



Color & Style Harmony

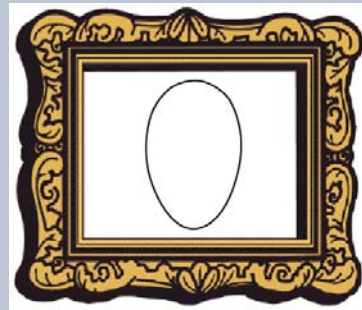
Styling A Face Shape...Aiming For The Oval

Creating the Illusion with Hair, Make-up and Wardrobe

Hairstyle and make-up are the tools we use to enhance our facial features and a more attractive finished product.

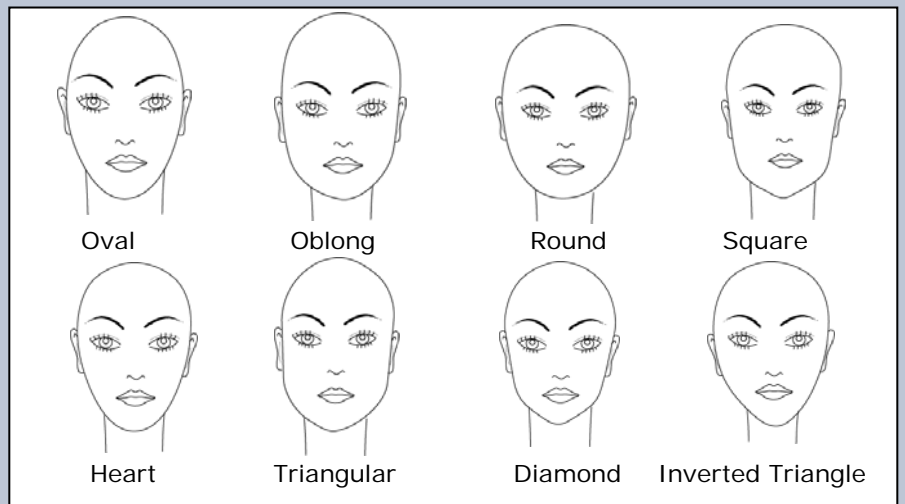
Let's Start At The Beginning With The Eight Basic Face Shapes:
Diamond, Square, Heart, Triangle, Inverted Triangle, Round, Oblong and Oval.

Oval is considered to be the perfect face shape



Very few have been given this gift of perfection as a birthright. Most of must look to the art of illusion to achieve that look of perfection (unless we resort to cosmetic surgery). Thank goodness for hairstyle, make-up and wardrobe.

The television media is a wonderful training ground. Study techniques used to present an appealing face to the viewing audience. Talk show hosts and news commentators are the best example because their appeal to the public is the criteria to the staying power of the show. It's what keeps them listening in!



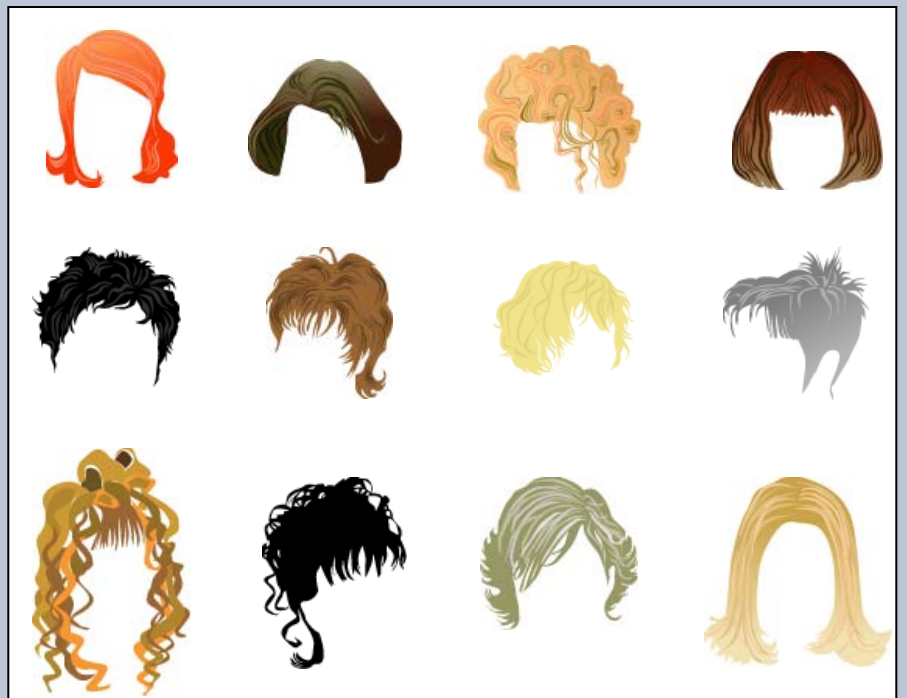
Creating The Perfect Illusion

Three Simple Rules To Achieve The Oval

1. Determine your face shape from the eight basic face shapes. Envision in your minds' eye an oval superimposed over your particular face shape.
2. Everything that lies within the oval needs to be highlighted.
3. Everything that lies outside the oval needs to be diminished.

