

How You Can Look Fabulous if you are in the Public Eye

To look great on the outside, begin on the inside:

Diet:

- 6 small meals a day
- Include an equal amount of carbohydrate and protein
- Seek the advice of a Registered Dietitian with The American Dietetic Association to discuss calories
- Drink 6-8 glasses of water every day
- Reduce risk of overeating by limiting alcohol, sugar, caffeine, and fat. (These foods create a rise in blood sugar levels, which will in turn cause appetite to increase.)
- Increase bulk in the diet by eating foods rich in fiber (whole grain breads and cereals, raw fruits and vegetables, dried beans and peas.)
- When the body tells you it is hungry, it may just need water. Try drinking a tall glass of water, and see if this eliminates the hunger pangs.
- For fillers: add raw salads, clear low fat broth, sugar-free jello, and pickled vegetables. Do what you can to avoid the junk.
- Be extremely careful about fad diets. While they may work on a short-term basis, most fad diets are not meant to be followed for extended periods of time.
- Check with your physician before making a drastic change in your diet.
- For women, ask your physician about a supplement that is rich in calcium. Bone loss is rapid in women who are post-partum or who are over 40 years of age.

Exercise: (always check with your physician before beginning any exercise program.)

- I exercise every day, and studies show that some form of aerobic exercise plus strength training should be used at least 5 times per week for 30-45 minutes each day.
- My favorite workout is THE FIRM Video Workout. After ten workouts, you are almost guaranteed to notice results. This video workout combines low impact aerobics, a step box, and 3-10 pound dumb-bells. Studies show that a combination of aerobic exercise and light weights is the best workout for fat burn and muscle toning (can be purchased online. Go to: www.firmdirect.com.)

If you do not want to go the route of THE FIRM, the following 30 minute workout is great, as long as you have permission from your physician to proceed.

- Fifteen minutes of aerobic work: stationery bike, treadmill, walking, jumping rope, jumping jacks, or a cross trainer work well for me. For more information, visit Self Magazine at www.self.com.
- 200 sit-ups at varying angles (side crunches, traditional crunches, and upper abdominal exercises are my combination)
- Ten minutes of upper body work using 3-5 pound weights (I do approximately 40 each of a biceps curl, triceps extension, upper body rows, overhead pumps, and deltoid (butterfly) flies.) I also do 40 push-ups. For more information on these exercises, visit Self Magazine at www.self.com.
- Ten minutes of lower body work (leg lifts, leg extensions, pelvic tilt and tightening, leg kick-backs.)

Hair:

Note: Hair care products, if overused, can damage the hair, because most contain alcohol. The products and techniques recommended below are product and techniques that I have used personally with great success. As a general rule of thumb, I use products every other day. I keep a great hair cut that looks better if washed/conditioned every other day.

- Start with a fantastic hair cut. Spend some time combing through magazines to find a cut that you like, that you know will look good on you, and that suits your personality. Once you have found the cut, search for a great stylist. For people who are in the public eye, a bad hair day can be an obstacle to a great performance. If your cut does not turn out as planned, play with your cut using rollers, gel, or a curling iron. A tousled look is appropriate as long as it is neat and clean.
- Cut hair so that it is shorter and more shapely (the shoulders or above.) Layers are great for people who have thin hair, as they give lift and fullness to a flat look. A soft bob is also great for professional women who want a more relaxed look.
- Consider adding highlights OR darkening the hair. A new color will add depth and will return pigment to the hair, making it younger looking. Consult your hair stylist or a licensed esthetician for more details. CAUTION: Be ***extremely careful*** when using home dye kits...you don't want pink or orange hair.

