“Grooming is the secret of real elegance” ~ Dior
Personal Grooming
A Guide to Appearance Care

KAREN BRUNGER

Personal Image Transformation Systems
Complete Holistic Training and Tools
to enable you to:

- live your passion
- achieve powerful results
- generate personal prosperity

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Grooming was written to be a guidebook with basic, simple information that can be used by individuals as well as by image professionals for their clients. I hope you find it helpful!

My objective is for you to live your passion, have the impact you want to make, and enjoy prosperity and success, by providing you with the training, systems, and tools to massively enhance, empower, and enrich your life.

The systems for transforming Appearance, Behaviour, and Communication that I have been developing and fine-tuning over three decades, I have made available for use by you to help you achieve your goals.

Please ask us about our online and in-person holistic transformation programs! I would love to be of service.
Karen Brunger, BHEc, AICI CIP is President of the International Image Institute Inc., and a two-time recipient of the Award of Excellence. She served as both international and Canadian President for the Association of Image Consultants International (AICI), as well as for four years as the international VP Education.

A pioneer in the industry, Karen has facilitated the transformation of thousands through her holistic approach. Her systems and products are currently used in over 80 countries, and she has presented on 5 continents. Karen has conducted workshops for over 100 organizations and various levels of government.

Karen has been a contributing writer for various magazines and is a regular guest expert in the media.
“Your body is a temple, but only if you treat it as one.” ~ Astrid Alauda
Personal Hygiene

“Cleanliness is next to Godliness.” ~ Proverb

Good hygiene is the first pre-requisite for good health and a good image. According to the Oxford Dictionary, hygiene refers to “the conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness”. Proper cleansing can remove germs, infectious bacteria, and viruses.
Grooming is preparing your appearance through dressing, cleansing, self-care, etc. Good hygiene and a clean, neat appearance are even more important to personal image than the colour, style, and quality of the outfit. Here is a listing of some personal hygiene products.

**Deodorants**

Contain an antiseptic to combat bacteria; they reduce odour, but not perspiration.

**Antiperspirants**

Contain aluminum salts which close the sweat ducts, so there are some health concerns; they are best not used after a bath or shower. They reduce odour and perspiration.

**Skin Cleansers**

- bath foam
- bubble bath
- bath salts
- bath oil
- milk baths
- shower gel
- soap

**After Bath**

- body cream
- body lotion
- body spray
- dusting powder
- talc
Sun Care

The SPF (Sun Protection Factor) is a number which indicates the degree of sun screening. An SPF of 15 is considered a sunblock, as over 90% of the UVB rays are blocked.

In choosing cleansing products, consider those that are sulphate-free, especially the sulphate-based chemicals SLS and SLES. Here are some reasons:

- Sulphates are associated with climate change, pollution, and greenhouse gases
- Products with sulphates are generally tested on animals
- Sulphates can irritate the lungs, eyes, mouth and skin, clog pores, and cause acne; evidence suggests they may be contaminated with a carcinogen during the manufacturing process.

BODY ODOUR

Body odour can be an issue for some people. Secretions from sweat, apocrine, and sebaceous glands attract bacteria, which produces odour.
### Causes of Body Odour

- Inadequate cleansing
- Wearing clothing that has retained body odour and not been cleaned
- Body toxicity
- Diet
- Illness
- Infection

### To Reduce Body Odour

- Regularly cleanse, especially with medicated cleansers
- Avoid synthetic fabrics
- Avoid tight fitting clothes
- Avoid heat – hot drinks, crowded places, etc.
- Use deodorants
- Detoxify the body

### A Body Odour Story

Unfortunately, I have experienced this on more than one occasion. In teaching a workshop to a group of approximately 10, the body odour in the room was so extreme that I was compelled to open the door and even stand next to the doorway, in an effort to get some fresh air. I don’t know how the people sitting next to the odiferous person could handle it. I don’t think it was me!
Thank you to Dr. Susie Ang for her contribution to this section.

“And, most dear actors, eat no onions nor garlic, for we are to utter sweet breath.”

~ William Shakespeare, A Midsummer Night’s Dream

Every now and then I see someone with an impeccable image; then they smile to reveal stained, crooked or broken teeth. I’ve also met people who were self-conscious about their teeth and refused to smile. People notice the smile! Smiling helps us build positive relationships, and increases feel-good hormones in the body.

I suggest seeking the advice of a dentist not only for dental health, but for a great smile.
CAUSES OF TEETH AND BREATH PROBLEMS

Plaque adheres to the teeth and gum, and becomes a breeding ground for bacteria. The bacteria that causes bad breath thrives particularly well on sugar. As the bacteria feed, sulphur compounds are released which make the breath smell.

