

Caryn Franklin's

# How to Look Good

## *Ageless Style*

Caryn's style advice will help you have fun with fashion as you get older and enjoy your image more than ever.

Main illustrations by Debra Parkinson

# Contents

<b>INTRODUCTION</b>	3
<b>YOUR IMAGE</b> Tools 1-10 for understanding how to work with your image.	4
<b>BRIEFING: SHOPPING</b> How to shop. Yes really, how to shop.	23
<b>YOUR CLOTHES</b> Tools 11-12 Create the perfect wardrobe full of clothes.	25
<b>BRIEFING: A FEW STYLE DOS AND DON'TS</b> My take on jeans, short skirts and cleavage.	33
<b>HOW TO LOVE YOUR BODY</b> 13-16 Indispensable tools for having a better relationship with your own body.	36
<b>BRIEFING: I AM WOMAN</b> Understanding the cultural shaping of femininity.	44
<b>YOUR HAIR</b> Presenting a well groomed head of hair.	50
<b>BRIEFING: NEVER AGAIN</b> Leave these fashion moments behind you.	68
<b>YOUR MAKE-UP</b> Master the rudiments of making-up to achieve ageless style.	70
<b>BRIEFING: THE BEAUTY BRAINWASH</b> What they don't tell you – but I will.	75
<b>CARYN'S OWN BEAUTY TOOLS</b> 77 Tools 17 – 23 these are the beauty tools I use.	77

© 2007 howtolookgood.com, a product of Brilliant Productions Ltd. All rights reserved. Reproduction in whole or in part without permission is prohibited.

DETAIL ILLUSTRATIONS BY  
KIM CARBONARI

# Introduction

*Welcome to your own how to look good style advice.*

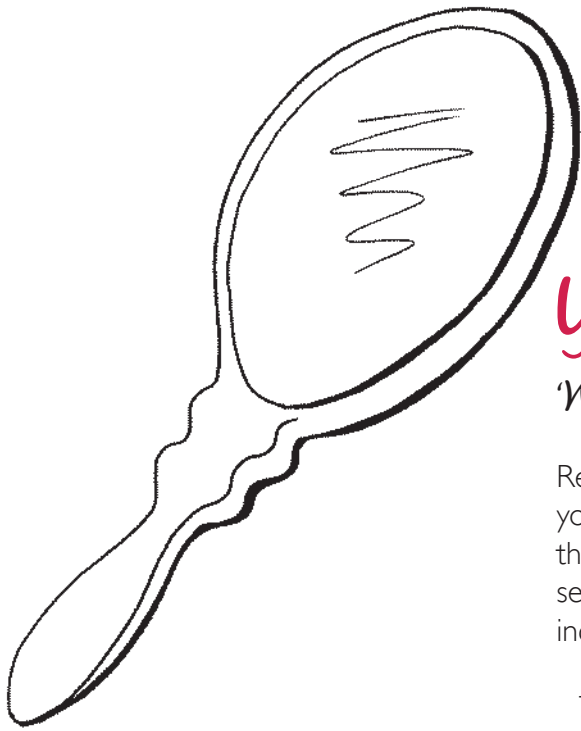
You have chosen advice on looking good and achieving ageless style, which I am delighted to give you. In fact I want to share with you everything I have learned over the years.

Get comfortable because this is a book like no other - it is written as a result of your requests. Our site, [www.howtolookgood.com](http://www.howtolookgood.com), has received so many questions over the years and now the things I discuss are a direct result of the topics you have flagged up.

This e-book covers everything for creating a marvellously groomed image. In it you will find all the tools I use for myself and my television and live event work, and having worked in magazines for many years before I switched to television, I can share all the behind the scenes insight that goes on there too. And most importantly, I can empathise with everything you have told me in your letters; if you have ever felt left out in magazines where fashion and beauty advice is concerned, I want to rectify that right now. But more than that I want to give you a solid understanding of your image and how to maintain it. Whether your 40th birthday was last week or many moons ago.

Here you will find all 25 Tools that I work with - all of these you can put into action now if you choose. I use 'calls to action' to help clarify the response you can take to the information I am about to give you and my 'myth busters' are a crucial emotional tool for doing away with old attitudes. Finally there are plenty of dos and don'ts which are my way of flagging up a 'fashion faux pas' as clearly as I can!

I hope you enjoy this book, it is written from the heart to celebrate you and all you can be.



## Your image

*'Who are you and what are you trying to achieve?'*

Reading this book is the cleverest style choice you can make for yourself. Put together after hosting many seminars and workshops on the subject of personal style and confidence, I have distilled this first section into 10 clear messages, with calls to action to help you incorporate my styling knowledge into your life.

This is where I hope to share with you all the things I've learned in over twenty years of working in the fashion industry.

### *First of all*

We know our bodies change as we get older, we can see the changes take place. Many women lament this, but others have a positive attitude. A big part of getting older and looking good is celebrating your body. It is after all a powerful and intelligent biological miracle before it is a clothes horse. But do you know what your own attitude to ageing is, and are you resolved about the changes that are taking place? I'm asking because this effects how you choose to portray yourself. It effects how you feel each morning when you select clothes and put on make-up. A woman, who is at peace with herself, will use this valuable part of the day for quiet self-affirmation. It is important to remind ourselves that we are privileged - we are creative powerful beings facing a period in our lives when we can focus on our strengths. We are in our prime. This should always be your starting point as you meet yourself in the mirror.

### *Your body*

As we get older we start to gather fat deposits and we lose muscle tone, which means our body becomes softer and rounder. This is a time for many when waists start to get thicker and tummies appear, or you may be fuller around the thighs and bottom. Since our culture prioritises the thin and young and many women feel defined by their ability to maintain youthful appearance, this can lead to anger where we blame our bodies for some kind of social misdemeanour and worse we punish ourselves with harsh diets. It is important to understand the adjustment our body is making at this time on our behalf in order to maintain optimum health. Once you understand this you will accept your body's valiant efforts to do its very best for you.

*'Since you are like no other being ever created since the beginning of time, you are incomparable'*  
Brenda Ueland

### *Why is a small amount of weight gain good for our health?*

A small amount of weight gain at forty plus is good for our health.

We do actually need that extra flesh around our middle to stimulate oestrogen production as it begins to cease in the run up to the menopause and afterward. Postmenopausal women are all the better for being gently padded rather than thin, because the extra oestrogen is good for skin but especially bones. This subtle padding can actually protect against osteoporosis. One of many signs that our body is doing its best to keep us healthy.

Some women however feel out of step with these changes and find it hard to accept their bodies as they age because of the feeling of powerlessness that seems to accompany the changes. One of the reasons for this powerlessness if you feel it too, is that the clothes you used to rely upon to work for your body are now no longer effective. Let me help you change that by giving you the confidence to make fresh choices about your image.

**CLOTHES, HAIR AND MAKE-UP ARE YOUR MOST EMPOWERING IMAGE TOOLS BECAUSE THESE ARE THINGS YOU CAN IMPLEMENT BY YOURSELF NOW AND CHANGE AS AND WHEN YOU SEE FIT.**

### *Who are you?*

Chances are you are reading this because you have come to a cross roads with your style. Perhaps you feel that you need to create a different image for yourself, now that you are over forty. Perhaps you are thinking about how you portray yourself for the first time, or perhaps you just want to make adjustments.

I have spoken to so many women over the years about this topic. See if you recognise your style dilemma amongst some of the things they have told me...

'I don't have time to shop or read magazines and I feel out of touch. I don't know what suits me.'

'I don't like what I see in the mirror anymore and I've let myself go. I feel unattractive.'

*Your attitude to your body is your most effective styling tool of all. If you are at ease with your body, you will find it easier to dress it lovingly and appreciatively.*

'Clothes aimed at my age group seem too old and matronly, while those for younger women are very obviously "too young." What do I aim for?'

'I don't want to look like I'm trying too hard. I want to look effortless.'

Well I've listened to so many remarks like this. My favourite is one from my own sister Rayne who is in her mid forties and very attractive, but she means it when she says...

*'My biggest fear is overselling from the rear.'*

After laughing my head off because I know exactly what she means, I was inspired to write this book because it's time for her and you to feel that you have your image well and truly mastered, so that you can get on with the more important things life has to throw at you.

So let's start with some basic grounding in the art of dressing yourself beautifully and effortlessly every time. Some of you having read the body shape books have commented that I don't hand out 'rules.' It's true I don't hand out rules. This is because I deal in 'tools,' which are much, more empowering.

There will be many tools in this book to take ownership of, and use for yourself for the rest of your days. Think of this as a girly instruction manual. The thing you are building is an 'image kit' and as you read you can collect tools to put in your kit.

The following tool is invaluable in clarifying your approach to your image.

### *Tool No 1*

STYLE COMES FIRST, FASHION IS ALWAYS SECOND.

Yes style and fashion are two very different things. Consider my definitions:

A fashionable approach is adopted by someone who wants to be seen to be part of an invisible club called 'Hopelessly up to date.' They will talk in riddles about what is 'in' and 'out,' they see their clothes as 'must have' items and are always looking ahead and what is coming next. They can judge other women as harshly as they judge themselves for not having the latest bag and are often on waiting lists for various designer items.



*What does your image say about you? It's all about projecting a confident image. What you wear will showcase your body to its best advantage so make ever thing you select to put on in the morning a conscious choice.*

Confidence is something that is achieved once they have all the 'right' clothes on, but next season everything is changed or thrown out, once they see the newest collections. These women are usually under forty.

A stylish approach is taken by someone who has no need to be part of an exclusive club. They appreciate clothes as fine items of adornment that will enhance their day. They do not judge others, and will willingly compliment another woman on her dress sense. They know what will suit them and don't need to be dictated to by the fashion world, although will just as happily clap hands with delight as the new styles hit the shops.

Confidence is something they already have, by enjoying who they are and what they have done with their lives. In their wardrobes will be a selection of clothes that fit well and have stood the test of time, as well as some high fashion items because they are fun to wear. These women are usually over forty and this is a definition of ageless style.

I know which group I want to be described under and just sometimes if I ever let clothes get the better of me, where I am judging the 'fashionability' of an outfit I've selected, I remind myself that there is so much more to me than the clothing choices I make. Which description do you prefer?

If you are still in the process of answering this question for yourself, consider how style can make an impact in your life. Personal style is what other women will notice about you, because it communicates a confidence and individuality. A fashion-orientated wardrobe is best left to younger women, who are still experimenting with their style. Some trends for instance, distort the body in quite an extreme way (think tight leggings and square shoulders of the Eighties) and these | distortions, whilst looking quirky and interesting on a younger body, can look strangely comical on anyone over forty – why?

Because without thinking about it we all assume that a woman in her forties or over, will have a built-in antenna to detect or screen out unsophisticated looks. However that doesn't mean you can't enjoy a bit of novelty, or incorporate up to the minute seasonal trends into your look. Get used to filtering trends through your own grown up style so that if polka dots are this season's so called 'must-have', you will appropriate what you want from the trend by splashing out on a funky pair of polka dot shoes to wear with your jeans or a classic trouser suit. Leave the matching polka dot dress and coat to the fashion pack – desperate to please their peers!

*'In youth we learn; in  
age we understand'*  
*Marie Ebner-Eschenbach*

Many women find interpreting the trends particularly troublesome, and this is why we always show a variety of interpretations of the catwalk trends in our high street report. If you take a moment to look at the catwalk feature and the high street feature seen on the home page of [www.howtolookgood.com](http://www.howtolookgood.com), you can have a crash course on the trends and how to dilute them to suit yourself and flatter your body. We always post these trends at the beginning of each season for this very reason.

It takes practice to know and be comfortable with your style and from the letters I get, I know that many of you worry about not being 'fashionable enough', because there is some kind of judgement system in place and you will be found lacking. Substitute the word 'style' when ever you go to say 'fashion' and you will find it comes without a judgement because 'style' is indefinable, 'style' is confidence, 'style' is a grown up frame of mind. I refuse to buy into the vacuous fashion reporting that talks in riddles about the skinny jean being the only shape, or the 'new ladylike dressing' being the only way to dress. There are two shortcut links straight to my blog to give you examples of what I mean:

<http://www.howtolookgood.com/blog/?p=24>

<http://www.howtolookgood.com/blog/?p=17#more-17>

The thing is, most fashion copy with the exception of a few journalists like 'The International Herald Tribune's' Suzy Menkes, is written by young women who don't question the cyclical nature of things. They are used to working with young models that fit absolutely anything and mirror the catwalk looks. In fact I'm always amazed at the didactic nature of fashion reporting, you know the sort of thing – 'wear this because everyone else is wearing it too and you don't want to look different from anyone else do you?'

What this reporting also does is alienate us from our bodies because if the long lean silhouette is in, where does that leave those of us who are curvy, does that mean we sit out the season and wait for the next, to see if we might be relevant again?

I DON'T THINK SO.

Enjoy your fix of fashion magazines, but look outside fashion for women whose style can inspire you. Women in their fifties and sixties are vibrant business women, politicians and company MD's – so we have visual role models in women who are powerful and sexy. There



## *Caryn's call to action*

*Write your own definition of what style is to you. Print it out as a poster to be stuck inside your wardrobe. Read it each morning, as you get dressed. Embody that definition. Be that woman. You now have one of the most valuable tools in your image kit - your ability to visualise what you want to look like.*

are also actresses who are refusing to be typecast and love her or hate her; Madonna is a stylish and potent woman.

And although there is less media space given to them, we have more beauty imagery of older women, so that we can see faces and bodies that have more character than the standard fashion imagery of women in their twenties.

## **Tool 2**

'STYLING' IS WHAT MAKES YOUR 'STYLE' INDIVIDUAL.

Wearing a great cut of skirt or jean, together with a well-chosen top to flatter your skin tone and body, will set you on your way to looking good. But it is how you put things together, along with the extra and individual touches that you add, which will effect an individuality and style that is yours and yours alone. Styling is a very real skill all on its own and every magazine employs several fashion directors, editors and stylists. It is their job to decide how to showcase the clothes that we see, whether in photographs or magazines.

Styling is a profession (it was my own before I moved to journalism and TV broadcasting). Stylists have a kit bag full of quirky styling items and accessories that have become part of their personal collection over the years. They then add these touches to the seasonal clothes and accessories they work with on each shoot. They dictate hair and make-up, pulling together a great look for the photographer to shoot.

When you look at the credits at the end of each fashion shoot in your magazine you will see them credited. Your styling of your own clothes will pull everything together to give it a great finish. Experiment with your clothes in front of a mirror to see how the outfit can be dressed up, layered, or dressed down. Decide which ones most represent you best and mentally file the looks you like, so that you can call upon them when you need them. Whenever I buy a new item of clothing I have 'a go on it' when I get it home. I try it with different items of my existing wardrobe and check the finished effect in the mirror. That way I can be sure when I choose to wear it in a few days time that I know what it can be worn with.

## Caryn's call to action

*Start to collect accessories - like belts, scarves - long, short, woolly, silk etc large unusual pieces of costume jewellery and anything else that can become part of your styling kit. Store them all in one place so that you can see what you have and experiment with them to finish an outfit off. Play at dress up from time to time when you have a new item of clothing to try. Developing your styling skills will be invaluable for creating your own unique look.*

## Image and you

Now that you have an angle on your own personal style and what it is to you, let me tell you how to achieve it, with an understanding of these next points. Take ownership of these tools and add them to your image kit.

### Tool 3

#### PRIORITISE QUALITY

Choose well-made clothes. If this means buying less then so be it. Your wardrobe should reflect your own regard for yourself. Hold yourself in high esteem and use your clothes along with your grooming to communicate that to the world. Use your budget to buy some good quality pieces of clothing. These will become your wardrobe basics. Avoid cheap clothes if you can. Younger women can get away with bargain basement styles, raw finishes and brash designs. As we get older, we need clothes to look more considered and there's no substitute for well-made, well-finished clothes.

Of course not everyone has the budget to work this way, so below are tips I know that will help you to approach style on limited finances...

- Replace lesser quality trimmings especially plastic buttons with more sophisticated ones e.g. mother of pearl buttons work wonderfully on blouses, shirts and knitwear while decorative metal buttons will always give a more luxurious look and feel to coats and jackets.
- Employ the 'pence per wear,' treatment to your clothes. A coat, for instance, will be worn for around 200 days throughout the season and needs to be well cut, warm and durable. This is something you will be seen in everyday, so to effectively communicate elegance and co-ordination you must spend as much as your budget allows. When you know you will wear it not only for this season but the next year as well, and maybe the next one after that, then the cost per wear comes right down. And the more classic the garment, the longer life it will have.
- Extend this notion of quality through to everything that you buy and enjoy the fact that because you are looking for more classic garments, you can buy in the sales to truly get the most out of your money. Make sure when you buy your capsule wardrobe (How to create a capsule wardrobe is explained in detail in your own individual body shape book) that you only ever shop in the sale, that way you will double the value of the 'pence per wear.'

## Caryn's call to action

*Imagine you are lending the contents of your wardrobe to a friend, who will dress from your wardrobe for one week. Remove what is worn out, and tatty. Now donate these items immediately. If they aren't good enough for your imaginary friend - they aren't good enough for you!*

## Tool 4

### UNDERSTANDING THE 'PARED DOWN' EFFECT.

A key to looking effortlessly put together is understanding that the way you wear your clothes will give people an unspoken insight into your style. The 'pared down' effect communicates instant confidence and sophistication. Every woman has her own definition of what elegant actually is, but let me create a picture for you.