- Treat yourself one day each month to a deep conditioning treatment. These can be easily purchased at a beauty supply shop such as Sally's or at a beauty supply shop near you. (www.popehair.com)
- Skip a day washing your hair. The natural oil in the hair will make it easier to manage the next time you shampoo. To style hair that has not been washed, lightly spray the hair with cool water, add a styling gel, and dry the hair using the cool setting on the dryer.
- For pony-tail length hair without layers: Consider a crisp bun. Parting the hair to one side will make you look more sophisticated. Twist the hair until it is tight, wrap it around the base of the pony-tail and then secure it with bobby pins in a downward direction.
- For straight or thin hair, consider using a thickening shampoo or gel. My favorites are: *Diametress Shampoo by Nexxus* (www.just4hair.com), *Thick-Headed by Head Games* (www.ballbeauty.com), and *Thickening Serum by Nolita* (www.jrussellsalons.com) One tip: To make your hair look thicker, sprinkle a bit of baby powder on your roots, use a paddle brush to tease the hair section by section, then smooth the roots with a comb. When drying, turn the head over and dry the roots while fluffing the hair lightly with the fingers.
- For curly or frizzy hair: Try a smoothing cream such as *Control Freak by Bed Head* (www.jrussellsalons.com) or *Redken All Soft Heavy Cream* (<http://popehair.safeshopper.com/156/cat156.htm?156>)
- To boost curls with softness, try *Be Curly by Aveda* (www.aveda.com)
- To make dull hair look shiny: Use a silicone based spray to increase your hair's reflection factor. Spray a small amount on your brush, and whisk it lightly through your hair to avoid overloading the product. Try *Vinly Glam Mega Shine Spray by Redken* (<http://popehair.safeshopper.com/257/2136.htm?156>)
- Brush hair only when it is dry. Hair is its weakest when it is wet, and brushing the hair while wet can break the hair.
- Upon rising, run the fingers through the hair to reduce tangles.
- For oily hair: If oiliness begins, avoid brushing the hair too often. Brushing will stimulate the hair follicles to secrete oil more quickly and in larger quantities. People with oily hair may need to wash the hair daily, but generally, hair stylists recommend washing oily hair only 2-3 times per week, as constant washing can stimulate the hair follicles to produce more oil. ***A conditioner is not recommended, as it will enhance the oiliness. One trick: At the end of shampooing, rinse the hair with one cup of peppermint tea. The smell is nice, and the oil will be zapped!!***

- Restless sleeping can often damage and break the hair. If you are a restless sleeper, try using a satin pillow to reduce the chances of damaged hair.
- Keep the ends of the hair trimmed and shaped. The hair will look healthier if trimmed 1-2 times per month.
- For dry hair and/or dandruff: Dry hair and dandruff can occur during the winter due to indoor heat and in the summer due to sun and outdoor heat. A dandruff shampoo is recommended and a conditioner to add moisture should be used after shampooing. When drying the hair, use a cool setting and avoid using the fingernails on the scalp. When in the sun, use a hat to avoid overexposure to the heat.
- Baby fine hair: will appear thicker when darkened and will appear thinner when lightened.
- For extremely frizzy hair, take a small amount of body moisturizer, rub on hands, and gently run fingers through the hair. Split ends can cause your hair, especially the ends, to look and feel frizzy. To fix your split ends, (without having to make a hair appointment), massage an oil treatment into your dry hair. Blast your ends or five seconds with your hairdryer, so the oil is quickly absorbed. Voila - the result: sleek, healthy looking hair.
- For the healthiest hair, drink 8 glasses of water every day and fill your diet with lots of vegetables, vitamin A, C, B complex, iron, iodine, zinc, and copper. Speak to your physician about a multi-vitamin if you feel that your diet is lacking in any of these nutrients.
- Give your hair a shot of cold water at the end of your shower. The cold water will seal the cuticle, which will make your hair shinier and will illuminate your skin as well.
- Towel Drying - after washing don't rub your hair dry with a towel as it roughens up the cuticles, breaks the hair, and deprives the hair of shine. Avoid the towel-turban technique, as it can snap hair around the hairline.
- For sexier hair: Give straight hair a sexy tousled look in minutes. If your hair is cut into layers, this is slightly easier to achieve as the style will last longer. Use a texturing product such as mousse. Apply it to damp hair, put your head upside down then, using your fingers, gently dry using a medium heat on your blow-dryer. The result should be soft, natural-looking waves. A light shot of hairspray will help to hold the style in place all evening.
- Severely damaged hair: A heavy-duty reconstructing agent may be able to repair damaged hair however, the best remedy for damaged hair is a great new cut!

