



## September Newsletter!

Greetings! I hope everyone had a fabulous summer - I am SO happy to have the kids back in school and some routines back in place!

To my existing clients, I'm always a text, email or phone call away if you need help with skincare, makeup, wardrobe organization, planning for a special occasion or any other beauty/style concerns. I truly want to be a resource and am always available for questions or advice!

To my future clients - now is the perfect time to learn how to look your best with the right colors, styles and makeup. Lets work together to get you into your best colors and help you build a wardrobe that you love!

For this month, we are going to explore the color WHITE - after all.... you've probably heard "Don't wear white after labor day"... but is that really true?

### But First!!

When was the last time you replaced your makeup brushes??

I told a client other day that she should be washing her makeup brushes at least *weekly* and she sarcastically smiled and said "Of course I wash them weekly!" LOL!

It got me thinking how overlooked our makeup brushes are. We don't have to be reminded to buy more *consumable* products like

foundation, blush or lipstick - because we can visually see when they are running low, or *gone* for that matter.

But like anything else, makeup brushes do have a shelf life and should be replaced. My husband, who works in paint contracting says that paint brushes should be replaced every 6-12 months.

So if the men painting our homes replace their brushes every 6-12 months, why do we hang onto the same brushes year after year and use them on our beautiful faces?!

Here's some signs its time to get some new brushes:

1. It's been over a year since you bought them.
2. You haven't been washing them weekly (this helps extend their lifetime).
3. They look/feel brittle, dry or the shape is compromised.
4. You are breaking out or having skin issues you didn't have before.
5. They have a weird or unpleasant smell.

If you answered yes to any of the above but don't want to spend a fortune on new brushes, I have a great option for you. I have found a mid level collection of brushes that perform well at an affordable price point:

Foundation Brush: \$20

Concealer Brush: \$12

Angled Blush Brush: \$20

Powder/buff Brush: \$12

**FOR A LIMITED TIME!**

**Get this 4 Piece Set for only \$49!**



[Click to Purchase 4pc Brush set!](#)

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**"Don't wear white after Labor Day" - Really?**

Well folks, we are past labor day and if you're wondering about wearing white, you're in the right place! The idea of "not wearing white after labor day" comes from the early 1900's when wealthy people could afford to pack away their lighter colors and fabrics and break out their "second" wardrobe for the cooler months. This is a thing of the past....a VERY distant past!

Even back in the 70's, in Amy Vanderbilt's Ladies Home Journal advice column, she responded to a reader who posed the question: "I don't know where the rule began, but it no longer holds."

And, throughout the decades, the color white has been worn & represented on the runway by fashion icons, year round.

So allow me to present to you a better question - because it's not a matter of *IF* you can wear white, but *HOW* to wear white.

[Here's some tips for wearing white, YEAR ROUND!](#)

**1)** Okay I have got to say it... **DO NOT** wear white underwear/bras with white! It may seem like a good option **BUT**, 9 times out 10, your undergarments will show through and that's never a good look. And while I'm on this topic, make sure your white top/dress/skirt etc. is **NOT** see through. When undergarments are visible or clothing is see through, the clothes will automatically look cheap. Go for "nude" color undergarments when wearing white.

**2)** Find *YOUR* best white. This is where color analysis becomes invaluable. Because believe it or not, there are many different "whites" and the best "white" will vary from woman to woman.

As a general rule, if you have warmer undertones, an ivory or creamy white will suit you best. If you have cooler undertones, a bright white or soft white will be most flattering. If you aren't sure, a color analysis session will help you discover **ALL** of your best colors - including white.

In the photo below we see Emma Stone, someone with very obvious warm undertones wearing white on the left and ivory on the right...**BIG DIFFERENCE!** In the pure white on the left, she looks washed out and dull. She is glowing in the ivory on the right.



**3) If you are petite (short), wearing white from head to toe could work well by giving an illusion of height.**

**If you have adequate height, or perhaps trying to minimize your height, wearing white with a *contrasting* color would be beneficial in breaking up your vertical line.**

**In the photo below, you can see how the *all* white outfit with *neutral* shoes on the left makes her look longer, whereas the contrasting separates and bolder shoes work to break up her height a bit in the outfit on the right.**



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**4) Sizing is very important! Clothing that is too small or too large is *always* unflattering - but this is especially true with white.**

**Keep in mind that white is very unforgiving, so if you have any "problem areas", "skintight" white is not very flattering.**

**Keep the white looser in those areas OR throw on a longer cardigan or duster to conceal if needed.**



**5) Adding a pop of color or texture with white can add visual interest and make your outfit look more intentional and polished.**

**An easy way to add texture is with denim - white with denim is a very classic look that always works well.**

**You can also use scarves, statement jewelry, fun shoes or handbags to bring in interesting colors and textures.**

**During the warmer seasons, natural textures accessories like woven straw handbags, jewelry with beads or shells are very fitting.**

**During cooler seasons, metallics and a little more "sparkle" pair really well with white.**

**Here's some ideas!**







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