There are two women in a cafe, one sits quietly reading a paper. She wears a subtly tailored trouser suit. Her boots match her trousers in tone and elongate her legs. Her jacket has a single button fastening at the waist and creates the effect of a small and trim waistline. Her top is well chosen to flatter her skin tone and has subtle but interesting detail. Her bag is the same colour as her boots. Her hair is sleek. Woman number two stands at the bar in a similar trouser suit. On her feet she wears bright shoes and textured tights. She has added a large belt to the waist of the trouser suit and her top, in a different bright colour, is noticeable. She wears a necklace and earrings and on one hand several rings and a bracelet. Her hair is in layers and curly round her shoulders. Which woman looks confident and in control?

One or two well-chosen accessories will create focal points on your body to create drama or interest. Wherever you place a piece of jewellery or bright colour you will draw the eye. Too many areas of interest will look indecisive. Confident dressing comes from creating a sleek and sophisticated silhouette and knowing when to leave things off – think 'Less is more...' like Coco Chanel.

## Tool 5

### UNDERSTANDING HOW TO CO-ORDINATE.

Younger women can wear lots of colours and different finishes and can generally get away with the 'Chocolate box look'. Older women need complimentary colours placed harmoniously around their body to give co-ordinated, smooth styling to their look. Avoid too many different dominant colours on your body, which will visually compartmentalise your body. For instance if your top and skirt are shades of brown, work in other neutral brown items like a jacket and tights. Now use colours with the same tonal weight like aubergine or teal to accessorise.

*Caryn's call to action*  
*When you dress in the mornings. Take a look in the mirror and remove any accessories that are creating more than one focal point.*

### Tool 6

#### GET THE FIT.

The fit of a garment is vital whatever your budget for clothes – either an expensive or a budget item can look awful if they don't fit properly. Find a brand or a label that gives you the fit and don't waste your time on others. This is an interesting topic and whenever I talk about it on TV, women are often surprised to discover how retailers approach size.

So let me explain. Each retailer has its own customer profiles. Marks and Spencer have a vast remit and so the first time I worked with them they had five different female profiles. Suffice to say most stores have one and they have a very intricate picture of who she is and what she looks like. A store that has at its heart a young seventeen year old, will cut their size 12 differently to a retailer who has a late thirties, career minded core customer. Why? Because our own bodies are not the same shape now as they were 20 years ago, so it makes sense that shop 'A' has a leaner fit and a smaller waist for each size. Shop 'B' that attracts an older customer must allow for her thicker waist and possible curvier thighs in each size. Can you see then how in different shops your sizes may vary? We actually put this to the test on Live

TV recently and our 'tester' ranged from a 10 and 12 in some shops through to a size 16 in others. Added to that, one store alone will be receiving clothes that have been manufactured all over the world, so even within the shop, the sizes will vary.

But how can you tell if you have a good fit? First of all your clothing should gently skim your body. Anything that is oversized will conceal any definition, making you look more like a sack of potatoes and anything that is too tight will cling to your body like a second skin, which is not the job of clothes when you have seen more than twenty-five summers! Look for fit issues by checking these areas in the mirror carefully.

- Around the armholes. Is there any puckering or pulling?
- Wherever buttons or fastenings meet. Are the areas between the fastenings exposing flesh?
- Across your tummy. Is the garment riding up stretching or losing its shape?

*Caryn's call to action  
Choose one overall base  
colour and work within  
that group of tones only  
adding flashes of a  
complimentary colour for  
focus or effect.*

- Across your behind and round your crotch. Trousers that are too tight pull and crease around the crotch. The eye will be immediately drawn here and you just don't need that.
- Around or across your bust. Does it make your breasts a strange shape when fastened? Is it riding up over the bust because there isn't enough fabric in the design?
- Across your back. It may be making tramlines in a fleshy back or not allowing you to swing your arms freely.

### *Tool 7*

#### SIZE IS JUST A NUMBER.

There is more to be said on the above, however, because so many women struggle with sizing issues. What if I tell you it doesn't matter what the numbers are in the back of the garment? And all that matters is that the garment fits your body beautifully. Will you take it from me if not yourself? PLEASE. By all means use the size as a guide so that you know what to take in the changing room with you, after that, you have no use for the sizing label. After all what is the point of squeezing into a garment because 'It's your size,' when the next size up would be so much more flattering and comfortable.

If it bothers you, cut the label out when you get home and know that one of the reasons there is so much confusion around sizes is because manufacturers and retailers operate a vanity sizing policy. This means that they lower the numbers in the back of the garment.

Let's say from the real size 16 to a vanity size 14. You step in the shop and very pleased that you are a size smaller than you thought, you buy something. You no longer visit the shop up the road because in that shop you are a 16. Shall we do away with this madness and concentrate on the real deal?

A correctly fitted garment will look wonderful on you; it shouldn't strain anywhere and should always skim the body without incarcerating you. When you have an item of clothing on that feels nice on your skin and looks good on your body, you can enjoy your body. When you are free to truly enjoy your body, you become instantly gorgeous.

*Caryn's call to action:  
Make life easy in yourself  
and build up knowledge  
of the shops or labels  
that give you a good fit.  
Then avoid the rest; this  
will drastically reduce  
your shopping time and  
your frustration levels.*

### Tool 8

ACCESSORIES ARE YOUR FASHION FIX.

Accessories give you the chance to buy into the latest trends if you want to and have fun. A classic suit with the shoe and bag style of the season will give you modernity and a visual currency. Neither of these items will distort the shape of your body in the way that some clothing trends can and so it can be a way that you display your 'on trend knowledge' if that was always something you enjoyed in your more 'fashion conscious' days.

Be aware that this is something other women will notice and praise you for. Brightly coloured bags and shoes can look playful against a classic suit, the latest boots will completely re-invigorate your skirts and jeans. Sometimes it is easier to choose accessories too because they aren't so loaded with sizing issues. I have met many curvy women who have the most fantastic shoe wardrobe for instance.

### Tool 9

UNDERWEAR – FIT IS VITAL.

A while ago I worked with Marks and Spencer on a large campaign called 'The National Body Conscious Tour.' At each show, (we did six a day for six days) we would pick someone from the audience for a make-over and, while we were getting her ready backstage to model glamour party wear in the finale, she would have her bra correctly fitted!

When I tell you that not one woman was wearing the correct fit of bra you will no doubt be surprised, but when I tell you that some women were wrong by a long way about their bra size, because they had been buying the same old size for years without questioning whether their body had changed – you may recognise yourself!

It doesn't fit if...

- You are used to tugging at your bra to pull it down as it rides up (band measurement too large).
- You are pulling at the cup area to stuff yourself back in (cup too small).
- There is wrinkling or puckering. The cup shape is wrong for you.

### *Caryn's call to action*

*Accept your body's shape. Stop pressuring yourself to become smaller/more toned/or anything else. Be thankful for your body's ability to remain healthy and dress to celebrate all that you are today.*

### *Caryn's call to action*

*Start to build a wardrobe of good-looking bags and shoes. You need these to work from when you are putting together an outfit. Never use one pair of shoes across a whole range of outfits.*

If you haven't had your bra correctly fitted in a few years – you'll almost certainly be wearing a fit that isn't giving you the best shape. As we get older, our body becomes softer and rounder and loses some definition – that is to say breasts aren't as high up our rib cage as they used to be and waists not as visible now that tummies are a little rounder. A good, well-fitted bra can make a huge difference towards giving you a more youthful shape.

But even better, a correctly fitted bra will work under your clothes to give you a smoother finish. Fuller cup sizes particularly need shape because breasts that are pointing downwards and outwards are not only very ageing but also bad for your silhouette – you'll lose your waist in the process.

I always recommend under-wired, seam-free bra styles. A moulded cup is the best, they don't increase size but they do create a round and symmetrical bust line. You can find bras with lace at the sides and the straps, but the actual cup should be smooth because lacy bras have a habit of making your breasts look lumpy and bumpy under most clothing.

Choose a flesh coloured bra every time. This will not show under t-shirts or thin knitwear in the way that a white or black bra will.

Balcony styles are great for curvy bodies and so are under-wired 'minimisers', which reduce the appearance by up to a cup size.

Pre-formed and shaped bras with underwiring and even gel fillings are perfect for smaller cups sizes. It's not cheating, it's all about creating shape and definition.

### *How to fit your bra*

- When you try on a bra lean forward to adjust yourself and make sure you lift the flesh of the breast out of the cup slightly to give it the chance to settle without being flattened by the bra.
- Adjust the shoulder straps so that you are getting enough lift. I've made an enormous difference to some women's figures just by tightening the straps to support the bust.

*'Maturity and confidence  
have a unique beauty  
of their own.'*  
Twiggy.

### *Other underwear considerations.*

A good well-shaped brief with a control panel for your tummy will create a smoother trouser line. VPLs (visible panty lines) are a definite no-no for women looking to achieve ageless style.

Many of those immaculately groomed red carpet celebrities have been styled by a professional who knows the best way to effect photographic success. Of course they wear body-contouring underwear to iron out lumps and bumps. If it's good enough for them during their big moment then it's good enough for you during yours!

Think of body sculpting underwear as a far more loving thing to give your body than liposuction!

There are many brands who now manufacture body sculpting lingerie from the 'unitard' or 'body suit' that covers you all over like a sports woman, to lower body shapers that help with bottom, tummy and thighs. Most women only want help with bottoms and tummies and Jane, my partner on [www.howtolookgood.com](http://www.howtolookgood.com), who (as I write this) is working behind the scenes on two popular fashion shows here in the UK called 'Ten Years Younger' and 'How to Look Good Naked', swears by a brand called Spanx.

We have also had great results with the waist cincher (an elasticated band for creating an hourglass shape), and the control slip which is effectively a small elasticated dress that smoothes your body underneath your dress. These are all options to investigate and are your confidence boosting tools if you need them.

Have a look at my online shopping recommendations in the directory at the end of the book for your own secret body sculpting; nobody will even see you go into the shop!



*Caryn's call to action*  
*Throw out any bras that*  
*have lost their colour, or*  
*elasticity. Ditto briefs.*  
*Now identify the gaps you*  
*have missing in your*  
*lingerie wardrobe, consid-*  
*ering underwear for*  
*special occasions where you*  
*may want more*  
*support. If you are unsure*  
*about your correct bra*  
*size, visit a good depart-*  
*ment store which will have*  
*a bra fitter on hand to*  
*show you.*

Choose from the list below to help get you create a new and efficient lingerie wardrobe.

- Seamless under-wired T-shirt bra in flesh colour.
- Multi-way bra - these usually give five different options.
- Plunge bra (for low cut tops or wrap tops).
- Balcony bra for great shape especially if you are curvy.
- Gel filled bra for smaller cup sizes to give great shape.
- G-strings for trousers.
- Pants or briefs with tummy control.
- Body sculpting underwear for special occasions.

### *Tool 10*

WORKING WITH COLOUR, PRINT AND PATTERN. Colour is an interesting subject and one that, despite having dealt with it in the body shape books, I need to revisit here. It can make a huge difference to your finished style and how people perceive you, not least because we all respond psychologically to colour without realising it.

But more importantly because it communicates your own decision making skills. Have you chosen a colour to suit your skin tone or are you looking washed out? Have you opted for an indecisive 'pot-pourri' of colour mixes, or are you too timid to try?

Colour is one of the areas you have to re-assess as you get older because what suited you when you were in your twenties, may not give your skin a lift anymore. To give you a more extreme example, a small child can wear primary reds, blues and yellows with ease, because the purity of the colour in their clothes is matched by the purity of their skin and hair tones. When a pale skinned woman in her fifties wears a pillar-box red close to her face, it can be overpowering. Suddenly we see the impurities in her eyes, teeth and skin.

I'm separating skin colour here because with very few exceptions darker skin tones can always carry off bright colour; in fact the darker the skin, the more it is complimented by pigment rich colours. Distinctions still need to be made though, because a dark skin in a bright red, blue or green, still looks just as unsophisticated. We all associate these colours with school uniform and children's clothes. Darker skins can really excel in sophisticated colours such as fuchsia,



turquoise, orange or lemon. These colours have a complexity about them and are rarely chosen by children, or worn as school uniform.

If we go back to lighter skinned women, the same rule applies. The colours you choose need to have sophistication to them too. But there must be less pigment in them, so that your skin and hair tones are not washed out. Many of you may have visited a 'colour' expert and been told your seasons. If this was worth the money you paid then marvellous. Others tell me that it is still hard to decipher whether garments on a rail will suit. The method I use, which is simple and so very effective, will empower you to always make the right colour decisions from now on.

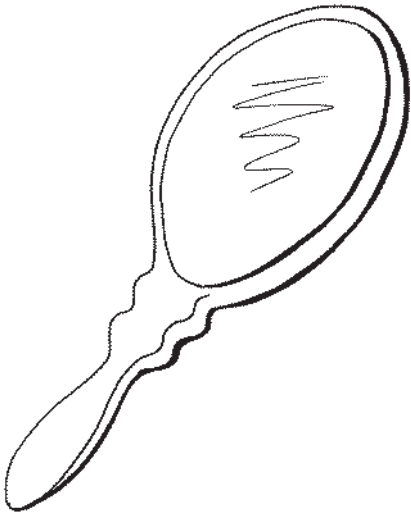
### *Caryn's call to action*

In strong daylight hold the colour up right under your chin and see the effect it has when you look in the mirror. Colour reflects light that will settle under your chin, your nose and your eyebrows. This reflected light would either compliment your skin or drain it. It doesn't matter how much you like the colour; if it does not make your skin glow, it is not for you. N.B. What you are looking for is a tone that will work with your skin and hair to create a noticeable healthy pallor in daylight. To really get the hang of this pick one colour like blue for example and experiment with a whole range of tones that are blue, from peacock in between. Do it in a store where there is great light and discover for yourself that it is about picking the right tone.

Try visiting a good store or boutique for advice if you really feel you need another opinion. Some stores advertise their personal styling services and there is no charge, after all they want you to buy clothing from their shop so they offer a helpful service to aid you.

Or book yourself in to a good department store for a personal shopper experience. Ring up and discuss what you need. I do believe this route (free of charge also) that may lead to you buying some clothes will be the best way.

**COLOUR AND FIT**  
A WELL-CHOSEN SHADE OF  
YOUR FAVOURITE COLOUR WILL  
ALWAYS CREATE A SOPHISTICATED  
FINISH. ADD ONLY ONE PIECE OF  
STATEMENT JEWELLERY TO FOCUS  
THE EYE.



I'm not against colour prediction but I do think it is expensive - better to spend the money on a garment or two after your personal shopper has given you free advice.

A word about black, some women suit it, and some hide in it. The fact of the matter is that black can seem very sombre and not only drain your skin, but it can drain your energy too. If this is you, choose instead more yielding colours like chocolate or mink, teal or putty, maroon or slate. Question yourself if you find you are always choosing or being drawn to black in the shop. Is it because you feel unconfident in colour?

Colour is confrontational in the nicest possible way, it draws the eye to where ever it is placed and wearing a lot of colour means you will be more noticeable.

### Checklist

- Neutral colours with a flash of rich or bright colour denotes confidence. This can be good for the workplace if you are pursuing recognition.
- All over rich or bright colour is dramatic. This is perfect for making an impact in a formal or celebratory setting.
- All over neutral colourway is serene and calming. Perfect for down time or work wear in settings where you want to portray supportiveness.
- Successfully chosen mixed colours denote spontaneity and energy.
- Colours in the same tonal grouping (blues, browns etc) denote harmony and continuity.
- Neutrals with touches of black is grounded and restrained.
- All over black is austere in daytime and chic and understated at night.
- Pastel, baby like colours are to be avoided at all costs. Soft pinks and baby blues with no print or complexity will have you looking like an 'old dear with a blue rinse.'

## *Pattern*

Now let's talk about pattern. Because I read all your 'Ask Caryn', letters on the site, I know that choosing print and pattern does give you cause for concern. Print just like colour can communicate a great deal about you and your image. It can be used as shorthand to display a spontaneous or playful aspect of your personality, and it can just as easily be wrongly placed.

Take a look in your wardrobe and have a look at the amount of pattern you have. My guess is that most of your clothes are solid colour and one or two items stand out as they have a print of some sort.

I wonder how often you wear these items? Perhaps you fell in love with the print on the hanger but on your body (having bought it) it makes you feel self conscious and doesn't fit with the rest of the clothes in your wardrobe.

As we get older and our skin tone changes so do does our need to address the imagery we adorn ourselves with. A very simple analogy would be bedding, yes by looking at the duvet covers on a bed you could tell the age of it's occupant...soft smudgy shapes for newborns, bright graphic shapes and letters for toddlers, pink and purple more complex patterns for little girls and solid block colours with border prints for older girls until we reach middle age when we choose a more sophisticated white Egyptian cotton with pin tucking detail or maybe as is currently popular, a contemporary monochrome floral.

Think of the print on your clothing as having the same visual messages to offer. Ditzzy prints (very small florals) and crazy psychedelics will be talking loud on your behalf even if you aren't saying anything! But think also about the fabric. A tartan when printed on diaphanous chiffon would be very different on plain cotton. Here is my checklist for your print and pattern messages.

*Stripes:* Great for office and anywhere you want to suggest authority and orderliness. Pastel stripes are non-confrontational whilst bold contrasting stripes are strident and confident if not a touch masculine, which would be great for a striking androgynous statement.

*Chevrons:* Men will happily wear stripes but not so the chevron which has more flair. If you are a timid pattern wearer, a large chevron is a great step forward. It is also a wonderful device for streamlining curvy bodies - versatile yet restrained this print will work wonderfully on blouses and wrap dresses.