- Great websites for specific hair-related tips: (www.lhj.com, www.cosmeticscop.com, www.fantasticsams.com, www.glamour.com, <http://cosmo.ninemsn.com.au/cosmo/default.asp>,

Great skin starts with a great diet! (Note: While reading the below information, you may wonder if I have a financial interest in Neutrogena. The answer is “no,” but their product line has saved my skin many times. I have teenage daughters, and they now use the products as well. I love the line, because it is low to moderate in price, is readily available at most pharmacies and online, and the products are highly recommended by many dermatologists.)

- Start eating 6 small meals every day with an equal balance of protein and carbohydrate at each meal. Include foods rich in vitamins A, C, E, D, K, and vitamin B-12. This can be achieved by eating 3 servings daily of a vitamin-C rich fruit and 3 servings of dark green leafy vegetables.
- Drink 6-8 glasses of water every day. Water hydrates the skin, stimulates circulation, and helps to remove impurities from the body that can cause blemishes.
- Eat a diet rich in fiber. Fiber builds bulk which helps the gastrointestinal track to stay healthy. Believe it or not, a healthy gastrointestinal track can actually help the skin to look better, because the body rids itself of waste material more easily.
- See a dermatologist one time annually for a head-to-toe skin check. The Skin Cancer Foundation (www.skincancer.org) research reveals that over 1 million Americans are diagnosed annually with some type of skin cancer. Approximately 80% of all damage is done by age 18. Most skin cancers can be treated if diagnosed early.
- USE SUNSCREEN! I do not need to say more. Because I have naturally oily skin, I am a huge fan of the oil-free sunscreen by *Neutrogena*. I am a big fan of all of their products, because they feel great, work well with most skin types, and the Neutrogena products are endorsed by my dermatologist. See your dermatologist or a licensed esthetician regarding a sunscreen that will work well with your skin type.
- Treat yourself prior to special events to a deep clean facial with a licensed esthetician. The massage and products used by a good esthetician will stimulate the skin, giving it a healthy glow.
- To reduce redness in the eyes, ophthalmologists suggest artificial tears instead of an eye whitener such as Visine, which can dry the eyes out if overused.

- For puffiness to the eyes, a great treatment is by Ponds: Cucumber eye treatments...they really work...or apply cool cucumber slices for about ten minutes to weary eyes. To avert attention from tired or puffy eyes, play up your smile by using a red or berry colored lipstick. Finally, applying a thin layer of darker shadow into the crease of each eyelid will reduce the appearance of puffy eyes.
- To add radiance to the face: Use a foundation that is suited for your skin which is labeled "light diffusing" or "light-reflecting." If your foundation does not contain these ingredients, mix a dime-sized amount of shimmering moisturizer or a pinch of crushed pearlized eye shadow in with your foundation (ivory or peach for light skin; taupe and soft brown for darker skin.)
- If your skin is excessively dry or is breaking out consistently, this may be because you are not completely rinsing your cleanser from the skin. Try an extra splash of water to make certain that all cleanser is removed from the skin.
- Maximize Your Moisturizer: Moisturizing creams and lotions seal in a layer of water on the skin's surface. To give your moisturizer some extra help - apply it soon after rinsing, while skin is still damp. If your feels dry soon after, you don't necessarily need to change to a heavier moisturizer. The trick is to apply more of a thin lotion or smooth on a second layer once the moisturizer has been absorbed.
- If you're suffering from after-effects of the night before but are all set to go out to a function the following morning, try gently applying some white eyeliner along the inner rims of your lower lash lines. This instantly opens up your eyes so you look more awake and also makes the whites of your eyes appear much brighter and whiter.
- Do You Smoke? Cosmetic dermatologists say that smoking results in less oxygen and fewer nutrients reaching your skin to regenerate it and that smokers risk wrinkles sooner than non-smokers do. If you can't cut down, dermatologists suggest you use anti-oxidant face creams and take a good vitamin supplement.
- Did you know? Dermatologists say that too much alcohol robs your skin of vital nutrients and can cause dilated veins on your cheeks and premature ageing. So it's best to listen to your inner voice when it tells you 'enough is enough.'
- Exfoliation removes dead skin cells & makes skin feel good & refreshed. Get a scrub that is gentle to the skin & with the help of the first & middle finger, apply the scrub using circular movements (once again: *Neutrogena and Clinique* both make a mild scrub that is not abrasive to the skin.) Exfoliate the face three times per week and the body 1-2 times per week. Don't leave out the neck & the back of the hands. Or use a suitable facial mask. Apply mask on a clean face.