Do It With Hair

Use your hairstyle to help in creating the illusion of the oval. For an example, use your bangs to diminish a high forehead or else take away the bangs to give the illusion of a higher forehead. You can do the same with the length of your hair. For those that have an oblong, diamond, heart or inverted triangle, use your hair to frame the jaw line. This will give the illusion of a rounder face not so long. For those that have a square, round or triangle face shape, have a little longer length past the jaw line to give the illusion of a longer face shape. And of course for those very few with the oval face shape, they can wear any hairstyle they wish and be attractive!



Use dark shades (browns are good) to diminish. The Brown Pencil, Blush/Bronzer Coffee or Dark Translucent Powder is excellent in helping to diminish.

Example: To make the nose appear to be shorter, use a dark shade at the very tip.



Brown Pencil

Dark Translucent Powder

Blush/Bronzer-Coffee

Use highlighters (flesh tones are good) to highlight. The Shadow Base, Light Concealer Stick and Light Translucent Powder are excellent in highlighting. Example: If you wish to create the illusion of a wider nose, use your highlighter, striping each side of the nose. This will give the illusion that the nose is wider.

Use the Mint Concealer to help reduce any redness in the skin. Use the Dark or the Light Concealer to help conceal any blemishes, fine lines or dark circles.



Shadow Base

Light, Dark, Mint Concealers

Light Translucent Powder

After you have diminished and highlighted those areas on your face, you will now add your foundation. Be sure that the foundation is a good match for your skin tone. Remember, foundation is there to blend the hues of the skin giving the illusion of flawless skin. It is not intended to create a "new skin". Foundation should look and feel like you have nothing on. You should never have to bring your foundation past your jaw line unless you have a lot of discoloration on your neck. View the foundation selections below to be sure you are using the right color foundation.



Color Harmony

As with many aspects of our life, we try to achieve a balance. When we have balance our lives are more peaceful...creating a certain harmony. The same applies to our personal appearance. Women try to achieve balance and harmony through their make-up, hairstyles and wardrobe. In general, we know as women what we feel most comfortable in but every once in a while, we get a little "mixed up". This guide is intended to put you back on track and/or give you some new ideas.

Generally speaking, we have only one opportunity to make that first impression. Depending on who you are trying to impress, will depend on how much effort you will put into your appearance. Creating the image that fits you best is your first step.

So, what's your image?

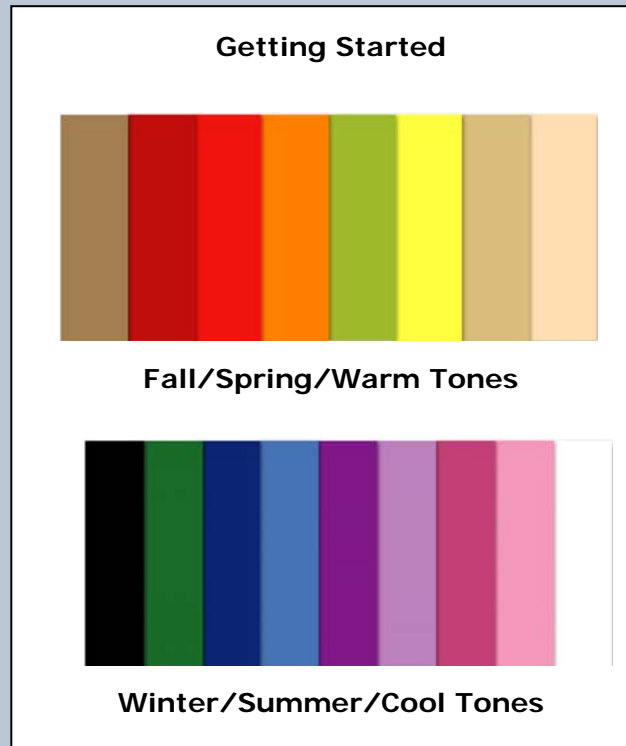


Now, that you have determined your image let's begin creating it! Color harmony is the key to creating the balance in your appearance. Your hair color, make-up and wardrobe should all blend together. Fortunately, there is a certain formula that will determine which colors look best together.