*Tartans:* Again orderly and with built in heritage messages, but a well chosen tartan print in fashion colours (rather than traditional tones which can look rather dour for everyday) can look sensational. And print doesn't have to appear on clothes, think hosiery and accessories too - here you can create a playful effect with a just a touch

*Polka dots:* A reassuringly orderly print, but with more of a fun aspect and one that has a classic appeal both for formal and non-formal settings. Small dots are demure and restrained, and if in neutral colours are classic and chic, whilst in brights they are more adventurous and bold. These would suit a smaller body. Large or oversized ones are voluptuous and juicy - a fashion look rather than a classic and are perfect for fuller shapes.

*Paisly:* You will find any style from orderly and restrained traditional paisley prints to large colourful playful styles. It is a versatile print that crops up in luxury styles, eveningwear and formalwear make sure you match the right weight to your body – small for slender shapes and large more overblown designs for curvier figures.

*Florals:* This is one of those areas where you can apply the analogy of bedding: little buds, tiny petals, cute blooms are child like and innocent. Where as roses, Hawaiian blooms and big floppy flowers in bold colours are more substantial. You get my drift. These types of prints evoke femininity, exotica and sensuality and are great for celebration and down time and are best used sparingly in careerwear.

## Caryn's call to action

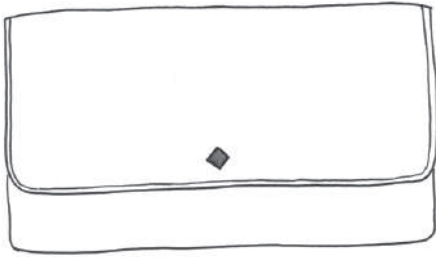
*Identify the print styles that best reflect your personality and life style.*

*Work colourful print in with the base colours you already have in your wardrobe, but don't disregard monochrome print. Some of the most striking and classic prints of all are just black and white. When you know what you need to work with existing items in your wardrobe, be focussed and don't be mesmerised by something you see on the rail that despite looking adorable, has no possibilities for co-ordination with your existing clothes.*

**Graphic prints:** There are so many to choose from and these are versatile giving you an orderliness that can work in formal situations and down time alike. These prints can be multicoloured or a simple pattern on solid colour and if you have grey hair are easier to wear than florals. If you find pattern a bit challenging then this group is for you. Try incorporating a simple pattern on a black background into your wardrobe to go with other basics in black like trousers and then once you've acclimatised be a little more adventurous with your next print purchase.

**Psychedelics:** These are the flamboyant rather spontaneous cousins of the graphic print. Pure party, a psychedelic print suggests fun, extravagance, excitement even disorder. If displayed in very bright colours, the wearer could be seen to be the ultimate party animal. Wear this print for fun only and don't expect your boss to take your request for more responsibility seriously if you wear it at the office!

The above tools deal with understanding the basics. Now lets look in depth at the clothes you have in your wardrobe.



## Shopping

*So many women are full of hope before a shopping trip only to be found miserable and empty handed three hours later and that's despite having a high street full of their favourite stores. If your shopping experience is often frustrating, let's change it. From now on I want you to approach shopping differently... very differently.*

Don't wander from shop to shop, hoping you will be lucky. Instead, work out which shops give you the best fit, based on the labels in your wardrobe that fit your shape best. It may be that out of the 50 or so brands you can name, only three or four deliver a result for you.

That is because each shop has its own customer demographic with its own sizing system. And this will be subtly different from the one next door because there is no such thing as standardised sizing. Also some will also be operating a vanity sizing system which means you can fit into a smaller size in their shop. Now that's just plain confusing. Visit only the shops that give you the best fit or deliver the look that you like and avoid the rest. So now when you plan a shopping trip it can be much shorter because you will visit only those stores that meet your needs.

### *Visit with a purpose.*

If you need to buy a pair of trousers for work then only look at the trouser rails, don't get distracted by all the lovely things you see out of the corner of your eye. If you can't find what you want move on to the next store. Be methodical in each store, ask for information about when the next deliveries will arrive, knowing that black trousers will be arriving next week you can cut your trip short and return a week later for a result.

### *Don't fall in love with any item of clothing on the hanger.*

Most women begin to have a relationship with the item of clothing whilst it is on the rail. Probably because it hangs nicely from the hanger. Or maybe because it is a beautiful colour or has a cute bow at the front. Staring at it, she can then imagine how wonderful it will

look on her in front of the mirror and then what it will look like on the first day of wearing and how she will accessorise it. Watch any woman choosing an item of clothing and she will hold it for a while, examining the fabric, the back the front etc. She is beginning to invest some emotion in the garment. She is beginning to like it even love it. She feels this is the one, this will work. She takes it in to the fitting room and when it doesn't fit she is upset, after repeating the process a few times in other shops she is miserable. Then off goes the internal blaming routine, not pretty enough, tall enough, short enough, thin enough or just plain not good enough. Before long the shopping trip is abandoned.

### *Take a big choice of clothes to the changing room*

When you begin your shop pick up several garments to take to the changing room, chosen because they display the features you need to suit your body-shape, the colours to suit your skin tone. Don't waste time deciding if you like them on the hanger wait until you see them on your body.

It is when you see a well fitted item of clothing on your body that you can begin to imagine it fitting into your wardrobe and what you would wear it with. Now you are making the choice. Be prepared to try on lots of pairs of trousers to make sure you have the best cut for you, or piles of tops to get the neckline just right. Once you see the garment on you, looking good on your body, then you can like it!

### *Start a relationship with your retailer.*

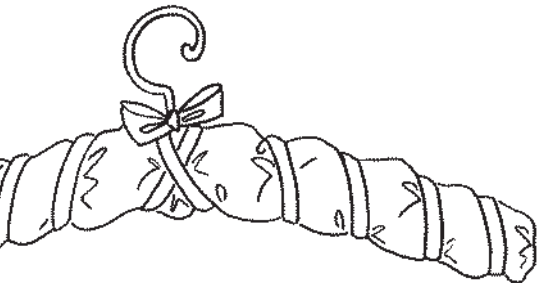
You are not an anonymous shopper you are a customer entitled to good service and from all the staff training I have done with large high street stores, I know that they want your custom and they want you to return so they will fall over themselves to help you to spend your money in their shop.

Tell them what you want and ask them to help you find it. Ask them about the new stock and when that will arrive and what the collections are. If they don't know ask them to find out. Ask them to ring you when they have the item you are looking for. Ask to go on their mailing list or receive information of special promotions.

Most department stores have customer nights and customer promotions and all understand the need to create a feeling of boutique service. Now that you have edited your choice of stores to just the ones that give you good fit you can afford the time to talk to staff and become a valued customer.

Enjoy your shopping experiences from now on!





## Your clothes

*So do the clothes that you keep in your wardrobe work for you?*

When you look through your rail, do you see a range of possibilities, or despite there being loads of 'stuff' in front of you is there nothing to wear?

Depending on your lifestyle of course (a country life is different to a city life and working from home is different from being in a corporate environment) there are several key items you need in your wardrobe to see you through. The great thing here is that they don't need to be 'fresh off the catwalk styles,' and are all the better for being classic and understated. You are pursuing an idea of understated glamour and to do this you need some basic classic pieces to which you will add your own favourite tops, which may change each season in line with the trends.

Below is my checklist for classic chic.

### *Tool 11*

#### COLLECTING THE CLASSICS.

The utterly great thing about getting older is the fact that you no longer have to be concerned with the latest faddy trends. When you buy a piece of classic design, you can do so in the knowledge that you want it to last for many years. Classic design is pleasing and easy to wear too because it is flattering. And paying homage as it does to the greats (the late Yves Saint Laurent created many of the classic shapes we now take for granted), it will always give you an air of sophistication. Have a look at my definitions of the classics.

Classic Tailoring to keep Well-cut clothes will transform your shape and add vitality to your overall appearance. When added to more casual items, tailored clothes can give classic appeal and an ageless fashionability. Tailoring changes far less from season to season because there are certain standard cuts that flatter. I often advise mother of the brides to choose some tailoring because it can give a much better shape in photographs – the body looks strong, fit and defined. This is why modern cuts and tailored finishes work well in the office environment to give the wearer a tall, straight and well defined appeal.

*'I enjoy the elegance and mystery of a woman.'*  
*Actor Ioan Gruffudd.*

### *Have you got the following in your wardrobe?*

**1** Trousler suit: A classic suit in a darkish or neutral colour (say slate, aubergine, chocolate) will give you great mileage for power dressing. This suit is best in a single-breasted style with a button that fastens under the bust to pull in your waist. You can add colour and pattern to a suit like this to make it more playful, and a classic shirt or blouse to give it a more traditional edge.

N.B. Double-breasted suits that fasten across the chest come in and out of fashion, but these are not a classic design and will date more readily. They are also far less flattering for many curvy women.

**2** Classic trousers: A classic pair of black trousers is a must. Think fly front and bootleg cut, to elongate your leg. If you regularly wear heels, make sure they are long enough to cover your shoe with just a small amount peeping out. There just isn't a trouser length that works well with both flats and heels and I've seen too many 'short' trousers in my time, which can sabotage any notions of stylish chic in an instant.

All black knitwear added to this will look sexy and chic, a classic shirt will look confident, pared down and glamorous. Knitwear like a wrap with fluted neckline and a focal piece of jewellery will give drama.

**3** Formal skirt: This is a skirt that shows your legs to their best and has a crisp, sassy and sophisticated appeal. Your shoes must be co-ordinated to your skirt by being the same tone, unless you are making a colour statement. A-line is the most classic shape and since it flares from the hip, can conceal bottom and hips to look ultra chic.

**4** Smart Coat: The coat is everything because it adds a luxurious element to your wardrobe and when you put it on it will speak volumes. Always go for a classic cut that is either knee-length or just below the knee, with a belt or seam at the waist to create shape. Trench styles will last you forever.

Wool, cashmere, camel hair or tweed has a lustre and life, which will always give a luxury finish. Synthetic fabrics lack the same suppleness and will not wear as well over the years. Have a discreet scrunch of the fabric to see if it springs back into life. Test also for mobility when trying on, can you raise an arm to flag a cab or are you boxed in?

Change the look of the coat each season with different coloured or textured accessories.

**5** Short casual jacket: The jacket still needs to have shape and definition. This way you can wear it with smart casual trousers and skirts to appear considered and co-ordinated, and with jeans to dress them up. Avoid a jacket where the hemline finishes level with your hips (usually our widest point) since this will broaden you further. Better to choose the hemline just above or below. Again single-breasted styles will serve you well.

**6** Classic blouse or shirt: I have a couple of classic blouses. One a plain black silk shirt comes out every year to perfection. At the time of buying it I thought it was pricey but ten years later it still has a great sheen and works every time. There are many reasons for including a classic shirt, the best is that the natural V-neck line of the shirt or blouse is effortlessly chic and from Audrey Hepburn to Elle Macpherson it showcases the neck and face in the most flattering way.

Shirts work beautifully under waistcoats, for androgynous appeal.

**7** Dress: A day dress that is feminine and flattering is crucial for special days whether outside or in. This dress should have a fitted aspect to it so that it has some structure. The fit can be around the bust or at the waist.

Dresses are updated every season by the catwalk, but if you choose a style with as many classic references – knee-length or just lower, flattering v-neck or high round neck line, not too full from the waist, it will always come out of your wardrobe looking intentionally chic.

**8** Knitwear: Good knitwear to team with classic trousers and skirts is a must. Choose classic styles like polo necks, crew necks, v-necks or wraps. Go for traditional textures - fine gage, cable, and hand knit effect rather than loose spidery stitches that can lose their shape and appeal very quickly.

**9** A classic pair of jeans that fit you well, whatever your shape will be a helpful edition to your wardrobe. These can be used to give any 'down time,' look a soft and casual finish. Jeans are now more popular than ever with many individual or fashion finishes and sometimes rather extreme cuts but you can't beat the good old classic styles. See p 53 for much more about jeans.

**10** LBD: The Little Black Dress is not necessarily little or even black, but it is every woman's chic and sexy femme fatale 'I am gorgeous' piece of kit. We all need 'LBD' events or moments in our lives, and be you 45 or



**A CLASSIC PAIR OF JEANS WILL BE A BRILLIANT ADDITION TO YOUR WARDROBE SPEND TIME TO GET THE FIT OF YOUR JEANS JUST RIGHT. GO FOR DARK JEANS AND CLASSIC STYLING. SEE HOW THIS LONG, LOOSE PIECE OF KNITWEAR ADDS GLAMOUR AND FEMININITY AND OF COURSE 'COVERAGE'. TO KNOW WHICH JEANS TO AVOID READ 'A FEW STYLE DO'S AND DON'TS.'**

85 your feminine essence is what makes you alluring. Whether it is a great pair of trousers with heels and a well cut top, or a fitted leather pencil skirt, make sure you have a piece of clothing in your wardrobe that excites you when you wear it.

One of the style questions I often seem to answer is what to wear in a cocktail situation that will cover arms

My most workable solution is a fitted basque or corset style top and black skirt with a fitted organza blouse over the top, belted at the waist to create a sexy, chic, Parisian evening silhouette. As separates these can be bought easily, but it is all in the styling so if you are buying them all at once for a special occasion then leave the blouse until last so that you can work it over the other two items. Add fishnets and you go girl! Of course you could go all the way and treat yourself to a corset, which holds and moulds as we say in the trade! These were staple wear for many women in their forties and upwards one hundred years ago for the very reason that they give great shape. A corset will always make you feel taller and more erect and may take a little getting used to. Do look for a corset or bustier, where the hem covers the waistband of your skirt.

Most lingerie specialists will offer basques or corsets and of course bridal wear designers are used to supplying corsets in colours better suited to evening wear. Have a look at the directory at the back of this book to track down your 'LBD' look, as well as all the other styles I've talked about.

### *Swimwear*

Swimwear is a special area which requires a good fit to showcase your body to its best. Go for support styles every time. If you like sporty styles, make sure there is a hidden shelf inside the top to act as a bra lift. For more structured styles prioritise built in cups or an actual bikini bra as part of the costume. To help you decide what's right for you, I've included a quick bit of body shape advice.

- If you have a fuller bust with standard or small hips, you need to even up your body. So choose a plain or dark coloured halter neck top to your costume with print or light bottom half. The same goes for a twopiece. Also working well is a neutral coloured bra top with vertical seams, and briefs with horizontal detailing like hipster belt.

*'I see someone's face,  
someone's body who's  
had children and I  
think they're the song  
lines of your experience,  
and why would you want  
to eradicate that? I look  
at people sort of  
entombing themselves  
and all you see is their  
little pinholes of terror...  
and you think just live  
your life, death is not  
going to be any easier  
just because your face  
can't move.'*  
**Cate Blanchett**

- If your hips and/or bottom are large and curvy, choose print or bright coloured tops with under wired cups to enhance shape and look for frills or ruching on bra or top area. Plain briefs or dark briefs even shorts styles with bright belt at low waist (not your widest part) so the eye focuses on smaller horizontal.
- If you have no waist and a round tummy, a swimming costume will give you a far more flattering line every time so choose one with vertical panels of colour through centre of body or chevron prints. There is also the 'Miraclesuit', which does boast a new fabric called Miratex, which has three times the holding power of normal Lycra.
- If you have sporty shoulders and boyish shape. Create volume at bust and hips to give illusion of curves, so bra top with thick straps not spaghetti straps and frills. Or anything that creates extra volume like prints and light colours. Also good are pants with frills at hips or flirty playful patterning.
- If you are long waisted, printed tankini styles with ruching at sides to create curve round front of tummy to stop straight line between top and pants, will be one great way to reduce the look of length in your torso.
- If you are hourglass or curvaceous, choose a cup size bikini or costume with wide shoulder straps. Choose high waisted pants if your tummy needs some support. Some briefs have small skirts attached and this will give you the feel of more coverage around your bottom.

Check out the website directory for miracle swimsuits designed to give tums and bums a more toned appearance.

## *Vintage*

Women often ask 'what is vintage?' Well to be clear it is a piece of clothing that has a story or a life. It may have had an owner before you and come from a second hand shop, or it might be a piece of clothing that you have owned for some years and returns to the front of your wardrobe every few seasons to be re-invented.

One of the reasons for the re-emergence of second hand clothing is our need to return to the good old fashion days before mass market clothing manufacture. Clothes that were made 30 or more years ago have 'specialness' about them and also uniqueness.

When we wear vintage clothes we can be sure that no one will be wearing the same thing as us. It may be that you have clothes that still fit from decades ago, well now is the environment to wear them. Usually a vintage item is recognisable as just that.

These clothes need to be mixed with modern pieces to prevent you looking as though you have just stepped out of a time warp. If you are at all unsure of your ability to carry off the look than donate these clothes to someone who can have fun with them, or better still sell to the sites listed in our directory!

### *Shoes, bags etc.*

I can't finish without mentioning the words fashion confectionary and arm candy. The thing is shoes, boots and bags have become more than just a finishing touch, and they are often the attention grabbers all on their own.

A thoughtfully matched bag and shoe combination will add so much to your look and these days with their price tags sky high, 'it bags,' have become much talked about items in themselves.

I really don't subscribe to buying a whole set of new bags and shoes seasonally because they have become hot trend items, again I look for classic styles that will live in my wardrobe for long periods. But, you can have great fun with accessories and if you like a trend oriented item, you can use it to modernise and revitalise your classics look.

My best tip here is to make sure you have considered your accessory colour groupings. If you buy a pair of brown leather shoes make sure you have a brown leather bag. They don't have to be matching materials or exact shades.