- The skin around the eyes is very delicate, and there are no oil or sweat glands to condition so wrinkles tend to appear. Use a gentle moisturizing eye cream using light patting movements (I highly recommend *Uncircle by Estee Lauder...can't live without it!*)
- For acne and blemishes: For acne on the face, neck, chest & back, use a natural antibacterial, non-oily face or body wash such as an acne cleanser made by Neutrogena. Do not use oily cosmetics which contain isocetyl stearate, isopropyl isostearate, isopropyl palmitate, isopropyl myristate & sodium chloride. Combat acne with zinc, Vitamin A & E, and if you can find it...a topical form of vitamin C (I recommend the powder vitamin C by Cosmedix mixed with the toner by Cosmedix (www.cosmedix.net) These natural products are available through a licensed esthetician or a dermatologist.
- Don't go to bed with makeup on. Makeup left on overnight seeps into your pores, clogs them, and congests your skin. Make sure that you wash your face twice at the end of the day. Once to get the makeup off. A second time to wash the skin itself.
- Treat your face gently. Never pull, tug, or scrub your facial skin. Be very gentle when you clean it, moisturize it or put makeup on it. This will lessen the chance that you'll damage your skin and get wrinkles.
- To stop redness and swelling in an emergency situation (job interview, wedding), ask your physician for a cortisone injection. It calms down a pimple almost instantly.
- Skip the face powder as it tends to collect in creases and make wrinkles more prominent; and the dry powder look is out, anyway.
- Another great reason to exercise! Exercise brings more oxygen and nutrients to the skin so that it is firmer and better nourished.
- Get more *Zzzzzzzzzzzzzz*. Lack of sleep can cause the skin to look aged and can add to dark circles and puffiness. If your sleep is being frequently interrupted, seek advice from your physician.
- Reduce stress. Stress can cause pimples, dark circles, and sometimes a rash to the face. Do all in your power to start saying “no” more often to those extras that continue to pile up around you. Instead of “doing something extra,” spend this time relaxing in the tub while listening to your favorite music, take a walk, or watch a great movie...do something wonderful for yourself **today!**

For eczema:

- Always use lukewarm, never hot, water.
 - If possible, do not use soap. Even the mildest soaps can irritate skin. If you do use soap, apply a mild soap with your hands. Do not use a wash cloth and do not scrub the skin.
 - *Pat* your skin partially dry with a towel—never *rub* yourself dry.
 - Apply a moisturizer immediately after patting dry—within three minutes.
 - Use moisturizers that are "oily," especially in the winter, and repeat applications frequently. Find something that feels pleasing to your skin, so that you will use it. Ointments are most effective. Creams are less helpful. Since lotions are mostly made of water, they are the least helpful, but may be used on areas of the body which tend to get hot and sweaty. Avoid preparations which contain perfumes or preservatives that can be harsh on your skin.
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- Cold Sores: As someone who has fought cold sores and fever blisters since age 3, I have found the only remedy that works is topical Zovirax. Because a cold sore is a strain of the herpes virus, they are now being treated with the same medications as vaginal herpes. I also take a small dose of l-lysine every morning, and the severity of the sores is not as great as a result. As soon as I detect a fever blister forming, I begin applying ice, drink plenty of water, and attack it with the topical Zovirax (available through prescription only from your physician.)
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- Condition the lips often. My favorite lip balm is DCT (Daily Conditioning Treatment) by Blistex. It serves as a great moisturizer for the lips and contains an SPF of 25. After applying lipstick, I brush on a small dab of DCT to act as a gloss...looks great and prevents chapping. I keep several containers around the house and apply it every time I can. Tip: Before applying, wet the lips with a slightly wet warm cloth, then apply. The red color of the lips will be accentuated by the combination of the two.
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- If you are frustrated with problem skin, look at genetics as a guide for what to do and when. This may give your physician some insight into what is up with your skin and its challenges.
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- Did you know? Cosmetics counters are willing to give away pots of face cream, tiny tubes of mascara, and vials of foundation to customers who are willing to stop by and chat? Approaching a cosmetics counter with a specific request—and listening patiently to a sales pitch—can be very rewarding in the long run.
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- Coming in February, 2003...*Neutrogena Shimmer Sheer*. Add a shimmer to your cheeks and face for a radiant look for your next live event!

Clothing: The look of women's traditional business wardrobe has changed during the last decade. The typical navy suit is now outdated and uninspired. According to American designer Bob Mackie "When a woman enters the world of business, she is merely extending herself naturally. She should dress the same way. Her clothes should be a natural extension of her own personality."

- Before attending your event, visit the room to look at wall colors. The last thing you want to do is to blend into the background. A color which will compliment and also be a contrast to the wall color is the best choice for your main color scheme.
- One tip: Observe someone in the media whose style you like and that you feel would look great on you and grab onto it. My top picks: Katie Couric, Diane Sawyer, Sophia Loren, Oprah Winfrey, Condoleezza Rice, Candace Bergen, and Lauren Hutton.
- Consider wearing a strong, solid jewel tone such as a deep red or a burgundy. These colors speak boldness and sends the message to others that you "know your stuff."
- A lean, clean fit will never fail you. Choose a suit collar that is high enough to handle a turtleneck or an open shirt that cannily frames the face.
- Pants are fine, but a skirt will suit you better. Don't be afraid to show a little bit of leg. Skirts that are just above the knee are flattering on anyone.
- The most powerful suit combination is a matched skirted suit-suit and jacket are in the same color, and the fabric is traditional and the most formal choice.
- Single breasted jackets are the most traditional and universally flattering. Gentle waistline shaping is more classic than very straight or fitted jackets.
- Shawl-collared blazers offer a sophisticated look, implying elegance and femininity.
- Double-breasted styles do not look great on everyone, but they convey an elegant yet authoritative look.
- Invest in "a little black ensemble." A black suit (pants, skirt, and blazer) is a must for everyone. It can dress up or dress down and travels easily.
- Choose a great pair of shoes that look and FEEL fantastic. Studies show that the first article of clothing that most people notice are shoes.

- Waist-length jackets are great for the slightly bottom-heavy figure. Wearing a bright jacket paired with a dark neutral bottom will place the focus on the upper body and away from the bottom half of the figure.
- Fuller, longer smock and duster style jackets are less formal, but they provide camouflage for a figure with a heavier torso.
- Jewel-neck silky blouses are most versatile choices. Another nice more stylish option is a moderate silk/knit tank. Both of these choices (in my opinion) should be accented with a great-looking scarf. Quite often a shell will fall flat on its own but can look great with the right accessory.
- Boatnecks are great for minimizing waists and hips, while maximizing sexy shoulders.
- Collared cotton blouses will offer a sharp professional look. Make sure that you try on a collared blouse with your jacket before purchasing, as collars are all constructed differently. You want the collar of the blouse and the jacket to lay neatly and to compliment each other.
- If your legs are fuller inside, try a side slit. If your legs are fuller outside, a mid-front or back slit is a better choice.
- Shoes: Choose quality leather. Choose closed-toe pumps over sandals. Shoes should be the same color or darker than the skirt. (Don't wear white shoes with a black skirt.) Neutral tones such as black, navy, and taupe will mix with just about any combination of clothing.
- Wear colors that look great on you:.
- ***Studies show that people who wear the colors that look best on them have more success when in the spotlight. Wearing your best colors will also:***
- Clear your skin and minimize flaws.
- Diminish dark circles under your eyes.
- Fade sun damage.
- Give you a younger, fresher look
- Enable you to mix and match clothing to increase the size of your wardrobe.

