

# N E W S L E T T E R



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Image Tips

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by Sandy Dumont

“Adornment, what a science! Beauty, what a weapon!”  
Coco Chanel

## LIPSTICK, ACCESSORIES & HAIR—POWER TOOLS !

A state-of-the-art appearance opens doors and gets you on the fast track to success. Begin with clothing colors that flatter and send the right “psychological” message. But don’t underestimate the power of professional-looking makeup, hair and accessories. With it, you could be offered up to 20% more according to a recent university study.



“Never wear red to an interview,” is the advice given to many women. However, the problem is not with red, it is with *how* you wear it. Red is not a timid color, so if you wear it and have a timid or inhibited look, it may appear to overwhelm you. Because red is such a dynamic color, it needs dynamic accessories, hair and makeup to go with it. Then YOU wear red, instead of it wearing you! Even if you never wear red lipstick, you need at least a soft watermelon red or cherry red lipstick to keep your red garment from being the focal point, rather than your face.

For more information about the psychological message that is being sent out by the colors you wear, click on the link below to read her article about Color Psychology.

### See Sandy at the following events in July:

**July 3**—Sandy appears on CBN TV on July 3 with LIVING THE LIFE show that airs just before THE 700 CLUB, “The Psychology of Color.” (Va. Beach: ABC Family Channel)

**July 15**— Sandy appears on CBN TV on July 15 with LIVING THE LIFE show that airs just before THE 700 CLUB, “Power Dressing.” (Va. Beach: ABC Family Channel)

**July 12**—Women’s Alliance: workshop “Your Image and Your Success” 1:00 pm—4:00 pm, Virginia Beach, VA, Tel. Rosemarie Moorehead for info at 757/499-8811.

**July 17—20**—Workshops in Washington, D.C. Contact Sandy for information about scheduling a workshop in DC for you, your employees, or both.

**July 23**—Mini workshop for the Tidewater Association of Legal Assistants, in Norfolk from 11:45 am to 1 pm. Telephone Faye Bailey at 757/625-2325 for information and reservations.

**August**- Sandy will be presenting a series of workshops on “Branding for People” in Brussels, Belgium, from August 28 to September 6. Contact Sandy for more information.