## *Tool 12*

### MAINTENANCE IS EVERYTHING.

Use your clothes as tools and ask them to do the job of making you look good on a daily basis. To treat them as valued tools you must address the space you keep them in. Whether it be a small wardrobe, a large dressing room or a rail (and I've visited them all), the way you keep your clothes says just as much about you as how you wear them.

In one series I made for The Discovery Channel, called 'Style Academy,' I visited the homes and wardrobes of the women I was making over. It was absolutely fascinating and fast tracked me to the personality of the wearer. For instance, there was 'The woman whose life was as messy as her style!'. This woman had three small wardrobes in her very small bedroom. Each wardrobe contained crumpled, screwed up dirty clothes. Some, when I pulled them out, hadn't been worn for years. There were clothes everywhere - on the floor or squashed behind shelves. All were very cheaply made and some still had the price tag on and had never been worn.

### *The woman who buried herself under pastel knitwear*

Pastel knitwear everywhere, yet this woman kept a pair of thigh high boots buried in her closet to remind her of the diva she used to be. It is as though she felt that age had made her become invisible when in fact she was a very vibrant personality.

### *The woman who was afraid of attention*

This woman, not yet 40, used her mother's catalogue to buy clothes that were unflattering even for a pensioner! I thought I was looking at the clothes of a 70 year old! She chose clothes to cover her body and subdue her femininity.

Have a quick look at your wardrobe and read what it says immediately about your personality. Is it the wardrobe of someone who...

- Has a good appreciation of colour and print.

- Has a wide selection of clothes to cover all situations from formal, to party to daywear to casual and loungewear.
- Is organised and able to select any item of clothing with ease.
- Has bags and shoes stored carefully displayed so she can see what she is working with.

If it isn't then you cannot hope to achieve a wellbalanced style as effortlessly as you would like.

Pare down your wardrobe regularly, making sure that you pack away clothes that aren't seasonally relevant – there's no point in heavy winter sweaters taking up valuable wardrobe space in the height of summer! Equally make sure your clothes are always clean, well pressed and in good order.

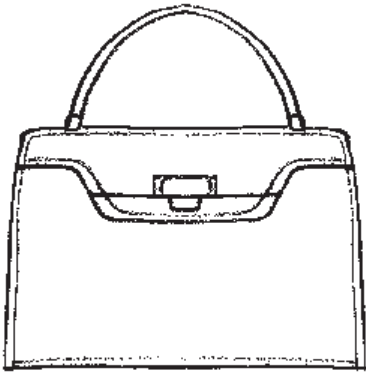
Store all your clothes lovingly on wooden hangers to allow the garments to keep their shape. Once you have spent out on it, you want it to stay looking wonderful. Remove all metal hangers, as these will ruin the shoulders of all your clothes.

Begin a relationship with a good dry cleaner that will keep your clothes in tiptop condition and repair anything (if you don't sew). Sloppy hemlines, loose stitching etc can sabotage your good work.

Ditto shoes. Better to have fewer pairs of shiny, beautifully maintained shoes with heels and soles in tip top condition. Make sure all worn down heels are repaired, or donate the shoe.







## A few style dos and donts

I have received many letters over the years asking questions around age appropriate clothes! Firstly let me reassure you, you are not 'mutton dressed as lamb,' just because you enjoy youthful styles. Here are my 'absolute, professional – 'have been in this game for over 20 years,' laminated style stipplers.'

### *Jeans.*

STOP PRESS. YES YOU CAN WEAR JEANS WHATEVER YOUR AGE. These fantastic staples are a woman's best friend what ever her age and I truly mean that. Jeans are a 'classic' garment in their own right and, while nobody would suggest they have any place in special occasion wear (unlike trends for younger women to wear them with their diamante high heels and gold jewellery), they have a cache all of their own. In fact the wonderful thick smooth denim acts as a firming and smoothing girdle-like material for tummies and thighs. And with the new breed of 'tummy tuck' varieties, which I've tested, make any curvy body look great in jeans too.

The key to looking good in your jeans is down to fit and styling. From experience I know I have to try on loads of pairs of jeans before getting a good fit for my body. Either choose jeans from a specialist store like Gap or a department store, which is stocking several jeans brands. Both will have a good selection of cuts and styles. What's more, assistants will be knowledgeable about the product because that's all they deal in.

Be prepared to try up to twenty styles (take them all with you to the changing room and leave surplus outside with the fitting room assistant – then you don't have to get dressed between each try on). Choose darker and more formal styles of jeans like dark indigo or black jeans with noticeable stitching at the side seams for extra streamlining and then style up with a crisp white shirt and a fitted jacket and you have an ageless fashion classic.

### *Do*

- Choose jeans that have classic cuts in dark colours.
- Choose styles that have roomier quality, especially if you are curvy.

### *Don't*

- Wear jeans with high fashion finishes like faded patches, fraying, appliqué, embroidery, tassels, bleached effects, rips, tears and sparkles. Leave it to the youngsters and the 'just coming up to 40 rock chic's who are giving it one more blast.'
- Wear tight jeans. I'll say it again DON'T WEAR THEM TIGHT so that you get unflattering shapes around your upper thigh. The only exception to this rule is if you are wearing a long tunic to cover your bottom and thighs.

### *Short Skirts*

Stop Press. Short skirts don't have to be eradicated from your wardrobe. O.K. let me qualify that. If you have great legs and you have always worn short skirts then this is a signature style for you and needs just a small adjustment to keep it current and classic. If your knees are good then wear them pencil, straight or a-line and just above or on the knee with a classic heel.

For the rest of us just a whisper below the knee is a much more forgiving style, (but I'm not talking about calf length here – that's another length entirely). The thing is, knees just don't age particularly well and can become gaunt or carry excess fluid at the joint. It goes without saying that good skin on the legs and around the knee will carry this look. But there are some excellent tights that give support and a youthful sheen. And where fashion employs black opaque tights from time to time, these can also be a great accompaniment to the shorter skirt.

### Do

- Wear skirts that are a classic and subtle cut.
- Accessorise with knee high boots for a slick, city outdoor look, or pointy-toe sling backs for the warmer weather.

### Don't

- Wear short skirts and team with very high heels or cleavages. The general styling tool to employ here is where one part of the body is featured; the other areas should be subtly covered to create balance.
- Wear short gathered skirts – you'll look strangely immature.
- Wear short pleated skirts – you'll look like a schoolgirl.
- Accessorise with shoes that are too strappy and make you totter.

### Cleavage.

STOP PRESS. LESS IS MORE.

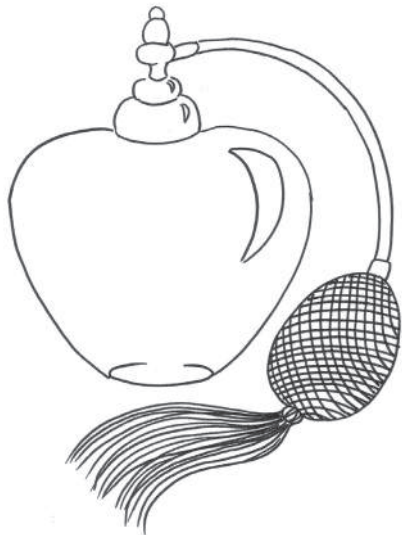
Cleavage has its own charm, but less truly is more in this instance. Our skin gets thinner as we age and particularly around the décolletage you may notice veins or dry papery skin. Teenage breasts are so over exposed that everyone has a picture in their mind of what they believe to be the average breast, in actual fact it is virtually pubescent!

### Do

- If your breasts are one of your good points or are indeed fulsome and some styles don't fit, wear a good under-wired smooth, seam free bra. Reveal your cleavage by wearing garments that have a deep V this is much more alluring.

### Don't

- Display too much flesh. This can be very ageing and we've all seen the power breasts that burst out of basques like beacons. There just is no subtlety, no allure to such a look. As older women what we have to flash is our intellect, our smart sassy 'been there,' 'done that,' take on the world. Now then are we all clear!



## *How to love your body*

This might sound like a strange title, but from my experience with women in the changing room over the last 20 years, it is a necessary topic. Actually it is fundamental to all of us, because without realising it we can be unkind to our own bodies and if we have been acting this way since our teens or twenties, our whole being will be toxic with ill will towards ourselves. Do you recognise any of these unkind actions?

- Putting your body down to other people especially loved ones.
- Silently castigating yourself when you look in the mirror.
- Judging your body against others.
- Refusing to excuse minor imperfections.
- Seeing your body only in terms of size and weight.

I feel so passionately about this topic because I see a whole range of negative emotions once a woman begins to peel off her clothes. It is a sad fact that we are so used to being judged by our appearance only, that we take on that judgemental energy and wear it like a heavy overcoat on a hot day. I often talk about the subject of negative body image on TV and in the individual changing room, because I think it is one of our own greatest undoings.

Let me underline to you now your most precious asset in the quest to look good. It is your own body and the relationship you have with it. It is obvious when I say that a body that is loved and cherished by its owner will not only be in much better condition than a body that is unloved, but it will also emit high vitality and radiance levels. You can reap style dividends by loving and honouring your body.

Of course you may still want to put looking good down to accomplished grooming, or money to buy designer clothes and expensive beauty treatments. Superficially this can seem to do the trick, but let me tell you I've known many women who don't find pleasure in themselves despite having a wardrobe full of great clothes and a bathroom cabinet full of expensive cosmetics. I'm talking about fundamental beauty that comes with being a free spirit in your own body. Feeling grounded and comfortable in our own skin is something we all deserve. But in order to move freely and be at one with yourself, you must be aware of the messages you are transmitting from your head to your heart, lungs, thighs, bottom etc. If that sounds strange, read on.

*'I grew up feeling that in order to be loved you had to be perfect, which is terrible because nobody is perfect. You're supposed to be complete not perfect.'*  
*Jane Fonda*

### *Which one are you?*

There is an event in which you need to look your best; there will be people you would like to impress. Do you...

Have your hair coloured a week before and shop for a new item of clothing that may add a modern touch to your classic cocktail look. It doesn't matter if you don't buy anything because you know you will look good in what you have in the wardrobe.

When the night arrives you are pleased you remembered to get your favourite heels resoled and heeled and as you lift them out of their box you are looking forward to the event. Once dressed with your make-up just as you like it, you gather a coat and evening bag and take a final look in the head to toe mirror and smile appreciatively, before you open the front door leaving a waft of perfume for those who follow behind you. It's going to be a lovely night out.

### *Or...*

In the run up to the big event you fret that you have nothing to wear. You try shopping but don't seem to find anything. There is something in your wardrobe you can wear but you've never liked it on you. In the back of your mind you don't want to go.

When the night arrives you feel anxious, why didn't you join 'Weight Watchers' when you said you would? You get dressed, but when in front of the mirror you can't stop yourself from tutting. You don't like what you see; the dress doesn't look glamorous enough. It's going to be a miserable evening and all the other women there will look wonderful, but you'll just have to get it over and done with. The sooner you go, the sooner you can slip away.

If you recognise nothing of the second woman's experience then let us all have the number of your marvellous therapist, because there isn't a woman in the land who doesn't judge herself too harshly when it comes to appearance. To cease doing this and to enjoy all that we are and can be, we have to work out why we do it in the first place and for this we need to go back to those seemingly innocuous fairy tales we all read as children,

### *Tool 13*

ACKNOWLEDGING CULTURAL BRAINWASHING WE RECEIVED.

- That the heroine had long hair (often blonde), a slender body, a wispy waist and tiny feet – a kind of folksy Barbie.
- The heroine was always a ‘simple’ natured girl – no sassy backchat or knowledgeable take on the world from her.
- Princes and other noble men would fall in love with the heroine very quickly because she was so beautiful – she didn’t need a personality, in fact all the better that she was compliant and meek.
- Any clever women (often brunettes) were usually punished for their evil deeds or calculating ways – yes – feisty women were slapped down and nobody wanted to marry them.
- Any old women (always brunettes with warts) were witches and not to be trusted – possibly even run out of town or disposed of, by a murderous mob.

In short then we can surmise that we were enjoyably brainwashed with a powerful idea of what was beautiful and what was not and furthermore what rewards lay in store for those who were beautiful and what punishments lay in wait for those who were ordinary or old. That is a piece of the puzzle right there don’t you think? Add to that all the subliminal messaging we receive from celebrities, advertising and films that to be gorgeous and thin and usually young is the only way to achieve success (and therefore happiness).

For some of us, this disappointment or frustration that we aren’t good enough sinks deep below the surface of our conscious thoughts, but like a large barrel of nuclear waste dumped in the middle of the ocean bed, it leaks out poison that slowly rises to the surface.

A woman who is disappointed by her own appearance will always communicate it whether she is aware of it or not.

And if we feel unhappy with ourselves in this way, what are we passing on to our daughters?

Of course we all have responsibility to judge ourselves as whole and creative individuals and not just a visual façade. And we are complicit in not looking beyond appearance and attributing too much worth and

### *Caryn's call to action*

*Accept that you have been subdued by a cultural brainwashing that has no place in your life now. Live this day and the rest of your life in support of your own worth, based on things other than the way you look. The power is within us to experience and believe in our own beauty and individuality. This is the time in your life to iradicate any bad attitudes that have accumulated over the years and implement a brand new approach.*

*P.S. we are not all turning into wicked old witches!*

value to idealised beauty? It is after all our generation who is embracing the world of cosmetic surgery with all the restraint of a bolting race-horse.

So much of appearance, oriented pressure is part of seeking acceptance and approval with outside parties, yet the most important relationship a woman will ever have is the one she makes with herself – how many woman can say that they accept themselves lovingly and supportively?

It's well worth reminding ourselves that boys do not receive this particular piece of cultural brainwashing to anywhere near the same degree and so as adults are sometimes perplexed at a woman's discomfort around her looks.

### *Tool 14*

PLANET FASHION – KNOWING HOW THE FASHION AND BEAUTY INDUSTRIES WORK.

The fashion and beauty industries rely on our insecurities to sell us something we don't need. After all we all have enough clothes and beauty products at this very moment, but we can always be persuaded by clever advertising that peace/everlasting youth/happiness/acceptance can be found in this latest purchase. The reason that so many companies use young, thin and flawless models in magazines and on the catwalk is because this is the imagery that triggers our insecurities?

Would we buy or consume so much if we weren't subjected to such provocative imagery? And would we be drawn to such imagery if we were at peace with ourselves? The fact is we would not be anywhere near as susceptible to the suggestion that we could be new and improved, if we hadn't had so much brainwashing at such an early stage.

Fashion and beauty imagery encourages us to see ourselves in terms of visual appearance only. We are persuaded that we will be judged solely on the way that we look and not on any spiritual, human or mental abilities. This is just how it is told in fairy stories too.

## Caryn's call to action

*Each morning at the mirror, congratulate yourself on your achievements of the day before. Remind yourself you have learned so much and travelled so far. This is what will enable you to achieve all you need to today. You are all powerful, you are confident and your confidence is beautiful*

## Tool 15

### BEAUTY AND BONDAGE.

As we get older, the beauty industry will try very hard to eradicate any pride we might have in our wisdom, our character, and our strength. It will ask us to look in the 'mirror mirror on the wall' and worry about no longer being the fairest of them all.

Don't you get sick of those ads that spell out doom and gloom at the sign of ageing? Are you unnerved by the amount of advertising that concentrates on expensive potions to supply solution chemicals to the 'problems of ageing,' and are you confused as to whether you should be spending out yet more money on 'higher grade creams.'

Let me reassure you with the answer to something you have always wanted to know. Do these expensive creams work? The answer is no, they do not hold back ageing and they cannot radically change or reverse the signs of ageing. But if you enjoy the feeling of this cream on your skin and you feel better moisturised as a result then they have value – the important thing to work out is whether this value adds up to the price you have paid. I can say this with absolute confidence, because I have talked to many beauty experts over the years and not one of them can recommend the ultra expensive creams that cost so much they could feed a town in the developing world for one week! More tellingly, I have not yet come across a beauty expert who uses them regularly.

That may not be the story from your favourite magazine, however those journalists are duty bound to write up cosmetics in complimentary terms. Advertisers must be kept happy in order to keep any magazine solvent. The fact is that the beauty industry has repeatedly made unsubstantiated claims about the effectiveness of a product when in reality there is much less science behind the whole thing. A recent rap on the knuckles was delivered to a well known cosmetics house, from the Advertising Standards Authority, for a cellulite cream, which contained 'a thermogenic complex, along with potent Asian herbals to melt away the fatty look of cellulite.' As it was discovered to have been tested only on the backs of hands – how could they know! Since I do not trust the corporate cosmetic house, I am not disappointed when I read reports like this because I know that this goes on, having experienced it myself first hand in my early days.



## *Caryn's call to action*

*Use personal recommendations to find an effective skincare cream, not advertising. Try the natural skincare ranges from the health shops. Register with the Advertising Standards Authority [www.asa.org.uk](http://www.asa.org.uk) and select 'non broadcast adjudications' so that you can read which beauty companies have been caught out!*

The facts as I know them to be, are that cheaper natural substances are every bit as effective in skincare as synthetic chemical ingredients – and better for your skin and immune system. However since these natural substances cannot be patented, they will not make money for a cosmetic company. Think of your local health shop, which provides organic potions with extracts of various herbs, which have been known to many cultures for centuries.

Now think of the same type of potion that is concocted by a large cosmetics laboratory. It contains ingredient X that is merely a synthetic copy of the plant extract used in the health shop variety, it also contains strong chemical fragrance, and other synthetic ingredients.

