

FIRST IMPRESSIONS

You will never have a second chance to make that first impression!

There are 4 elements in making a great first impression:

- 1) A good haircut.
- 2) Natural, flattering makeup. Not over/under done.
- 3) Eye catching accessories
- 4) Flattering wardrobe – wear clothes that fit!

HEAD-TO-TOE FASHION TIPS

Hair – Get a good haircut. Cut your hair according to your face. Keep your hair clean and well groomed. Your hair IS an accessory that can change your whole appearance!

Eyes - Brighten up your eyes with a little color. Your eyes are the windows to your soul!

Smile! – This is your most important asset. Use lipstick to enhance your beautiful smile.

Ears – Never leave home without earrings! They are the most important accessory a woman can wear. Little earrings make a small person look smaller and a big person look bigger! Never repeat the shape of your face.

Shoulders – shoulder pads give you the appearance of being 2 inches taller and slim your figure. They draw people’s eyes up to the face.

Neckline – There are 5 basic necklines in fashion (see reverse).

Wrists, hands, and fingers – stacking bracelets in multiples make a more polished look. Never have a naked watch! Always partner your watch with a simple bracelet. Wear rings on different fingers. Your wedding ring stands alone. Polished or manicured fingernails make a great first impression. It doesn’t have to be bold or colorful, just neat and clean. $\frac{3}{4}$ sleeves are most flattering and can make you appear 10 pounds thinner! Attention is drawn upwards not downwards.

Shoes – Wearing a heel on your dress shoe will give your calf a slimmer look. Hose should match your shoes and need to be the same color as your hemline or darker.

Clothing – wear classic not trendy clothes. Buy clothes in solid colors and accessorize. This will make your wardrobe budget go further! You can have the look of several outfits with just a few outfits and many different accessories. You should spend $\frac{2}{3}$ of your wardrobe money on accessories. Basic is best.