- Jewelry: Subtle is best. Classic gold or silver stud earrings or pearl earrings are always acceptable. Large bulky jewelry should be avoided, as it can cause a reflection from the podium and can be distracting. You want people to focus on you and what you are saying...not on your jewelry.
- Shiny fabrics and sequins can also reflect the light, so avoid shiny blouses or accessories.
- If it doesn't fit, don't wear it. Squeezing into a size 8 may feed your vanity, but it will make you appear overweight to everyone else. Shop by FIT, not by size. I Find clothes that fit or have them tailored to fit and stack the cards in your favor.
- You'll look taller and trimmer by matching the color of your stockings to your shoes and your hem. Wearing a black skirt and shoes? Opt for sheer black stockings. Have a bright blue dress and taupe shoes? Go for the taupe-colored stockings. What? You only wear black stockings because they hide things you don't want people to see? Branch out, and try something new and different.
- Make sure your bra fits properly. If it rides up in back, slips of the shoulders, or lets your breasts sag instead of offering support, then it's time to seek professional help. You can usually find trained fitters in the lingerie departments of better department stores. Call around for an appointment.
- To look thinner: Black is it! Wearing one color from head to toe will make you look slimmer and younger. Add one inch to your heels to lengthen the body, or add a long scarf to accentuate the north to south look as opposed to the east to west look.

For television appearances: (taken from www.public-speaking.org)

- Make sure clothing is "broken in" and comfortable when you are sitting and standing.
- Prior to your performance, have instant photos or video taken of you while sitting and standing. Make sure your clothes look good in both positions.
- Find out the background color of the set if possible. You don't want your clothing to blend in and make you invisible.
- Ask the producer for wardrobe color suggestions.
- Do not wear any clothing with tight patterns or pin stripes. This causes an optical illusion called a moiré pattern which is less than flattering.
- Avoid clothing with large patterns or geometric shapes. The audience will watch your clothes instead of you.
- Avoid wearing black, white, or red on television or video. Even the best of cameras have trouble with these colors.

- Avoid flashy jewelry. It reflects light.
- If you wear eyeglasses, avoid shiny frames
- Tip the bows of your eyeglasses up slightly off your ears. This angles the lenses down to reduce glare from lights.
- Wear makeup. It has the practical purpose of reducing the glare of TV lights. Be careful not to overdo make-up. Speak to the producer about make-up prior to the event. Request that the on-staff make-up artist give you tips or assist you in applying make-up before the event.
- Apply it to all exposed body parts, like backs of hands, arms, neck, etc. Apply cover-up below eyes to mask bags and/or wrinkles.
- Good studios are kept cool to negate the effect of the hot TV lights. You may freeze for a while until the lights are turned on, then you may burn up. Dress for the heat, but bring a jacket or extra cover-up to be used while you are waiting to go on.
- Bring a handkerchief or tissues to dab perspiration during breaks.
- Make sure your makeup, wardrobe, and hair are consistent with your message.
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- Whiter teeth will look better on camera or from the podium than yellow teeth. Speak to your dentist about a whitening agent (there are many out there!) Cut back on the coffee, tea, colas, tobacco, and red wine and opt for a toothpaste which contains a whitening agent.

Always look your best! Remember...you only have 10 seconds to make a great impression.

Thank-you for being with me today! I had a blast!

Please feel free to e-mail or call me any time!

Warmly,

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