But ingredient X is patented and promoted as a brand new discovery in skincare. The packaging will be designed to look ultra glamorous. Top PR's with large marketing budgets are bought in to support an advertising campaign shot by a top photographer - featuring a film star or top model of course. This celebrity will not have used this potion before, but it doesn't matter as her great skin will be the result of some wonderful make-up and some even better airbrushing before the photo is blown up to appear on giant billboards. This process will of course cost millions and millions and who will pay for it? You will of course, having been marvellously coached to believe this expensive cream has something very special to offer.

## *Tool 16*

EAT YOURSELF HAPPY, HEALTHY AND BEAUTIFUL.

Eating for long-term beauty and health is crucial. But as we all know this is easier said than done and this takes self-confidence and belief. Poor self esteem supports poor eating habits, which lead to lack of vitality and energy. Perhaps you have spent years experiencing a strained relationship with your body, accepting this as normal.

I know from my work as a patron of the Eating Disorders Association (now BEAT) that the extremes amongst those affected, (where food is either harshly restricted, or is used to binge and purge at the expense of sanity and soul), are part of a belief system that has taken hold of the body over a period of years. Perhaps there is something in the way you operate around food that is not healthy, because you received a negative upbringing around food. Are you for instance in touch with your own appetite? Do you listen to your body?

*Applying make-up cleverly and sparingly will be an excellent tool for you. Eyebrows and lips will be your most effective way of creating definition on your face.*

Are you able to love your body by fulfilling one of its most basic needs as and when it asks you to provide it with healthy food? Or are you uncomfortable with your body's demands? Perhaps like an angry or unhappy child, it shouts very loud or has uncontrollable rages because it has been ignored for so long. Loving your body is about honouring the voice within you and listening to what it wants to tell you. Instead of disciplining it, like a stern parent and deciding what it should and shouldn't need, or treating it with no respect, by filling it even when it is full, perhaps you could take the time to be still and quiet and ask it to talk to you.

You know you are not listening to your body if...

- You use large amounts of food as reward.
- You binge when you are upset.
- You skip meals when you are hungry because you have binged.
- You feel guilt or shame about eating.
- You regularly over-fill yourself to the point of pain.
- You withhold food as punishment.
- You plan the next meal shortly after you have finished eating.

One reason for some of the above behaviour could be down to additives in the food. Because much of our food is loaded with salt, sugar and chemicals, it can cause cravings that will have you desperate for the next fix and overriding your appetite, like an addict.

The other reason is emotional distress, which can range from boredom and dissatisfaction and the powerlessness that comes with the belief that you cannot change this, to pain, anger and helplessness. If you are using food to anaesthetise your feelings, you will be adding to your emotional distress. Counselling can provide you with new emotional skills to deal with what ever is causing you distress. I'm not recommending this without having tried it myself. Counselling will always be the best money I ever spent on myself – bettering any beauty treatment or new garment!

### *Caryn's call to action*

*Start talking to your body now and make a promise to love it, and to reduce the amount of packets and cans in your cupboard. Listen to your body. Let it tell you when it is hungry. Feed it lovingly. If you need help to do this select a nutritionist website or a counsellor.*

Take the time to learn more about food and how it can help you to live a healthy, happy and serene life. Use your knowledge of food to eat wisely, so that everything you put in your body enhances your vitality and your beauty. I don't subscribe to faddy diets, or permanent calorie counting, for the very reason that it stops you from listening to your body and feeling and hearing its voice. Just cut down on fake food - anything that is in a packet or a can and eat as much live, fresh and perishable food as you can. Having consulted a few nutritionists over the years, I have benefited from this simple and straightforward approach in so many ways.

Here are three simple steps to take from this moment forward. Not only do these foods impact on our skin and bodies, but they can make us feel miserable too.

#### *Cut out sugar*

Sugar feeds Candida yeast, it compromises your immune system, and it causes inflammation and fluid retention. It causes insulin to make your body store fat. It depletes nutrients including chromium that would keep you lean and stabilise your blood sugar.

#### *Cut out white flour*

It has nothing in it. It is dead food. All commercial pastries, biscuits, breads, pastas, pies etc. have white flour. Switch to wholemeal.

#### *Cut out additives*

Preservatives flavour enhancers etc and nasty chemicals that throw your body out of balance. If you are buying packets, read the labels.



## *I am woman*

*When you get down to it, everything is connected.*

Who I am, how I feel about my body and how I choose to dress it, has been influenced by everything I've learned about myself as a woman.

I attribute my confidence to understanding my own insecurities about image and discovering how they got there. As a result, getting older has allowed for a gradual appreciation of myself. Age has also delivered the gift of experience and I'm using it to my advantage.

Sure, looking back I like the flawless skin I had at 20 but at the time I didn't appreciate it – who does? I was too mixed up and insecure to enjoy it. As a middle-aged woman I am not mixed up. I am not insecure and I love the way I feel. When I look at myself, I like the way I look too because I accept that the changes I see in the mirror upon my face and body are so much more than the signs of ageing.

These changes recognise the journey I have made out of youth and into consciousness and serenity. While I was making that journey I would find myself wondering why we had got to such a place where women felt (and still feel) so judged by their beauty or appearance alone, and why even the most accomplished women harboured (and still harbour) a certain unease about their disappearing youth that cannot be assuaged by the growth of experience, serenity, worldliness or any other benefit that comes with the advancement of years.

I began to read as much as I could, on anything I could find that would empower me to understand and tackle what I felt was a strange and confusing subject. That is the business of getting older as a woman. And because I truly believe knowledge is power, I want to share just a fraction of what I've learned with you now. It is information you would not expect in a styling book, but I believe it belongs here!

### *Our 'Herstory'*

To talk about why women are anxious about appearance, we really need to understand the pressures on women around appearance. And to do that we need to go back in time and chart the history or 'herstory,' to be more precise, of our own femininity. I talked about cultural brain washing earlier in the book – well that was just the tip of the iceberg. So here are a few points I want to make!

## Body Hair

Most women feel that most of their body hair needs to be removed. And what a surprise - there is a whole hair removal industry there to assist us. If we have body hair, advertisers can and will suggest that we are not feminine enough. We are of course encouraged to buy their products and treatments to restore us back to femininity.

The fact is, as cave dwellers we had nearly as much hair as men. During our development as a civilisation we remained untroubled by it until the Middle Ages when Christianity, in a bid to stamp out the last vestiges of Paganism, attributed hair and hairiness in women to the occult. Nuns were shaved in a symbolic 'giving up of their powers' to God. And 'witches,' before being put to death, were shaved to take away their 'magic,' which it was thought, could be summoned by the unbraiding of the hair to unleash all manner of frightening forces.

As children we learn about witches and we are fearful, their unruly brown locks and bearded chins are a persuasive prompter that hair out of place can lead to no good! Interestingly, generations later, when women were fighting for the right to vote at the beginning of the century, they hacked off their hair to the ears in a bid to remove any prejudices concerning unruly feminine power.

Myth buster – you are feminine, whether or not you shave, depilate, wax, or prefer electrolysis. You are feminine whether you have no hair, messy hair or groomed hair. YOU ARE WONDERFULLY, MAGICALLY FEMININE.

## Outsize

An appalling term, which all by itself has traumatised generations of curvy women. The very word sounding as though one is ostracised and outside of the norm, ensured that thin women tried very hard to stay thin to enjoy the variety of trendy clothes in markets and boutiques of the day and curvy or lavishly proportioned lovelies had to make do with miserable shopping experiences in rare shops, that stocked only kaftans and dresses that were the sartorial equivalent of tents.

It all started in fashion terms, when women in the sixties were suddenly outmoded with the invention of the teenager, and the ensuing obsession with 'youth culture' now that Twiggy and her ilk were the role models of the day. It was also at this time that the concept of 'High Street Ready to Wear' took off and instead of making their clothes as they had done previously women could buy them cheaply from the local shop. So sizing became standardised and someone in 'his' wisdom

decided that sizes 8-16 were acceptable and anything large was just unspeakable. Women up and down the country were terrified of the fashion equivalent of sailing off the edge of a flat world into nothingness.

N.B. This concentration on sizing and numbers has really only come about since the arrival of fashion retailers. Our grandmothers made their own clothes or enjoyed the services of a dressmaker and since each garment was tailor-made to fit them, there were no issues of numbers in the back of their clothes and therefore no guilt or regret around being 'too big and therefore outsize.'

I'm always amazed at how many people in the fashion industry still use this term and how today's modern women - instead of having the garments tailored to fit their bodies - tailor their bodies to fit the clothes through diet and restrictive food practices. That's definitely not progress in my book.

Myth buster: Your wonderful, clever body may take up as much space on this planet as it needs, your body never has been, nor will it ever be outsize. You will not be labelled by retailers. You are a woman who knows no bounds and acknowledges no boundaries.

### *Knowledge*

Women are clever and have always been clever this is a fact. Yet even today we set more value by the way we look than what we know or have learned. Could this be everything to do with the fact that nineteenth century medics (in an attempt to quell a growing unrest attributed to female oppression) warned young women away from academic study with the proclamation that it would render them infertile. Therefore any woman who exhibited obvious intelligence would not be suitable for marriage since by their reckoning, she could no longer bear children. So brains were of no value and in fact hazardous to own!

Once women were denied the right to work on their brains, they set about their bodies, posture, looks and demeanour. These were the only tools available for capturing a suitor to protect them. Economic and social oblivion followed if they didn't make a good marriage, so the pressure was on.

Myth buster: Your personality is stunning. What you believe in your heart and know to be true in your head is breathtaking. You are what you think. You can be everything you want to be and more.

## Facial features

In early time facial features were examined in great detail and as far back as classical Rome facial reading was an established profession. In Western Europe physiognomy (the art of judging the character from the facial features) was practised by Johann Kaspar Lavater whose essays were widely read by leaders and emperors having been translated into many languages in the 1770's.

His choice words on women betrayed his feelings on a much deeper level when he said, 'A woman with a deeply concave root of the nose, a full bosom and a somewhat projecting canine tooth will lead away a whole herd of grovelling male voluptuaries. The worst prostitutes brought before the spiritual courts are always of this conformation. Avoid it as a pestilence.'

The problem was that witch hunters of the day used this 'so called science,' detailed in his 'Essays in Physiognomy,' to dispose of women that were 'blear eyed, pale, foul and full of wrinkles.' Women everywhere quite rightly feared old age with the knowledge that it might bring a conviction and incarceration. Perhaps that still frightens some now. Added to that many women are now encouraged to see their faces as components that can be redesigned by the cosmetic surgery industry. Suddenly you are a crooked nose needing to be straightened, or a top lip that is not full enough. Myth buster: You are much, much more than a set of facial features. It is all the little nuances of your face that give you your own uniqueness. You insist on being judged by your behaviour as a human being, not your facial geography.

## Witches

Well I haven't nearly finished with the subject of witches, one of the most potent cultural backlashes against old and clever women. Witches were invented by the Christian Church, who took issue against the healers and wise women of the villages objecting to the import of sugar in the middle ages. This substance they said would be bad for mankind but the church having invested money in plantations could not, would not have such resistance to a money making venture. Soon clever women (seen to be in opposition to the church) were targeted as being in league with the devil.

They were persecuted for having gained any or all their knowledge from Satan. The first witch ever burnt at the stake was actually a mid-wife; the church didn't like women receiving pain-relieving herbs during labour either. Witchcraft which was really 'woman craft' was outlawed and for three hundred years during the Middle Ages, old, clever women would be targeted for torture and death.

All herbal knowledge was lost or disgraced and getting older or exhibiting too much knowledge would land any woman in trouble. Young maidens on the other hand, were prized because of their compliance and naivety.

Myth buster: Getting older can be about reclaiming that lost power and status. Age brings the serenity of wisdom, and the certainty of confidence. We are all knowing, all seeing. We do not need to hide this.

### *Blonde*

Always an interesting one - angels in Christian heaven are blonde, so are media images of cherubic babies. Maidens in fairy stories like Rapunzel, Cinderella, and Goldilocks are also fair. Black women like Beyonce and many more favour long blonde hair. Even Naomi Campbell endured a certain amount of 'blonding' in order to appear in advertising campaigns.

On TV blonde female presenters out number brunettes and in film blondes are often the victims or nice-as-pie girl-next-door-types, while the brunette is far more complex and often the baddie. We have known for decades that 'Gentlemen prefer blondes.'

This worship of the blonde is, in part to do with her ability to be perceived as pure and innocent, or dizzy and unthreatening. Many women are happier being blonde because they feel more at home with the way this culture views them.

Myth buster: Inside every blonde lives a brunette, set her free – conceptually speaking!



### *Small feet.*

Legend has it that the story of Cinderella originated from China and was told by mothers as they broke the bones of their daughter's feet to bind them into tiny stumps called Lotus Hooks thus making them eligible for marriage. In this hugely popular fairy tale, Cinderella is picked for marriage because of her ability to fit the tiny glass slipper, while her sisters whose feet are larger, are portrayed as ugly and unmarriageable.

Today there are many women including Naomi Campbell who have experienced discomfort around the size of their feet (hers are size 9) not just because they feel they are too large, but because until recently there were not enough places to buy fashionable footwear in sizes larger than a UK 9.

The high heel has a rich history all of its own and despite the fact that many women find it uncomfortable and restrictive, it is prized for its ability to make feet appear smaller. It has therefore become part of a female rite of passage to graduate from flat footwear, to ill fitting and uncomfortable heels, as the disproportionately high percentage of mature female visitors to any chiropodist will testify.

Myth buster: You are not more attractive because you are in pain, wearing uncomfortable shoes, tight fitting clothing or any other restrictive garment. Throw out any item of clothing that causes you discomfort when you wear it. You are free to feel comfortable at all times. You are free.

All of the above knowledge sustains me, as I get older. I, like many women, am grown up, yet I am still growing! I have so much to learn and incorporate into my life, so when I see beauty as the only measuring stick of feminine achievement, and women prizing their ability to stay young above all else, I feel saddened; after all the next generation is looking to us for guidance.

We can show them by the way we live and the pleasure we take in ourselves, that getting older is the best thing that can happen to any woman. We can undo some of history's transgressions against femininity just by refusing to buy into them ourselves.

A little knowledge enough about our 'herstory' is a powerful tool!



## Your hair

Because we know how important this topic is to you I have created an exhaustive hair guide covering everything from length, hair types and products, colour and grey, thinning hair and fake hair and face shape and styles.

But let's take a moment to consider why hair is such an interesting and very emotive area. When I have presented TV make-overs in the past we have all held our breath as our 'make-overee' sees her new hair cut for the first time. Will she love it or hate it? The fact is she can take the clothes off and wash the make-up off but the hair is there for keeps. If she doesn't feel happy about her hair, the make-over is not successful.

Hair is more important than we realise, it quite literally is us and we have received a lot of conditioning about our hair that makes it hard to think about our hair objectively. For instance, we all equate long luscious hair with youth and for many women it's hard to let go of that imagery. At around forty, if you haven't done so already, you need to consider what your hair is saying about you and whether you could be improving upon that message.

Let's talk about length and cut first.

### *Length*

Generally long hair does not do the over forties face any justice. There are always exceptions, but, for the average female, hair that disappears well below the shoulder line is just not very flattering. Why? Because it does nothing for your face shape. But worse it can look too hard – like two curtains falling either side of your cheekbones.

And perhaps it suggests that you cannot let go of your twenties. So what to do? Well, the best length for hair when you are forty plus is shoulder and upwards – all the hairdressers I've ever met say this straight away. Within this range you have a huge variety of styles so start cutting out the ones you like from magazines to give your hairdresser an idea of what you mean. I say an idea because I want you to know that all hairdressers use pictures as a guide only.

Hairdressers cannot recreate the cut you are showing them because your hair could and, no doubt will, be a completely different texture and your face shape unlike the woman in the photograph. And go easy

*'The two busiest actresses over 55 in films are Meryl Streep and Susan Sarandon, neither of whom has touched their faces. Why do all these other women do it? They don't work anymore.'*  
*Ellen Barkin*

on yourself at this stage. Many hairstyles of celebrity women, who are forty upwards, are faked! There's nothing wrong with that either if you want to use their tricks too.

To know this is to accept and understand the limitations of your own hair. Now you can be open to the styles your hair texture and face shape are suited to. At this stage I say make the most of a consultation with your hairdresser (all good hairdressers offer a free consultation so if you don't get one from your hairdresser then find another). This way you can work out which cut will give you maximum body. Movement and body are what will create the youthful look for your hair.

### *Do*

Use hair to create a loose frame around your face. A wispy fringe, soft curl or wave, even flicky and layered areas will give a life and movement to your hairstyle but also a blurred and complimentary framework to your face.

### *Don't*

Create a hard frame around your face with a graphic urchin cut or a helmet style bob. Yes, there are some celebrities, for whom this style works but on the whole hair that is too short or too fixed can accentuate wrinkles and sagging chin lines. The hair looks too square and architectural and is best suited to models.

### *Do*

Let your hair breath – use as little product - like gel or spray - as you can so that the finish is natural.

### *Don't*

Spray your hair so much that it looks like it is nailed on to your head.

### *Condition*

Of course the condition of your hair is everything. It needs to be glossy, healthy and full of vitality. Healthy and conditioned hair has a smooth texture. That may begin to be harder to achieve, as your hair becomes greyer and more course over the years. There are two paths you can choose from here – celebrating and maintaining your grey hair with careful conditioning to show its colour and texture to best effect or of course colour which has the added benefit of giving your hair a marvellous conditioned finish.