If the plaque is not removed, the area can become infected, leading to tooth decay, gum disease, and halitosis. 90% of halitosis cases are the result of cavities and gum disease.

TO HAVE HEALTHY TEETH & FRESH BREATH

- Brush twice a day.
- Use a soft brush; medium or hard can traumatize the gum and abrase the tooth.
- A smaller toothbrush is more effective as it reaches the hard-to-get spots. Size 35 is the most common.
- Floss daily; curve the floss around the sides of the tooth and reach under the gum.
- Remember to brush your tongue as well.
Get your teeth cleaned and checked twice a year by a dentist.

Drink lots of water to help wash away bacteria and residue.

Eat fresh fibrous vegetables such as celery and carrots to rinse away bacteria.

Eat dark green bitter herbs such as parsley or mesclun salad.

TO HAVE A GREAT SMILE

Here are some interesting statistics from the American Academy of Cosmetic Dentistry.

- More than 92% of adults agree that an attractive smile is an important social asset.
- 88% say they always remember someone with an especially attractive smile.
- 85% agree that an unattractive smile makes a person less appealing to people of the opposite sex.
- 74% agree that an unattractive smile can hurt a person’s chance for career success.
According to Walter Hailey, a motivational speaker who built a $78 million business, a winning smile that shows a well kept mouth is one of the characteristics most people associate with an outstanding personality.

Dennis Waitley, motivational psychologist and author, says that an attractive smile is crucial to a person’s success in life and to one’s ability to connect with others.

**Teeth Problems Include:**

- Discoloured
- Stained
- Gapped
- Crooked
- Overlapped
- Protruding

- Cracked
- Worn down
- Eroded
- Red, swollen gums
- Receded gums
- Gummy smile

**Teeth Help**

Today there are techniques and advanced materials used by cosmetic dentists to help people achieve an attractive smile. At-home tooth whiteners available from your dental practitioner are effective. For those who have deeper stains, laser tooth whitening can be done in the dental office.
Skin Care

Thank you to Kimberly Law for her contribution to this section.

“What spirit is so empty and blind, that it cannot recognize the fact that the foot is more noble than the shoe, and skin more beautiful than the garment with which it is clothed?” ~ Michelangelo

SKIN FACTS

Skin mirrors the emotional, mental and hormonal state of the body. It is the largest organ – protecting, regulating, absorbing and detoxifying. Skin is constructed of these three layers.

Epidermi

Dermis

Hypodermi
**Epidermis**

The epidermis is the outermost layer, made up of 5 levels. It is constantly being replaced by cells that come from the innermost part, called the basal layer. Proper exfoliation of dead skin cells keeps pore openings unclogged.

**Dermis**

The dermis contains blood and lymph vessels, nerve endings, sweat and oil glands, and elastin and collagen fibres. Oil glands secrete sebum, which forms a protective coat on the skin's surface to prevent water from evaporating. If sebum is blocked, blackheads and pimples occur.

**Hypodermis**

This subcutaneous fatty tissue gives contour, protection and insulation to the outer skin and internal organs.

**SKIN TYPES**

Many factors affect the state of our skin. This chart shows various skin types, along with their symptoms and causes.
<table>
<thead>
<tr>
<th>Qualities</th>
<th>Causes</th>
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<tr>
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<td>Good nutrition</td>
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<td>Soft and dewy moist</td>
<td>Adequate water intake</td>
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<td>Slightly visible pores</td>
<td>Peaceful, positive mind</td>
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<td>Even colouring</td>
<td>Protection from elements</td>
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<td>All-over oil distribution</td>
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<td><strong>Oily</strong></td>
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<td>Shiny, greasy</td>
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<td>Blackheads, pimples</td>
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<td>Clogged pores</td>
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<td><strong>Dry</strong></td>
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<td><strong>Dehydrated</strong></td>
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<td>Flakiness</td>
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<td>Tightness</td>
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<td>Age</td>
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<td>Illness, medication</td>
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SKIN CONDITIONS

Age spots, acne, dark circles under the eyes, sallow skin, oily skin, dry skin, and wrinkles, all indicate a waste build-up from poor diet, liver exhaustion and free radical formation. Here are three categories of common disorders.

