. I hope you enjoy.

June will keep us busy as we are researching new products to keep our clients looking great and up-to-date. You'll hear more about this in the near future. Based on May's weather, June is going to be a scorcher. So stay cool. And if you want a golden tan but still want to stay cool, check out our SunRight InstaGlow

Tanning Gel. I got results in one application and had a really nice tan on my legs with just 5 applications. It works, and for just \$35, you cant go wrong!

Hope your summer is off to a great start!

-Christine

[Click to watch us on NBC-2](#)

[Click to purchase SunRight InstaGlow!](#)

Hi all, Debie here...

In this Month's Newsletter, we are going to cover **two** things!

#1: Lighter hair for summer?

#2: How your smile impacts your overall image.

Lets dive in!

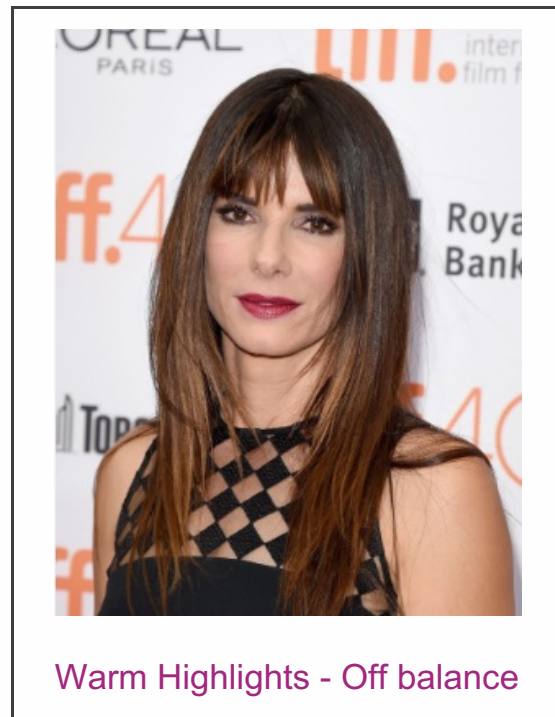
Hair Color Trends... Should I go "lighter for summer"?

Have you ever gone to your hair appointment and the first thing they ask is "so are we lightening up for summer?" Then a few months later, "how about we darken it up for fall?" Hair color trends seem to follow the seasons - so if you've been wanting to try some highlights, now might be the perfect time... depending on your seasonal color pallete.

Sofia Vergara is a warm Autumn and her brown hair already has a warm golden undertone. Adding blond highlights, especially warm blond such as honey tones or caramel tones, works for her and can provide a nice "lift" for the warm summer months.



Sandra Bullock is a deep, bold Winter with very dark brunette hair. When she adds blond highlights to her dark hair she is removing the very essence of who she is. No longer a true deep, bold Winter, now she appears dull and tired. We would advise all deep, bold Winters to reconsider blond highlights and stay with what is closest to natural.



Keep in mind, changing your hair *drastically* CAN change your seasonal color palette!

So be mindful when coloring your hair. As a general rule, the

further from your natural color you get, the more "off balance" you will look, especially if you have cool undertones and add warm hues or vice versa. If you've never had a color analysis and don't know your season, choosing a hair color or highlights can be a little more tricky.

How much does your smile impact your overall image?

Probably much more than you may realize! Research has shown that having straight, white teeth makes you more attractive because when your teeth look healthy, you look younger and your face is more balanced. In case studies, when shown pictures of decaying teeth, teeth in natural shades and teeth that have been whitened, an overwhelming majority preferred the whitened teeth. In many cultures, nice teeth are actually a sign of wealth and overall health.

Look at the woman below - see how her smile makes a difference?!



I know what you're thinking... "I'm too old for braces" or "I cant

afford veneers" etc...

Guess what?! I have a couple less invasive solutions for anyone looking to improve their smile.

#1 Composite bonding.

This is a non-invasive, affordable, cosmetic procedure that can fix minor imperfections and really improve the appearance of your teeth.

Take a look at my husband's before and after picture below - he has always had a gap in between his top 2 teeth - his dentist applied a bonding "tooth like" material to close the space. The best part? It only cost about \$700, only took about an hour and was completely pain-free! Now he is much more confident and looks more polished! If you are insecure about your smile, ask your dentist if composite bonding will work for you!



Before Composite Bonding



After Composite Bonding

#2 Whitening Products.

Our teeth naturally darken with age due to use, staining and other lifestyle factors. Making an effort to have whiter teeth is also an effort that can take years off of your appearance. A bright white smile is a beauty "standard" in today's culture - probably because of the large accessibility to whitening products on the market.

I personally have struggled with many of these products because I have sensitive teeth. My teeth ache and become sensitive to cold/heat after using over the counter whitening strips even just *once*. Perhaps you can relate? I've also tried the widely available, mainstream toothpastes that say "whitening" on the tube as a marketing gimmick yet don't really make a difference...

Then about two years ago, I saw one of my friends selling whitening toothpaste on Facebook, sharing before and after pictures and I thought "what the heck - its worth a shot!"

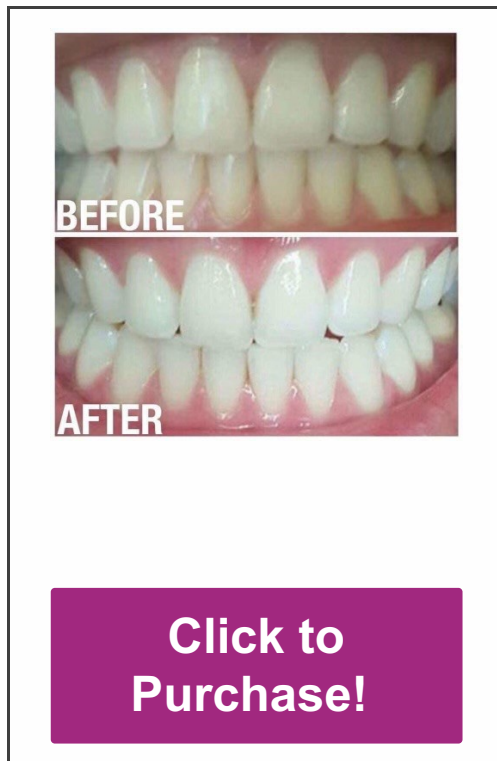
And now, its the only toothpaste I use - even when I run out and think "I'll just use some Colgate or Crest" - after about a month or two I start

to see my teeth are not as white as they were and I immediately order more!

Sadly, I never took any "before" pictures of my own teeth because I never had any intention of selling this product...until now. Now that I am working with clients to look and feel their best, there's no way I could keep this "beauty secret" to myself.

Introducing.... A whitening toothpaste that doesn't hurt your teeth and *actually* works!

For just **\$20** - you can brighten your smile today! Click the link below to purchase! And if you do, please send us your before and after pictures!



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