I am lucky to be able to work with so many top practitioners up and down the country and in this book I can share the advice I have received over the years. Lisa Shepherd is one of those experts. She has been voted 'British Colourist of the Year' many times and now adds 'British Hairdresser of the Year 2005/6' to her awards.

Here is what she told me.

### *What happens to hair as it gets older?*

"Hair is pretty much made the same way as the skin. So as we age we see general dehydration for skin and hair. It's a fact, whether there is grey or not. After forty, the natural hair texture becomes dryer but don't worry this can be sorted with a variety of treatments from your hairdresser. A semi-permanent hair colour and lightweight finishing products will make a big difference."

We will talk about products further on, but tell us more about grey.

"When you get grey in the hair, it is totally different. It most becomes bushy and uncontrollable. Not all hair does that but 90% of grey hair goes bushy, so then it stands out away from the head rather than lying flat. The only way you can really tame hair that does this, is by colour. Permanent colour or semi permanent colour will soften the cuticle layers, making it easier for them to lie flat. But you can also try a really good brush, blow dryer and product." (See Colour and Grey for much more on this subject).

### *Why is cutting our hair shorter as we age such a good idea?*

"Women tend to stick to what they know. They grow their hair for lots of reasons but ultimately as we get older it can be a great thing to hide behind. It takes confidence to cut it and a good hairdresser should be the one to help you make that decision.

The best reason to go shorter as you get older is because it helps to give the hair body and vitality. In general longer hair on a woman over forty (although of course there are exceptions) can look flat and lifeless. The weight of the hair pulls at the crown. This makes the hair around the head look thinner and less bouncy. Hair can look like curtains either side of the face and do nothing to enhance the shape of the face. The minute hair is cut it looks thicker and therefore more youthful around the head and face.

*'Realising that good enough is good enough liberates the spirit.'*  
*Jane Fonda.*

When grey starts to show through, for some women although not all, the texture of the grey can become wirier and this is also ageing.

A good hairdresser, by adapting the cut and style, can address length, volume (as in thickness), body (as in texture and wave) and of course colour which can condition and smooth out coarse texture. All of these tools can restore your hair to its former glory."

But if a woman's got good quality hair, if it's good, long hair, should she still cut it?

"If somebody's got thick and healthy long hair, she needn't feel that she has to cut it at any point. It's really about confidence and personal choice. If she's that type of woman, who looks after herself 100%, she wears gorgeous clothes, and is a little bit more daring, then her lifestyle will fit her look. I've got plenty of clients over the age of 40 with long hair, but it's layered. It's really important that they have some type of fringe or they have some type of layer running through the top section so that they can put a few rollers in, and get that height and the movement to it.

If it's static and it's a really 'boxy' cut (which is what younger women go for) then I think it makes it look like a wig for a start, it's got no movement in it, no softness to it, and when you get older it's all about softness.

Whether it be colour, whether it be style, rollers, hair cut, everything is about either softening down with the rollers that blow dry, tonging soft movements, whether it's the cut, the texture, the hair a little bit more. It allows it to move a bit more freely and sexier, so that the woman feels it's touchable, rather than it's just a wig sat on her head."

### *Your hair and product guide*

The type of hair you have, can influence the choices you make about cut and style. Here Lisa Shepherd sets out her hair-type and product guide.

#### *Thin fine hair*

"This is easy to work with because it's lightweight and pliable. A few well-placed rollers can make a big difference. A good blow dry can create smoothness. The hot brush is a brilliant tool and any woman wanting the blow dry effect should have a hot brush as they are much easier to handle.

A perfect hair cut for those who don't want to put too much effort in is the 'all in one length bob;' this will make the hair look its very thickest which is exactly what you want with super fine hair." See illustrations numbers 2 and 4.

### *Products for thin fine hair*

"A lightweight mousse conditioner and volume spray is best for you. A volume product works (whether it be a spray or a mousse or a root booster) because it slightly swells the hair giving both texture and volume."

### *Thick fine hair*

"The most common Caucasian hair type, certainly in the UK is European, fine hair. If you've got lots of it, avoid too many short layers because the hair is so straight, slippery and flat. Even a hairdresser works hard to be able to blow-dry it."

Soft long layers are your best bet. 'Mussy' bobs where the cut is not too long - think around the shoulders no longer will look great. Any cut with layers that you can add extra volume to, will work here too.

Avoid going too short, to give your hair a soft, feminine and youthful look, you need to be able to get rollers or a hot brush into your hair. You can also use straighteners to give that same cut a flick at the ends to give it a harder edge and a more modern look. See illustration numbers 1 and 5.

### *Products for thick fine hair*

"A lightweight volume spray is best for you. Once again this volume product will slightly swell the hair giving both texture and volume without weighing it down."

### *Thick straight hair.*

"Stick to a simple haircut. You can have something that's quite chic and that can be applied to any age group. It's better to just let it hang rather than trying to get volume and height in it.

Your hair type will lend itself to 'edgy' which is where the hair has a more uneven or textured finish and, by styling your hair with your straighteners, you could get a really modern look.

You've got to be confident with your hair type though, ALWAYS keep layers long and even on shorter hair cuts or you will really struggle to control. It can be harder to master but once blow dried well with the right product, it just stays in place all day long. If you feel daunted by the thought of all this maintenance, then it's probably best to steer clear of too many layers as this makes the hair much harder to blow dry." See illustrations numbers 4 and 5.

### *Products for thick straight hair.*

"Thicker, straighter hair, you need to make look smooth. This includes grey hair. You need to use lightweight oils, this is a very tricky product to get the right one. Serums are too oily, for example a finishing serum is quite heavy and will make the hair too greasy to blow dry with. However, there are lots of blow-dry serums that work really well. Because these are oil based, blow-dry serums stop moisture getting in and stop the hair becoming frizzy without making the hair too greasy. Thicker, straighter hair needs to be well conditioned to help keep the hair smooth. Go for a mask conditioner and heavier cream products. If you get those bits right then you'll never struggle. Tools like brush rollers will be very helpful."

### *Wavy or curly hair*

"If I've got a client with curly hair," says Lisa, "I'd rather spend half an hour re-educating her and showing her a great product that will work. I can place colour really well so that she just love her hair. It's so easy if she gets it right, but if she gets it wrong she'll be battling with it everyday.

Many women think that straight hair looks healthier, it's true you can see colour better in straight hair and you can see shine better. But there are other great advantages to wavy hair. For instance, some sort of kink really helps support the hair when it's being smooth blow-dried to give your look body.

If you've got anything more than a kink that goes all the way round the head, then wear it curly and utilise it. Buy yourself some big tongs that can increase that curl and make it more individual and glossy.

Colour has to be placed perfectly and the colours have to be quite bold when you're colouring curly hair, but if you're cutting curls or blow-drying them, you've got to have confidence.

When it comes to the cut, my advice every time is let it

*'All of a sudden it was sexy and interesting to be a woman of a certain age and you could work again. So now I'm apparently allowed back in. Maybe not too far but a little - if I behave, which you know I won't.'*  
*Sharon Stone*

do it's thing. Don't try to control it by straightening it to death; keep all the layers irregular and soft to encourage the curl to move by itself. The last thing you want for curl is to cut it all the same length and level it just goes like a triangle at the back or your head. Think Sara Jessica Parker as a good example of someone who does curly well, whether she's short or long, she wears it quite casual. If you want to make a statement with curl than an amazing colour will really give you results." See illustration numbers 1, 2 and 3.

### *Products for wavy or curly hair.*

"Fine curly hair needs finishing oil, thick curly needs a finishing cream. The only difference is that the cream will be exactly the same as the oil but it's got more weight. The only range for naturally curly or wavy hair is Kerastase Oleo Curl: Shampoo Mask Leave in Cream – called Curl definition Cream is great for Naturally curly hair £16.50 150ml For totally unruly curl use Oleo relax ultimate controlling elixir £16.50 for 50ml, it's a brilliant product.

### *Colour*

Further down this piece I talk about celebrating and maintaining grey hair, but the process of starting to go grey can impact on how you feel and when not properly managed can look ageing and uncared for. Lisa has plenty to say about this.

### *Colouring grey.*

Lisa Shepherd says, "After 40, hair tends to get coarse in texture. One of the best ways to control wiry hair is to use colour. This is because the conditioning properties of the colour help to soften and smooth grey hair, making it much easier to handle.

When you colour your grey hair you need to be careful not to add in too much warmth. It was once considered that you needed to add warmth to 're-create' your natural colour, but colourists now know that as your hair changes in tone your skin changes too, hence, when you colour your hair you need to keep the tone neutral to cool. For example a beige blonde instead of a golden blonde or a chocolate brown instead of a redly brown.

Coverage of grey hair can be a problem – if you only have a sprinkling of grey then you should be able to do this with a tone on tone colour – choose - a long lasting semi permanent brand. If you have very 'white' grey hair and lots of it then you will need to use a per-



manent colour. This is where a hairdresser can give you a much more natural finish because white hair is very absorbent and can end up looking very flat. Have a consultation with your hairdresser who will be able to tell you what type of product you can use. A consultation with a good hairdresser is free; this is because a reputable hairdresser needs to take the time to speak to new clients about the services they offer. Be proactive and find out when you can visit a salon to speak to someone about your needs, don't let them book you in for any treatments until you have done this.

Once you've agreed on the process and got the base colour right, then your hairdresser will go for a multitonal effect by using 4 to 5 different shades as high and low-lights to your hair and this is where you add the warmth and interest.

Be prepared for the first appointment to take time. This is where the most cost will occur. But repeat appointments are much cheaper because the hairdresser is just dealing with the roots. After about 9 – 12 months it can be done all over again."

### *Coloured or natural dark hair*

Women with brunette tresses have a harder time once the grey shows because it is so noticeable. In the early days, with a little bit of grey to cover, a commercial dye will work fine. But as more of the head becomes grey and the hair more porous, this can backfire.

Lisa Shepherd says, "A large part of colour work for me is rectifying what home dying has done. When a woman has a lot of grey and has coloured it black or dark brown because that's what she's always been, it can look so fake. Skin tone changes as we age and hard flat dark colour is very unforgiving. The tiniest of re-growth shows up very quickly too; it's very high maintenance and very ageing to see dark hair with silver re-growth.

To begin with, I have to get rid of what seems like a stain around the hair. It has to be bleached off and the hair has to go through this almost warm, chestnut stage. This is where I have to do a lot of hand holding because it's stressful; we move away from the colour my client has known all her life. Most women hate this part, but once I have got her to a lighter brown with a few lowlights, she'll love it; she'll look ten years younger straight away.

When someone has naturally dark hair that hasn't been dyed, the process is easier. I can take someone to a lighter brown very easily although I still need to do the same amount of hand-holding. The results, though, always speak for themselves."

### *Coloured blonde hair*

The other extreme is where blondes use bleach to cover grey. Lisa Shepherd says, "The hair can become tired and undernourished. Especially if you are visiting lots of different hairdressers, then you get what we call banding. For instance if one hairdresser applies the colour properly, she'll never overlap at all, but if you have several hairdressers, they will generally overlap each others work a bit, so you can get orangey levels of the hair and the ends can be overdone, over porous, which won't style properly. If the hair becomes over porous it becomes lank and sucks in product like conditioner, resulting in heavy difficult hair."

### *Lisa what would you do here?*

"If you hair has only one lot of colour on, it will be receptive to everything you put on it, a great product, a great brush; you'll be able to blow dry it yourself really well. If you've got more than one layer of colour on your hair, you've got to use much better products to get the same results."

### *Eyebrows and eyelashes.*

"Leave them as they are; don't be tempted to colour match eyebrows. Make sure they're immaculate, get a really nice neutral brow pencil and create good shape, but never ever try to lighten or darken them. You just can't control the warmth in eyebrows, whereas you can in hair. In hair, I use blue in my colours to neutralise warmth but you can't put that in your eyebrows. I think you've got to keep eyebrows as neutral as possible. Eyebrows are so important to the shape of the face."

### *Celebrating and maintaining grey.*

Now as anyone who knows me will observe, I have a grey streak, which appeared almost overnight at 33. It was suggested to me by some well-wishers that I might want to dye it brown (because it looked ageing) but I loved it. For the first few years the contrast between the rest of my hair which was brunette and my light streak worked well, but now I have become lighter at the temples and so I dye the rest of my hair to create that same contrast.

I fully understand the appeal of silvery white hair and look forward to the time I can wear it all over! Think Meryl Streep in 'The Devil wears Prada,' and you can tune into my vibe! Although whether I would still be able to work on TV is debateable. (How many female presenters do you see on the box with grey hair)?

But for many women this is not an issue. They love their grey hair and want to celebrate its beautiful colour. I asked Lisa to recommend products especially for grey hair:

Lisa Shepherd says, "You need to lavish your hair with a quality conditioner to really bring the softness and colour out. Try the new range from 'Schwarzkopf Sea Hair Spa,' called 'The Pearl Range for Sophisticated Hair.' This new range has been specifically developed to cater for the needs of women over 35 when changes to your hair can occur. My favourite are the 'Lightweight Finishing Serum Pearls,' that smoothe the texture of grey hair and make it shine.

A common problem with grey hair is that it is extra porous and can pick up pollutants in the air that make it look dull or even slightly yellow in tone. The best way to sort this out and really make the most of your grey hair is to use a silver based shampoo, which works by counteracting the yellow or brassy tones to make it brighter and fresher looking. Try Clynol Reflex Shampoo."

### *What can be done about hair thinning and/or receding?*

"You lose hair over a period of time, even though it's not obvious that you've got hair loss. As we get older we tend to get a bit finer around the hairline, a bit finer around the temples. Many women try to compensate for that by backcombing.

It's so unflattering and doesn't produce the youthful effect that volume products can. A lady I recently worked on had thinned at the top of her head. This is a common problem. I gave her a side parting, and straight away corrected that problem.

*'I have lines but if some of my peers weren't having things done I wouldn't even think about it. It's hard sitting in a room with people who are younger and older than me who don't have any lines it's like an epidemic.'*  
*Sarah Jessica Parker*

A change of style or cut and thickening products which is the same as a volume spray but a thickening product (which is similar to a volumising spray but has less grease in it so it really swells the hair and really gives it a lot more body) can really make a difference. The simple thing of changing the parting over can take ten years off a woman. The biggest thing women get wrong, however, when trying to disguise thinning hair, is colour. If you're grey and thinning, it can look like you're bald because you've got no colour depth, so you need to create an illusion of colour more than anything. You've got to cover the grey first with either a gloss or a permanent colour; only a mousy, boring base colour that doesn't look like it's been coloured. Then you just put a few highlights that accessorise the haircut; this is what gives the depth and youthful finish.

It's about decorating the haircut more than anything so it's softer on the skin; it's the highlights that sit next to the skin but the base colour that covers up the grey. The darkness gives depth at the scalp but the lights give the youthful look.

Every six to eight weeks a client should have the base colour put on; every eight to twelve months she should have a few highlights in, but just at the roots so she ends up having this full bodied colour that looks thicker than it actually is, and a change in the parting or a tweak in the haircut and she doesn't need anymore treatment than that.

But a hairdresser has to know when to back off and allow a specialist to come in," says Lisa. There are clearly problems that need this approach; thinning hair can be a worrying condition that effects women at any age, in fact 20% of women have bad hair days for extended periods of time due to cancer treatment, alopecia, female pattern baldness or even compulsive hair pulling. Having learned about Lucinda Ellery, a former alopecia sufferer who has created a revolutionary 'volumiser treatment,' that has revitalised the lives of many women who suffer from the above, I have included her site in the website directory at the end of this book.

### *Faking it.*

This last section is just to remind you that, like a celebrity, you can have a glossy mane that looks larger than life or just very thick and glossy. I've seen Lisa make this happen on stage when she has been working with me at the National Wedding Show. Lisa Shepherd says, "As a salon owner, I have clients who bring in celebrity magazines. This is great because I can then see which style and colour she's thinking of.

But what they don't realise when they ask for the same style is that the celebrity is most probably wearing extensions or enhancers. Most celebs wear some type of enhancer or hair aid and a lot of women don't know they exist. They're so simple to do," she says, "as a lot of them are stick in, rather than glue in. They work by lifting up a part of hair, taking the covering off the sticky strip and applying. To get them out, a lot of women use baby oil as it encourages hair to become greasy and the stick in hair extensions slip out of greasy hair."

There are so many tricks that we've got, and it's not only things that we do, its things you can do yourself. Most people can do it themselves, doughnuts are harder because it's a specific place, but certainly the more creative people are brilliant at making their own doughnuts with fake hair, tying their hair out the way, and sticking it up.

And certainly people with fine hair, never panic about having a loose, sexy, soft bun because you can just fake it. Make it yourself, pin it in and you look like you've got absolutely loads of hair.

There are also hair wefts and hair pieces that are fitted for special occasion and come out the same evening. Don't forget either that many more celebrity women rely upon hair extensions, which are an excellent way of creating a glamorous looking head of hair or even a fuller head of hair. Be sure however to work from recommendation only if you do choose an expensive process like extensions.

The shape of your face and the proportions of your features will help tell you what hairstyle is best suited to you. Of course the type of hair you have will influence how the style works for you.

### *Oval-shaped face*

This is the kind of face shape that suits most hairstyles really. Both long and short hair cuts look great on you as your face shape is well balanced. The chin and forehead of an oval face shape are in even proportion. Avoid covering up your perfect face shape with heavy bangs or wearing your hair on your face. You'll lose your face shape and it may add weight to your face.

