

Diana Simmons

BACKGROUND

Occupation:

Medical Investigations Field Employee

For most of us, fall means change, regrouping, and the beginning of a new cycle in our lives. Once again, we take out the suit (and tie for some) and put on the darker shade of lipstick (for others), and we're ready for another year of great accomplishments.

At a time when changes are occurring in many aspects of her life, Diana knows that image is an important tool that she can't afford to overlook.

"For the last few years, I have been feeling the need to reinvent my look" she says. "My hair has split from the dreaded ponytail, which really doesn't suit me any more. I also need to know the best way to apply makeup to enhance my best features while downsizing the tired, wrinkled look I see in the mirror".

Last month, we went through what I call a "wardrobe makeover", and picked three outfits that were appropriate for Diana's body type and perfect for different lifestyle categories. This month, we proved that at forty-eight, Diana is as beautiful as ever by focusing on hair and makeup.



Before

AFTER



HAIR

In new situations or when meeting people for the first time, we have just a few seconds to make a great first impression. People will usually form that impression by a quick appraisal of our selection of clothing, hair, makeup, colours we're wearing, and so on.

The first thing someone notices about us, however, is our face. Our eyes, our smile, our hair and makeup. Diana's hair has a fine texture. It also had split ends. The ponytail look wasn't age-appropriate, and looked "dreaded" after a while. She had natural grey hair that needed to be covered, but she didn't want a dark colour. Something "low maintenance", Diana said.

We used some natural blonde highlights to break up the warmer base colour, and to add depth and dimension to her hair", said Iris from the Lounge Hair Studio. "We took the length up and added some graduation throughout the hair shape to give the impression of thickness and volume. We also put in a side-swept fringe to soften the face and add interest to the overall shape".

The highlights will also help to camouflage her natural grey colour when the new growth comes in.

The result? A stylish, sophisticated, and versatile look, perfect for Diana's face shape and hair texture.

Makeover

Photo credit Eydis S. Luna Einarsdottir
STUDIO 80s, www.studio80s.com

Many thanks to Iris from the Lounge Hair Studio for contributing to Diana's new look.

AFTER



MAKEUP

Diana wanted to learn the correct way to apply makeup to enhance her features and to camouflage some of the lines on her face. I started with a medium-coverage foundation to even out the skin. I've built up the foundation as needed, making sure it still looks natural. Using a puff, I pressed a sheer layer of translucent powder onto skin. A thick caked layer of powder can be aging, so use transparent formulas.

After shaping Diana's brows, I used a dark-blonde brow pencil to define them and to bring the attention to her best feature: the eyes. Remember the rule of thumb: your brows match your hair colour. To keep her eyes looking nice and bright, I applied a light eyeshadow from lash line to brow bone. Then I applied a cool-toned brown eyeshadow from lash line to the crease. Finally, I applied a dark-brown eyeshadow as eyeliner, using a wide flat brush with synthetic dry bristles that really hold onto the powder. (For a sophisticated defined effect, wet the brush before dabbing it into your lash line.) Two coats of rich black mascara on upper lashes complete the eye makeup.

A pink powder blush swirled onto the apples of cheeks gave Diana a healthy glow. If you don't want to overpower the face with blush, keep it light. For Diana's lips, I used a midtoned cool berry shade to complete the look.

This fall, rediscover creamy lipsticks in deeper tones such as chocolate, wine, and garnet.

If you are worried about lines, stay away from sparkles, shimmering colours, and glossy lipsticks. Opt for matte shades and muted colours. ❖

Produced by image consultant Denisa Nica,
www.dnimageconsulting.com.



A successful entrepreneur with over five years of experience in image related fields, Denisa Nica helps her clients develop the appropriate personal and corporate images. She is also a business writer and published author, and has written for European as well as for North American publications. She has appeared on TV and radio as an expert in image related topics, and has been quoted in newspapers and magazines numerous times. You can contact her at Denisa@dnimageconsulting.com