If we go by the season's concept: Winter, Summer, Spring and Fall...Winter/Summer are the cool tones...Spring/Fall are the warm tones. The darker/deeper colors are winter and fall. The lighter/more pastel colors are summer and spring. Think of nature: In the fall, the colors are all in the warm tones and in winter, nature reflects the cool tones. We want to follow the same formula. Your hair color, eye color and skin tone will be the basis in determining whether you will look best wearing the cool tones or the warm tones. There are some "experts" in the field who will recommend that you pull your hair back and determine your "colors" according to your eye color/ skin tone. Let me give you something to think about. If harmony comes from the blending of colors, how can we leave the hair color out in determining which colors are best for us? If you choose according to the eye color and skin tone, what happens when you bring the hair into it? You create another color to blend! This concept would also apply to changing our hair color. Many

times when we change our hair color or add color, it will change

which colors look best on us. This is okay to do as long as you are willing to change your make-up and wardrobe. Versatility is fun as long as your budget agrees!



As you have just learned, the blending of colors does make a difference. If some of you are still confused think about this scenario: You get brand new carpeting in your family room but have changed nothing else. When it's time to put the furniture back in the room you realize the couch doesn't match. The balance/harmony is no longer there. Every time you walk into that room the couch will stick out like a sore thumb until you either cover it with material that blends well with the carpet or just replace the couch all together. The same can be said for us when our hair color, make-up and wardrobe do not blend well together. When someone looks at us they do not see the harmony. It is essential that if you are trying to achieve a great first impression, be sure you are wearing the right colors for you. When you walk into a room we want to see "You" not your dress. Our clothing, accessories, make-up and hairstyle should only enhance what is already there, not take away from.

Psychological Effects of Color

<u>Color</u>	<u>Positive Feelings</u>	<u>Negative Feelings</u>
Yellow	Sunny Cheerful Optimistic	Egocentric Dishonest Sensational
Cream	Tranquil Quiet Consoling Comfortable Natural	Commonplace Invokes envy Immature
Blue	Serene Calm Comfortable Cool Secure	Depressing Melancholic
Violet	Regal Dignified	Cruel Pompous
Brown	Dependable Realistic	Boring Obstinate
Pink	Soft, Calm Sweet Tender	Effeminate
White	Pure Innocent Spiritual	Sterile
Gray	Secure Peaceful Protective	Dreary Colorless
Black	Sophisticated	Empty Death
Green	Natural Youthful Peaceful	Envy Immaturity



It's Time To Add Color

Be sure your eye shadows, blush, lipstick, and mascara all are in the right color selection for you. Remember, you want your hair, make-up and wardrobe (including accessories) to blend together creating that balance and harmony.

Depending which season you fall under will depend on which colors you will wear.

Starting With The Basics

The Basic Black & Pearl are two specialty colors. They are your mixers. You can create so many new colors with different intensities of color by just using the Basic Black & Pearl. Black will darken your eye shadow, giving it a smoky, deeper color. Pearl will give your eye shadow an iridescent look and also lighten the color.

Now, add the Shadow Base, using it as a base for your eye shadow and a concealer, as well.

You have the perfect beginning for creating that wonderful "clean cosmetic" experience!

Specialty Eye Shadows



Fall/Spring (Warm Tones)

Blush:



Eyeshadow:



Lipstick:

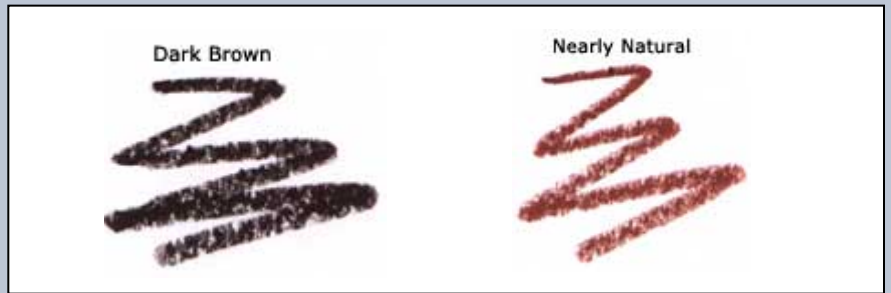


Mascara:

Powders:



Pencils:



Winter/Summer (Cool Tones)

Blush:



Eyeshadow:



Lipstick:

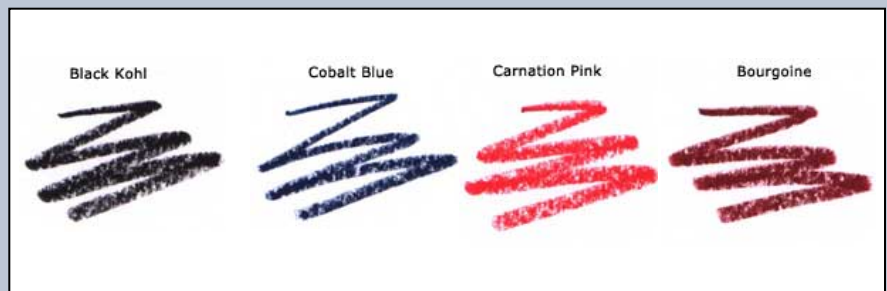


Mascara:

Powders:



Pencils:



When applying your make-up, use the blending of water and color in your application. Water adheres to skin. Your make-up will last much longer throughout your day and will look more natural. You will not experience creasing in eye shadows with this technique either. If you are not sure how to do this, remember the rule: The more water you use, the lighter the color, the less water you use, the darker the color. It may take a little practice but it is well worth it in the end. Your face is the canvas and you are the artist. Get your techniques down and it will be a piece of cake.

One Last Reminder

Make-Up Will Not Give You Healthy Skin.

Keep Your Skin Functioning At Its' Very Best By Maintaining Your Daily Skin Care Program.



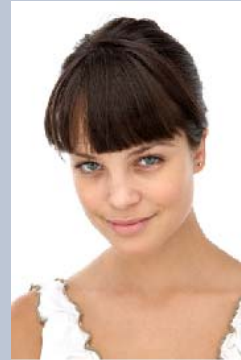
Healthy Skin Is Beautiful Skin.

Guaranteed To Always Create A Great & Lasting First Impression!

Let's Talk Accessories

What do we mean by accessories? Accessories are intended to add to the attractiveness of a person. They are not meant to take away from the person. We can consider anything from jewelry, hair decorations, nail polish, belts, shoes, purses and scarves all to be an accessory. There is no doubt, that certain colored jewelry looks better with certain "seasons". It makes no difference if the fad for the time is dictating which color jewelry we should wear. Certain colors look better on some people than others. As a general rule, gold jewelry will look better on people who look best in the fall/spring/ warm tones and silver jewelry will look better on people who look best in the winter/summer cool tones. Every so often you will find the person that is all seasons. In this case, she can wear anything. Very few though, so don't get discouraged.

Remember, we wear make-up, clothing, accessories for only one reason and that is to attract. We all have a desire to be appealing to those around us. There is much more than meets the eye when it comes to creating that "first impression".



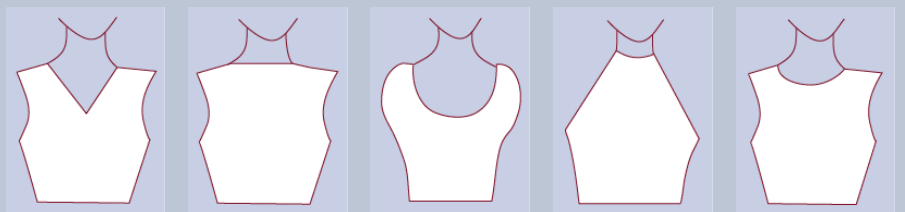
Necklines

Necklines also are a big factor in helping to create that perfect oval. By using the correct necklines and accessories, the shape of the face will appear to change. Necklines should create a balanced look around the face. *Necklines and accessories that are the same shapes as the face should be avoided.*

Suggested Necklines For The Face Shape

- Round Face.....V-necklines (vertical lines)
- Long Face.....bateau necklines (horizontal lines)
- Oval Face.....scoop necklines
- Heart Shaped Face.... crew necklines
- Square Face.....round necklines

Get the idea? Now, apply this thought process to your face shape.



Jewelry

When you have determined your face shape, you can pick your jewelry to help style your face.

Remember, you are aiming for the oval.

Dangling earrings will make the face look longer, as well as, v-shaped necklaces.

Studded earrings will make the face look rounder, as well as, rounded/choker-style necklaces.



Putting It All Together

Well, here you have it, all the information you need in creating that first impression.

Take the time to perfect these tips and you will be amazed at the end result.

Not only will you feel better about yourself but you may find you are turning heads.

For further information email us at ginamariecenter@yahoo.com



Ginamarie Means Healthy Skin For Your Entire Family.

We Are Truly A Family Affair!