### *Round face*

Hairstyles with fullness and height at the crown will give the impression of a narrower face. Try a cut with layers while keeping the sides close to your face to make your face appear longer. Round faces suit either short hairstyles swept back from your forehead or hairstyles that are longer than chin length. Wispy fringes and side parts are also good.

Avoid chin length hair, centre parts, fullness at the sides of ears, straight "chopped" bangs - these will all emphasise the shape of your face.

### *Heart-shaped face*

The heart shaped face is widest at the temples and narrowest at the chin, which can appear pointy. Short hair and chin length hair often looks great on this face shape, as the fullness can even out the jaw and chin lines. Chin length bobs, short shags, swept forward layers and wispy bangs all work well.

Avoid full styles that emphasise the upper face without balancing out your narrow chin. Too much height at the crown and tapered necklines will make you look top heavy.

### *Rectangular, Long face*

If your face is long and slender, with your forehead and below cheeks about the same width, hairstyles that balance out the length of your face work best for you. These include short to medium lengths with fullness at the sides and soft wispy bangs. This will shorten the length and add width to your face. Layered styles work well and add softness to the straight lines of your face.

Avoid too much length; it will only make your face look longer. Too much height will also lengthen your face.

### *Square face*

If your face is square, with a strong, square jaw line and often an equally square hairline; the right hairstyles for you are ones that soften the square look of your face. Short to medium length haircuts, with soft wispy bangs and a wave or curl will compliment and balance out your straight face shape. If your hair is straight, maybe consider a body wave. Side parts and fullness/height at the crown can add length to your square face shape.

Avoid straight styles - long straight hair, blunt bangs, straight bobs and centre parts, as they will emphasise your square jaw line.

### *Triangle face*

If your face is triangle, with a wider chin that narrows at the forehead, you want to stick to styles that narrow your chin and widen the forehead. This will balance out your features. Shorter hair can often balance out your prominent jaw line, as well as styles that are full at the temples that taper at the jaw. Off centre parts, wedges and shags are also good styles for you. Lots of layers will give you the fullness through the upper part of your face. Avoid styles that are full at the jaw line and centre parts.

### *Full forehead, long chin*

If your forehead is large and your chin long, it can help to add volume below the chin line to balance it out. A thick layered cut or mid-length bob will add fullness where it's needed. Bangs can also reduce the look of a full forehead.

### *Large features*

Full hair can help downplay a large nose or other feature and can help balance out large features. Straight hair, parted down the middle or a long, heavy fringe will make a larger nose seem even more prominent. Subtle highlights in your hair can help by drawing the eye towards the hair and away from the face.

### *Long or short neck*

A long, graceful neck is a beautiful and desirable feature and should be shown off and considered when choosing a hairstyle. Short hair can really show off your neck, however long hair can also add to your already graceful neck when worn in an elegant style, like a twist or updo.

If you want a short hairstyle and your neck is short, create the appearance of length by tapering your hair at the base of the neck and keeping it fuller on top.



Sleek geometric bob



Edgy layers

## Taking the Plunge

HERE ARE OUR SUGGESTIONS FOR HOW TO WORK WITH YOUR HAIR TYPE. SEE OVERLEAF FOR MORE.

### SLEEK GEOMETRIC BOB

Smooth and sleek angles will always look sophisticated and womanly. The key to this style is eliminating frizz. So good products for your hair type are essential.

### EDGY LAYERS

Choppy cutting can create a more modern look. It works especially for thick hair to give a softer more contemporary style.

### Great hairstyles: From long to short:

Be prepared when you take the plunge – take plenty of photographs to show your hairdresser, who will also give you advice on your face shape and hair type, as this will affect the end result.

You may have hidden behind longer hair for years, but after this cut, others will really be able to see your face. Think about your best features and discuss with your hairdresser which areas of your face you want to celebrate.

Be prepared to edit your wardrobe too! There is nothing like a haircut for injecting new life into your image.





**Layered bob**



**Loose fall curls**



**Imperfect layers**

### **LAYERED BOB**

Long hair often falls limp, framing the face vertically, but a layered bob will immediately make the hair look fluffier, free and full.

### **LOOSE FULL CURLS**

Make the most of your natural wave to give you body and texture. Use layering above the cheekbones to give a longer face less severity. Help your curls with heated rollers or big tongs.

### **IMPERFECT LAYERS**

For a tousled look, which will help to add even more volume and make the most of wavy or flyaway hair. These kind of styles have an easy going look and often don't have partings, giving even more volume.

*'When girls get older they start to think for themselves too much.'*  
New York Model agent

### *Lisa Shepherd's final points.*

I'm going to leave you now with Lisa's final points. For those of you that are lucky enough to live in the centre of the UK you can visit one of Lisa's salons and for the rest of us there is her website at the back of this book.

#### *Do*

trim ends to avoid the hair growing scraggly. If a woman's hair is getting thinner, and she gives it lots and lots of volume at the crown, split ends that look wispy and dead, will sabotage everything and the hair just ends up looking tired.

#### *Don't*

backcomb hair to attempt to make it look fuller. When women do this, hair just looks like a wig.

#### *Do*

have your hair cut around every four weeks, maximum every eight to ten; no pushing it any further than that, otherwise your hair will start to split.

#### *Don't*

ever commit to any colour that you can't keep up; if you are going to go for a base colour and highlights, you've got to have the budget and the time to keep up with that. If you want to just work with the grey and you want to accessorise it, then put a few low lights in it. Same with the haircut, if you have a really strategic hair cut, you're going to have to get it redone every four to six weeks to keep it looking fresh. If you've got looser layers then you can go probably eight to ten, maybe even twelve.

### *Haircuts and colours work together.*

I have clients that are very glamorous; they look as though they've gotten it right because the hair is soft and you can see the movement in the hair, but then they do the whole backcombing thing at the crown. In the long term they'll get massive patches of breakage.

*Caryn's call to action  
Develop a relationship with  
a hairdresser you trust  
and budget for their  
services in your financial  
quarter. You are worth it!*

Don't keep on going blonder and blonder as you get older. Highly bleached hair has no body so then there's the temptation to resort to backcombing and spray. Hair like this just looks tired. The only way to make hair look more youthful is volume, so whether it be longer, whether it be shorter, curly or straight, it's about making sure it's got the maximum amount of volume for the style. Layering does this efficiently. Assess whether you are washing your hair enough or too much. If you've got a really healthy scalp, you can probably get away with once a week, most of us need to wash it more frequently though. I don't subscribe to the myth of 'let your hair cleanse itself' but I do think some women wash too frequently and strip the hair of natural oil.

With age the hair starts to become more porous, you've got to be really careful you don't over condition it because the hair will suck it in and become heavy and lank.

People often think that it's a big sales pitch with products but in general, the more you pay for a product, the better the ingredients. For that reason I don't think shampoo/ conditioner products work very well. Most celebrities wear extensions. But if your hair is fine, be cautious. Because sometimes, no matter what the manufacturer says, the extensions do weigh quite a bit. For medium to thick hair, this is no problem. Fake ponytails, are fine for teens but they are often just one flat colour. Any woman over forty looking to wear a hair piece on a regular basis should have it coloured by her hairdresser for a more natural look. If you have a fringe always dry that first to get it just right, the rest of the hair will still be damp by the time you get to it.

Unless otherwise stated in your product directions, never put product on to dripping wet hair. You will instantly dilute it. Get the water out of the hair by roughly drying it first, then add product and then finish drying.



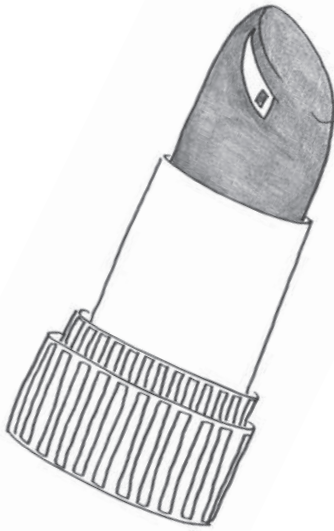
## Never again

*I could title this one a million ways, but if I say 'things to leave behind' or 'time to say goodbye to' you'll know what I mean.*

The fact is there are just some things that a woman of your age, rank and status should not attempt any more. They don't need explaining, so read this as a shopping list and then seek out and destroy any items in your wardrobe, or any unresolved compulsions that lead you astray.

- 1** Lycra. A very thin unforgiving layer over your tummy and breasts should never again be attempted unless you are as toned as Madonna. I'm saying this from absolute experience having watched myself (hands clapped over mouth in horror) in a programme where I was wearing a Karen Millen turquoise Lycra top. I looked like sausage woman. Oh the humiliation. The fact of the matter is, shiny tight fitting fabric will make your body look balloon-like no matter how toned you think you look.
- 2** Bright lipstick. There will be feathery lines of bright pink or red stain that find their way from your lip line towards your nose.
- 3** White tights – 'baby doll' you ain't, and they'll widen your legs removing any natural contouring.
- 4** Ditto tights with a high sheen, which will highlight any varicose veins, or tights with very fussy texture that will have your legs looking like a geometry doodle. Leave them all alone.
- 5** Nipples showing through thin bras. Spookily unnerving – what are you trying to say?
- 6** Square cut boxy blouses or shirts. You may have used them in the past for some lumberjack styling but they were shapeless on you then and they are even more unflattering now.
- 7** Overly large psychedelic prints or very loud big pattern. Do you really want to look like a mad great-aunt from the 60's or 70's?

- 8** Logos. Wearing somebody else's name on your body even their initials is what you do when a) you are pledging allegiance to a football/ high school team or b) you can't afford any part of the designer range except the t-shirt. If the latter is still the case don't tell everyone in such an obvious way.
- 9** Over the top embellishments and gimmicks will make you look like a children's TV presenter.
- 10** Fur. OK you never wore this as a teenager, but odds on you fancied a go on a fur coat as I did, until I learned more about the way the fur industry operates. When there is so much excellent faux fur around, it's a no brainer.
- 11** Fashion regression. I've said it many times...if you wore it in earnest first time around and have photos to prove it, don't step back in time for a repeat performance. Leave it to the youngsters who have never seen it before and think it all really edgy and cool.
- 12** Thongs peeping out of your low-rise jeans – even by accident.
- 13** Traditional red nail varnish on your hands, you'll look like an extra in an Agatha Christie movie.
- 14** Rubber flip-flops where there is no sand. In other words they may be a funky summer shoe for youngsters to be worn to a variety of places, but on an older foot there are definitely 'trailer trash' connotations.
- 15** All over black hair dye. Maybe you had raven hair at one time but you can never recreate the look with dye. Your hair will look FLAT and LIFELESS not to mention wannabe gothic.
- 16** T-shirts with pictures of dear little fluffy animals that are crying out for a stroke!



## Your make-up

*Make-up is one of those lovely feel good areas that we all enjoy. Still I am often surprised by the amount of women I speak to who have lost confidence when it comes to applying the stuff, because it is no longer as straight forward as it once was.*

The main purpose of make up as we get older is to create definition. To understand what this truly means, think of a small child's face and you will immediately visualise features that are clearly and strongly defined.

First there are the huge and clear eyes with eyelashes thick and plentiful, all framed by eyebrows with short, fine hair. Then there are the cheeks - smooth and pink and finally the natural pink line of the plump lips. As young women, we will have used make-up to add experimental and fashionable colours. It was like painting a canvas wasn't it? Great fun and you could take it or leave it. From here on, however, every small amount of make-up you apply has to work for you creating a natural polish, a healthy glow and a sophisticated and groomed finish – nothing more – nothing less.

This is because after about thirty-five the definition on our faces becomes blurred. Our eyes are smaller and our eyelashes less lustrous. Our eyebrows can become straggly, even sparse, and our lips will become thinner and more pale. This is the time when make-up comes into its own. As I get older I come to enjoy putting on make-up more than ever. I wear a lot less - a little goes a long way these days.

Once again I have been privileged to work with many talented make-up artists and I have picked up lots of tips along the way from the various make-over shows I have done. I want you to have those tips first hand, so I've collaborated with one of my favourite make-up artists Ariane Poole for this next section. I have used many products in my time too, but it is Ariane's that I have settled with. Here I relay everything she has taught me over the years and I provide her website and of course others for you track down the products that are right for you. Invest in a magnifying mirror.

*'Time is a dressmaker  
specializing in  
alterations'  
Faith Baldwin*

I wondered as a child why I would see women with over-powering and unsubtle make-up, looking like escape extras from a 'Hammer Horror' film. Worse still, today I look at a well-known and much loved ageing singer and know that his eyebrows have been drawn on his face with all the mastery of a small child wielding a large paintbrush. The fact is neither he, nor the women of my childhood, could appreciate the benefits of a magnifying mirror to aid their less than perfect sight. To avoid any similar horror shows for myself, I now use one the size of a tea plate that has a magnifying power of x4. This is your most important tool and unless you enjoy 20/20 vision you should not put your make-up on without one. These can be bought from all good chemists and when positioned on a shelf with daylight shining directly on to your face, will truly show you what you are working with.

Please don't shy away from looking at your face in this harsh light. It is the best way to check lines are blended properly and when you make a smooth and flawless make-up in your magnifying mirror, you can know it will look even better when you step away.

### *Shape and groom your eyebrows.*

Your eyebrows frame your eyes and give a valuable structure to your face. They have the ability to open your eyes and make them look bigger. A well-defined eyebrow will knock years off your face. Let's see what you've got then as you look in your magnifying mirror. Have the hairs themselves started to grow long and coarse? Are they much thinner than they were? Do they look washed out? Yup well let's start the instant brow lift now!

With a pair of good quality tweezers, pluck the stragglers only, from the underside of the eyebrow at the outer end of the eye and anything that is taking up residence in the middle of your brow.

Now taking the lightest eyebrow pencil you can find for your skin tone (brunettes go for milk, taupe, slate or light grey and blondes choose ash or lighter) and after brushing your brows to smooth them, gently put back the definition with light feathery barely there strokes. You may have uneven patches of thinning brow, which can be gently filled in. You may have unevenly shaped brows, which can be matched with just a little practice.

### *Do*

- Use a small brush to see your natural brow shape.
- Pluck the stragglers from your brow by pulling in the direction that the hair grows.

- Be aware that it will only hurt for the first few times. It soon becomes much less sensitive because the nerve endings at the brow become used to the feeling.
- Use faint, feathery strokes in the lightest pencil you can find.
- Only fill, with faint pencil, under the brow.

### *Don't*

- Over pluck, leaving your brows looking like sickly caterpillars. Thin eyebrows may have worked when you were younger, but your face needs more structure now.
- Use one stroke of the pencil from one end of your brow to the other, or you'll be wearing a look of permanent surprise.
- Try it with a teeny make-up mirror in a badly lit corner unless you want to sabotage your grooming techniques.

### *Dye your eyelashes.*

This is an optional one. But a good dye will last you thirty days. Your lashes will look more natural than using mascara. Black for brunettes and brown for blondes.

### *Prepare your skin for make-up.*

I use a shine free base from Ariane's range and stroke it on, through the middle area of my face – forehead, round nose (and generally on uneven toned areas) and chin. This one product gives a sophisticated base for any make-up. It means the make-up will not slide off your face halfway through the day. It will always look polished.

Even out your skin tone by investing in a good quality concealer. This is not a foundation, but a much lighter crème with light reflective particles that is dabbed on where you need it. Think back to the sheer creamy smooth complexion of a small child, there is no pigmentation difference around the mouth, or tiny broken veins across the cheeks – a good concealer will hide these things and once you get really good at using it, you can use it to create areas of highlight like top make-up artists do.

I use Ariane's concealer, and have converted many other women simply by using my own in front of them because it has three different tones in one palette. But there are many excellent brands



to try from and makeup technicians at the counters will be only too pleased to help you try their brand, when you tell them you are looking for a good concealer. These are Ariane's tips for applying concealer successfully.

### *Do*

- Use your finger and gently dab the concealer onto your skin and let the warmth of your finger blend it over the areas you want to work on
- Use it sparingly, but mostly through the T-zone. If you are not sure where you need to apply it, look for discolouration and uneven skin tone.
- Use gently around eyes – only cover the area from the inner eye to the top of the cheek (where the darker ring seems to be most prominent). Dab the lighter concealer just over your top lip line (blend well); when you apply a soft lip pencil, your lips will seem plumper by a trick of the light.
- Use the lighter concealer just under your freshly plucked outer end brow bone. This will open your eyes and give your brows a more groomed look.

### *Don't*

- Rub it in. Just gently pat it on.
- Dab it all the way round the eye because it will collect in the fine lines around the outer eye.

### *Re instate your lip line.*

Take a nude lip pencil and make an outline of your lips using the pencil to create a marginally fuller line. (The concealer you have already blended over your original lip line will create a great base for you to do this). Now fill it in with the same colour lip pencil. It is important to choose one as near as possible to your natural lip tone, because what you are doing is creating definition not added colour. When you have the shape as near to your own but just a fraction fuller (plump the top lip out using this technique if you can) then you can blot and leave. This is what I wear most of the time and because it is a lip pencil, there is never any smudging. For special occasions I add a small amount of gloss to the centre of my lips, careful not to run it right out to the edges of my lips where it will run into any fine lines. This does take a bit of practice but I guarantee you will have excellent results.

### *Blushing.*

This is such a simple procedure and is the penultimate youthful tool. Now that you have created an even skin tone with your concealer, you need to add just a hint of blush and warmth to your cheeks. Place your warm finger into a crème blusher and gently pat a small amount into the skin around the apple of your cheeks. Make-up artists many times will ask a client to smile so that they can see where the apple is; this is something you can do too.

