

February 2010 Newsletter

HJ News

A very belated Happy New Year from HJ Image! I hope you all had a wonderful Christmas and that 2010 is already proving to be a success.

January was a busy month, playing host to my sister's wedding in Oxfordshire. And what does a personal Image Consultant and her family wear to a wedding? Have a look and see.....

It was such a wonderful day I would do it all over again if I could!

I have to say the bride looked stunning but if I'm honest it was the it wasn't the bride's dress that stole the show but the fabulous fur trimmed velvet coats we had made! Not only were they stunning but very w as well!



And so as not to forget what the men wore.....
(oh ..and the Groom is the one on the right)

Spring Clean Your Style!

Detoxing is something that many of us consider doing when the New Year comes around. It could be a body detox, or even a life detox. I encourage all of my clients to detox their wardrobes at least twice a year, taking out items that they no longer wear to then eventually replace them with items that work really well for them and build up their capsule wardrobe. ([For more details see my Personal Image Services brochure](#)).

However one place that we women tend to forget to detox regularly is our make up bag! You may not wear a lot of make up and therefore your products do not run out as quickly as they do for other people, however it is important for hygiene reasons to be aware of the shelf life that these items have.

Just as with your wardrobe the first couple of steps are very simple. Ask yourself:

(1) **Is it in my colour palette?**

(again knowing your seasonal colouring works for this as well!)

(2) **When was the last time I used it?**

(3) **If I haven't used it in a while will I honestly wear it again?**

After you have whittled down your make up to this point we now need to consider the shelf life of these products:



Mascara and liquid eyeliner

Shelf life 3-6 months

Replace regularly to prevent eye infections



Kohl eye and lip liners

Shelf life 2 years

Sharpen regularly to keep clean



Cream or compact foundation

Shelf life 2 years

If you haven't used it by then it's most likely it's not the right shade for you anyway!



Lipstick or lip gloss

Shelf life 2-3 years



Powder eye shadow

Shelf life 12-18 months

Spray with antibacterial facial spray and wipe with tissue to sterilise



Blusher (cream or powder)
Self life 12-18 months



Nail polish
Shelf life 1 year
Keeping these in the fridge makes them last longer!

And having been so good with your products now just take 5 minutes to clean your make up brushes and sponges. A quick rinse through with some liquid soap will remove all the old make up. Pat to dry with a towel and leave to air dry.

And there you are.....all cleansed and ready to go again!

If this detox then leaves you with a few gaps in your make up bag or perhaps you have realised that you have 4 pots of eye shadow but within that only have 1 colour or your favourite lipstick is running low and they have discontinued it then why not get a couple of your friends round one evening or Saturday morning and have an **HJ Image Make Up Party** using the [Jane Fardon Cosmetic range](#) I carry and use for all consultations. To encourage you to detox your make up bag between now and Easter parties are **free of charge!** (normally £5 per person).

A Magical Mother's Day

Mother's Day is coming up on 14th March and if you want to show your Mum just how she means to you why not buy her an [HJ Image Gift Consultation](#), choosing one of the many personal consultations for her to have on the date of her choice. Alternatively if you are not sure what service she would like, then you can purchase [HJ Image Gift Vouchers](#) from £5 for her to use against the consultation of her choice.

All vouchers come in a presentation gift card.

If you would like purchase either of these gifts then please do not hesitate to get in touch.

And finally when the weather gets warmer...

I shall put together a seasonal update for Spring/ Summer 2010 very shortly for you, taking the key trends from the catwalk and showing you how you can wear them using the good old British high street!

As always, questions, feedback and ideas for workshops and newsletter topics are very welcome.

Take care,

Helen




hj image

M 07836 332374
E mail@hjimage.co.uk
W www.hjimage.co.uk