### *Light Powder.*

All you need now is a hint of a matt finish with a light dusting of powder. I use a large brush, which I pat on my hand to shake off the loose powder before applying to my skin. Before I finish, I would like to offer the benefit of my experience around make-up artists too.

Many women may wish to employ a make-up artist for a special event from 'Mother of the Bride' to a second wedding – the list of reasons is endless. The fact is it is hard to find a good make-up artist for these times.

Here are the recommendations that Ariane makes when we are working on stage together. Ask first at a good department store if any of the beauticians can recommend a make-up artist; similarly your regular hairdresser (if a good one) should also be able to make recommendations. Once you have found this person you will need to do a trial. Find out their costs for trials and indeed for the big day and tell them as much about the event and the lighting as possible, as well as showing them or giving them an example of the garment you will wear.

While you are having your trial done the make-up artist will ask questions as she/he goes along. Be as clear as you can about whether this is exactly what you want, or whether you need something darker/more dramatic/simpler etc. When the make up artist has finished you need to be happy, because this is what you will get on the day, unless you continue with the trial and make other changes. If you can Polaroid the finished result. If not make a few notes to remind you both on the big day.

Please see the website directory for my recommendations on make-up and beauty sites.



## The beauty brainwash

*Having worked in the media for well over 20 years, I understand the way it works very well. This is one of the reasons I do not allow it to manipulate me. I want to pass that understanding on to you so that the decisions you make from now on about the beauty products you buy are made without the pressure of the corporate cosmetic world's 'beauty brainwash.'*

### *The things they never tell you*

As a young fashion stylist, I was asked to work on an advertising campaign for a very well known hair product - it was a gel that promised softness and suppleness. It was my job to supply the clothes and make sure the model looked stunning. When the fitting had taken place, I escorted the model to the make-up area. The hairdressing was a big priority. It was then that I got a beauty advertising wake-up call; in fact I was shocked to see that the hairdresser used completely different products on the model. 'Oh that won't do anything, he said, ignoring the gel in favour of loads of hairspray and other products to create a rock hard and stay-put style to be photographed.

All I could think of was that millions of consumers would be fooled into thinking the gel would create the look they saw in the photo and then be disappointed when it didn't work. I protested loudly and that was my last advertising shoot! This goes on all the time in advertising, whether it be skin care, make-up, hair products, slimming products, cellulite lotions...you name it.

### *Consider a photo shoot for any beauty product...*

The model has been chosen because she has great features, straight teeth and thick hair; yes we know that she will already be gorgeous. She will then sit in the chair with a top make-up artist and will have make-up applied to hide any bags, skin blemishes and discolouration. She will have lips glossed and plenty of subtle eye make-up too, especially mascara. In fact she will have a range of products on her face and probably not the one that is being advertised.

If she is an older model, she may already have had some Botox injections to render her forehead muscles semi paralysed, and maybe some Restylane for plumper skin. After having her hair beautifully coiffed by a top hairdresser for a further hour, she will then sit in front of the photographer who will have been sorting his or her beauty lighting out for the past two hours to to bleach out any lines or shadows on her face.

Now the photographer will shoot for the rest of the day taking up to 1000 pictures, yes that's 1000. Let me tell you, everyone can find a good shot of themselves amongst that many! At a later point the photographer and art director will select their favourite pictures from the shoot and then scan them into the computer.

In the old days expert airbrush artists would work on the photograph, but now everything is done digitally. The face would have a huge variety of treatments including eyes whitened and intensity of the iris enhanced. The teeth would also be whitened and the skin would be digitally treated for smoothness, to reduce any texture or unwanted wrinkles. The hair would be thickened if needed and the face might even be sculpted a little to give the chin and cheekbones more definition.

A copy line would then be added to the picture... something along the lines of 'Dare to go bare this summer... our new tinted moisturiser and nothing else.'

Consider also that cosmetic companies can make outrageous claims about their product because they are in the business of wish fulfilment. That is... because you want it to be true you will be more susceptible to thinking it is true! And a magical wish, where a dream can come true is so much more delicious isn't it? Now if you understand that and want to play this game then enjoy! We all need magic.

But then there are those creams that are sooo expensive and somehow you forget to run the advertising image and strap line through your 'there is no such thing as a beauty miracle' detector, and before you know it, have spent more than you can afford on a pretty pot of cream that contains some pre-historic sludge harvested from the bottom of the ocean. Sure the stars may swear by it, but I'm rather inclined to think they'd prefer to attribute their youthful skin down to a pot of outrageously priced cream than admit the latest visit to the cosmetic surgeon!



## Caryn's own personal beauty tools

*I am often asked about my own beauty tips and in this passage I want to spell them out for you, because since I have changed the way I do things, I have noticed spectacular results.*

One of my tools you may even find extremely strange and decide it is not for you (but you'll have a laugh anyway when I tell you what it is)! The fact is there is no quick fix to any improvements you might want to make to your face and body. Getting a routine in place and performing it as regularly as your life allows is the only way. Marketing men know we want this quick fix and word the claims in their skin care advertising accordingly - that is why they are so seductive!

Some of my tools are quicker than others but all of them have been truly effective for me! And all of them you can implement today.

### Tool 17

#### I BRUSH MY SKIN!

Let's start with the simplest and easily most effective thing you can do for your face. Buy a cheap loofah brush from any chemist and soak it in the bath for a few hours to rehydrate it. Then once it is dry, use it all over your body regularly (but not your face). Yes this may seem strange, but your skin is one big organ that stores toxins and this will affect the clarity and texture of your face! It follows doesn't it that there can be no sense in placing expensive potions on a small area of your skin or having toxin-eliminating massages again on such a small area, when the rest of it is groaning with impurities.

This is so easily dealt with that you'll wonder why you never tried it before. So take your dry loofah brush, and standing naked in your shower room, begin working on your lower legs by using medium lengths strokes up the leg towards the heart. Cover every inch of your legs always brushing upwards. Don't forget to do this particularly around your thighs and bottom. Not only is extremely invigorating, but you have lymph glands at each groin which are the lower body's toxin eliminators so you are stimulating them into action. I seem to have

*Caryn's call to action*  
*Buy a cheap loofah from*  
*your local chemist today*  
*and begin a routine to*  
*last the rest of your days.*

only mild cellulite and I'm convinced that this process alone has contributed a great deal. Now carry on using the brush around your tummy and breasts in a circular motion and round your back (as best you can) up behind the neck and round the shoulders in circular motion; now lift the arms and brush downwards again towards the heart and towards the other set of lymph glands you have under your arm pits.

If at any stage you find your skin to be too sensitive or tender, slow down and go more gently. This can also be an indication of your toxin levels, since skin that is under attack from accumulated toxins is tender. As you start to help your body flush out the toxins your skin will become less sensitive and much softer.

I started doing this over ten years ago because it made spectacular sense and I immediately noticed a strange lump I had on my knee (which I had been told was a 'gristly ganglion') slowly disappear. I also noticed that small skin tags that I had round one eye also disappeared. I use my loofah often and believe it to be one of the major factors of my gleaming clear skin.

N.B. You may find that as your lymph glands are prodded into action that your skin shows signs of that elimination process, perhaps a spot or two, but stick with it and you will reach the other side. Do also step up your water drinking to help your skin flush out more efficiently. Finally from time to time you will need to machine wash your loofah since, like a flannel, it can become dirty.

### *Tool 18*

I NOW SPEND LESS ON MY SKIN CREAM!!!

I have the opportunity to try various beauty potions but I always return to my simple and economic face creams, I'm currently using the organic Weleda range. I am guided by what it feels like on my skin and how it acts underneath my make-up. These effects are the same as when I have used an expensive cream!

But I now boost my simple moisturiser by using repair serum underneath from Liz Earle's Natural Active range. That way I get maximum effectiveness at an economic price, because I simply will not/cannot spend good money on a skin potion that is only very expensive because of the millions of pounds they are paying to a celebrity to endorse it!

*Caryn's call to action*

*Enjoy your economically priced skin cream and boost it with your favourite skin serum. My favourite is called the 'Superbalm Concentrate,' from Liz Earle.*

*Tool 19*

YOU MAY HAVE A FOOD INTOLERANCE TOO.

When I was 34 I was tired and listless and regularly unwell. I had also started to notice a puffy bloated look to my face, which at the time I put down to ageing. I was working long hours and being a single parent then, I thought that my tiredness was par for the course. My life was far from glamorous, and despite hosting a weekly television show, which was watched by 13 million at the time, I felt a wreck. Then I eliminated something from my diet which made such a spectacular difference that I want to share it with you now. When I tell you what it is, you will be resistant to trying it for yourself (unless you have already of course)! This is because it is a hard thing to give up - it is addictive; no it's not chocolate, coffee, or alcohol.

It is wheat.

Yes the stuff that is in so much of our diet, not just the pasta, bread, cakes, biscuits, pastries diet, but also the refined food diet. So I understand what I am suggesting and I know how hard it is to eliminate this from your daily menu. But let me give you an incentive. When I cut it out, within days I was energetic, and within weeks I noticed that my face had changed shape! Yes I know what I am saying! But the puffy skin had become less bloated and my cheeks and chin area became more defined. My tummy also stopped bloating up.

So what I am saying here is think about how the food you eat is affecting you, not just because it will impact on your skin – although that is an excellent motivation, but also because it will impact on your energy levels which in turn make it impossible for your to enjoy exercise or moving around. So then you become glued to the sofa and you eat more of the food you crave – which will no doubt be the food that is no good for your body.

I have now adjusted my life completely to take in a non-wheat approach and my best friend is my Panasonic bread machine, in which I use organic wholemeal spelt flour. It may not be wheat that effects you, but it's a good place to start!

For nutritional advice or to find a nutritionist in your area have a look at the website directory.

## Caryn's call to action

*Start interpreting the signals your body is giving you. Do you feel tired for no reason, achy even? Does your skin look bloated? Is your tummy bloated? Start to make a connection between the food you eat and the symptoms that generally appear about one to two hours later. It usually is wheat, but it may be something else for you - maybe dairy? Once you have eliminated this from your diet you will experience more energy and long-term benefits to your skin.*

## Tool 20

I USE A FACIAL SCRUB REGULARLY.

I was lucky enough to work with a cosmetic scientist some years ago and what I learned has influenced my approach to skin care greatly. It was for a magazine feature that we were discussing AHA's, which are Alpha Hydroxy Acids. These are fruit acids, which were the new and exciting ingredients for skin care – why? Because they were able to penetrate the living layer of skin and speed up regeneration (which means - send new skin cells to the surface much faster than our body's own natural cycle).

This was hailed as rather marvellous by the skin care companies at the time and commercial products were proudly listing the percentage of AHA's on the back of the packet as a selling tool.

What I learned from my cosmetic scientist however, was that these new skin cells which were being forced to come to the surface of the skin too speedily, had not developed sufficient protection against UV rays. In other words the new and prematurely exposed skin cells were much more prone to damage by the sun's rays. Nowhere was this mentioned on the skin care packet. This meant then that women who were using the products with AHA's were getting the quick fix of fresher looking skin, but this skin would become more quickly aged in the long run due to UV ray exposure.

The cosmetic scientist pointed out that a far healthier way to stimulate the regeneration of skin cells would be to use a facial scrub – a natural Aloe Vera based product - and this serves to slough off dead skin to reveal fresh new skin that has matured at my body's natural speed and therefore is not extra vulnerable to UV rays.

I pay special care to rubbing the scrub along the top line of my lips to plump up the lips naturally.

## Tool 21

THE HARDCORE SKIN CLEANSER.

Now this next tool is not for the faint hearted and if you do not have any experience of complimentary medicine it may seem extremely shocking! Firstly let me say it is the most effective way of cleansing your skin and not just your skin but also your whole system. You will be sparkling from the inside out and as well as other ways; it will start to show in your complexion. Secondly, however, let me say that whilst I might recommend this to you I can only do it in my capacity as your



## Caryn's call to action

*Read up what you can on this before you decide whether or not to try it by typing 'home enema' in the Google search. And you will get a wealth of sites that will also sell the kits, which are around £30.00. If you do go ahead with this consult your doctor or health practitioner.*

confidante and not a medical practitioner! You may need more advice than mine before embarking on this one! Now that I have your full attention let me tell you more...

So you've all heard of colonic irrigation and been fascinated and horrified at the same time. I have never had a colonic because the idea of having another person get involved with the innermost workings of my bowels is too much for this fairly reserved Capricorn!

I have, however, been using a home kit of sorts for about 10 years with the most marvellous results to my skin, and eyes. It all started when I went in search for a cure to my general malaise (which I didn't know to be a wheat allergy at the time). It was a marvellous iridologist (a complimentary doctor who can diagnose your ills by looking at your eyes) called Angel Lambert who recognised immediately that my system was blocked and clogged with toxins and undigested food. I came away with my first kit which consisted of a hot water bottle connected to a tube, with a lozenge shape thing at the end of the tube. By filling the bowel with water, it is possible to soak away and remove any coatings that cling to the bowel wall. It is these coatings (made from old food partials along with chemical and additive residue) that have become impacted and could be toxic. Yes I know it seems like a rather strange thing to do, I did it to boost my health, but my skin has benefited too.

Take care however, if you do embark on this regime, to take a good quality pro-biotic supplement to replace the intestinal – friendly bacteria' you will also flush out.

## Tool 22

### THE EASY FACIAL REVITALISER.

So the last tool may need a little thinking about, but here's something effortless to start doing everyday. Get your head lower than your heart so that the blood rushes to your face. I have learnt to do a yoga headstand, but one of the easiest ways I know is to lie tummy down on the bed with my head hanging over the edge to feel the blood flow to my face. It makes total sense that this should be effective and when you feel the blood rushing (literally) to your cheeks you know that the tiny capillaries under the skin are being given a boost.

*'If you want a thing well done, get a couple of old broads to do it'*  
*Bette Davis*

### Tool 23

#### ONE SUPPLEMENT TO BEAT THEM ALL.

If I could only take one supplement per day it would be Aloe Vera cold pressed juice. It works to clear the body and skin of impurities (it very gently flushes out the gut) but has so many rich nutrients that the immune system is given the best boost ever. This is available in health shops but I use a brand called Forever Living, which has received no heat processing at all. When I started taking the supplement I was having digestive problems with bloating (my tummy is and has always been very sensitive). After three months, my tummy was calm but I had also survived the worst winter for flu with not a symptom; I also conceived at 40 and was told that I would have a heavier baby as a result if I continued to take it – I did on both counts – daughter number two was considerably larger when she arrived. I also noticed smoothness to my skin and a thickness to my hair. All in all when I take this supplement at regular times I feel vibrant – proof then that beauty is more than skin deep. See the website directory for more details on my recommendations.

We have come to the end of your Ageless Style ebook and I have really enjoyed taking you on the journey that is all about achieving ageless style.

If you want to read more then why not visit and sign up for my blog: [www.howtolookgood.com/blog/](http://www.howtolookgood.com/blog/). It's like an online diary really and is written from the perspective of someone who loves clothes and fashion but seeks ageless style too.

I often post what I'm wearing so you can see my own solutions and there are great insights on the properties of clothes in the category 'Intelligent Dressing.' I also write a monthly newsletter. This gives you an insight into what's happening in the fashion industry and each season I start from scratch and build an online capsule wardrobe with recommendations of the garments that I think are worth investigating. To sign up go to [www.howtolookgood.com](http://www.howtolookgood.com)

If you have enjoyed this book I would be delighted to hear from you. We love testimonials on our site and if you write your comments I will happily publish them. My email address is [caryn@howtolookgood.com](mailto:caryn@howtolookgood.com)

*best wishes*  
*Caryn Franklin* ♥

## Caryn's call to action

*Knowing your body shape - Your best tool yet! Using clothes to flatter your body shape will be another fantastic tool you can add to your understanding of how to look good and this is something I have already written about in a series of earlier e-books.*

*All body shapes are covered from standard to fuller, petite and tall and from top heavy to apple, pear-shaped, curvaceous and slender.*

Why not download a free body shape ebook too...there are 19 to choose from

Here's what others have said about the body shape e-books.

*I just wanted to let you know how absolutely wonderful your e-book has been for me. Until I read it last week, I would stand in front of a wardrobe that consisted primarily of black and white and still be confused about what I should wear. Always feeling out of shape and completely uncomfortable, with no confidence at all in my appearance.*

*The following day we went out to dinner and, might I say, I looked and felt great. I had three comments on how great I was looking. It was all clothing from my existing wardrobe put together with your rules and it looked great.*

*I have had my colours and style done before, however, no-one has ever produced an action plan (what a brilliant particularly the collage). And the cost to have them come into your home and assist is quite expensive.*

*I cannot thank you enough; you really are the Queen of Style.*

*Jacqueline*

Hi Caryn,

*Simply had to put pen to paper, so to speak. Just read the first 15 pages of your e-book and it addresses my central concern – large and square shoulders. Your diagrams and short to-the-point good for, or bad for remarks, are just what I require. Great, I now know what suits my top half and this will make such a difference to my shopping and confidence. Many, many thanks. My 4-year search is over.*

Kind regards,

*Trixie*

*Thank you for your very helpful and practical e-book. It's the only one I know of with exclusively the right advice for women of my particular shape, and I found it a valuable source of inspiration. I just wish it had been around when I was sixteen. What a lot of heartache (at not being the 'right' shape) and shopping headaches I would have avoided, not to mention how much money I could have saved! I've told all my friends about your site. They are all equally enthusiastic.*

Kind regards

*Aimée*