**Acne**

Causes of acne include heredity, age and gender. Contributing factors include hormonal levels, excessive sebum production, stress, accumulation of dead skin cells, bacteria, drugs, and pollutants. Some common acne lesions are:

- Blackhead: Pore is plugged with a fat deposit
- Pimple: Blocked pore becomes infected
- Whitehead: Plug below the top layer of skin
Pigmentation Disorder

Pigmentation disorders include:

- Sun spots or age spots are pigmented skin blemishes associated with sun damage, aging and liver issues.
- Freckles are small pigmented spots that hold more melanin than the rest of the skin. Freckles are hereditary and are exacerbated by exposure to the sun. They may fade with age.
- Sallow skin has an unhealthy yellow or greenish cast, which could be due to liver issues or inadequate exercise.
- Pallid skin lacks pigment, and may be a blood pressure issue.
- Anaemic skin is pale in colour, and is a result of a lack of haemoglobin in the blood, usually from a deficiency in iron.
- Melasma is an uneven, patchy pigmentation, often a result of a hormonal imbalance, or a combination of sun damage and use of certain personal care products.
- Chloasma is a variant of melasma, and is triggered by pregnancy, oral contraceptives, or other hormonal imbalances.

Spider Veins | Broken Capillaries

Contributing factors to broken capillaries include increasing age, inherited vein problems, hormonal changes, pregnancy, sun or cold, spicy food, alcohol,
poor digestion and various other factors that increase blood volume and pressure.

Rosacea is red, oily and inflamed skin, sometimes with red bumps of pus. A florid skin is very red.

Be careful with scrubs and stimulating the skin. Use protective creams when exposed to weather.

**GENERAL PROGRAM**

For clean, healthy skin, here is a typical skin care regime for twice a day. Ask your aesthetician for the best program for you.

1. **Cleanse**

Cleansing loosens and removes surface impurities, and prevents clogging of skin pores. You can use an oil, lotion or cream.

Massage gently with fingertips in an upward and outward motion. Residue may be removed with damp cotton pads or a facecloth.

2. **Rinse**
Rinse with cleansing sponges or a facecloth, which is more abrasive. Splash the face with water.

3. Tone

Toning stimulates circulation and restores PH balance. Apply the toner with a cotton ball upwards and outwards, avoiding the eye area.

4. Moisturize

Moisturizing reduces evaporation of water from the skin, and protects the skin from the elements.

A day moisturizer provides a base for cosmetics; a night cream contains more nutrients for rebuilding underlying tissues. Night creams may be too heavy and rich to be worn under cosmetics, although they may work for people with dry skin. If you have oily skin, use a light moisturizer at night instead of a night cream.

To moisturize, apply upwards and outwards directly to dampened skin.
SKIN EXFOLIATION

Why Exfoliate

Exfoliation on a regular basis is essential for healthy, smooth, glowing skin. Dead skin cells make the complexion appear dull. As we age, the dead cells stay longer, accentuating fine lines. Exfoliation removes the dead skin cells, giving a healthy glow to the skin tone. Here are some specific benefits to exfoliating:

- Reduce bacteria on the skin
- Clean clogged pores
- Allow the release of natural skin oils
- Minimize pore size and scars
- Stimulate new cell growth
- Fade age spots
- Reduce fine lines and wrinkles, giving a smoother, more youthful look
- Allow better absorption of skin care products
- Hydrate the skin

Types of Exfoliants

There are two ways to exfoliate your skin.
Chemical exfoliation uses enzymes or acids to dissolve dead skin cells.

Physical exfoliation uses a granular substance to manually remove the dead skin cells.

You can use both types of exfoliants, but avoid using them on the same day so that you don’t over-exfoliate. Some products combine both! Chemical exfoliants are less likely to cause irritation, so are generally a better choice for acne-prone or sensitive skin.

How often you exfoliate depends on your skin type, your lifestyle, the type of exfoliation, and the product. Generally, you could exfoliate 1 – 3 times per week.

Chemical Exfoliants

‘Chemical’ refers to the reaction that happens on the skin to dissolve the dead skin cells. The acids break down the sugars in the skin; allowing the dead skin cells to loosen and slough off.

Enzyme-based exfoliants are generally preferred for sensitive skin. Plant enzymes include papaya, pineapple, pomegranate, pumpkin, sugar cane, cranberry and cherry. Even yogurt can be used!

The most common acid-based exfoliants are alpha-hydroxy acids (AHAs) and beta-hydroxy acid (BHA).

AHA is derived from natural sources; lactic acid is made from milk and glycolic acid is made from sugar. AHA is
used for dry skin. BHA is also called salicylic acid, and is used for oily skin. BHAs break down the bonds between cells while AHAs cause the cells themselves to detach.

**Physical Exfoliants**

Scrub s work on the surface of the skin, so they don’t reach all the layers of built up dead skin cells. When using a scrub it is important to be gentle on the skin, especially the face. A body scrub, however, can feel rejuvenating! Avoid exfoliating if your skin has cuts or sunburn.

Apply the scrub with gentle, small, circular motions using your finger or brush. Exfoliate for about 30 seconds and then rinse off with lukewarm water.

Avoid large-granular exfoliants or those with an uneven texture; they can be overly abrasive, causing micro-tears in the skin. Gentle scrubs with natural ingredients include pumice, poppy seeds, and jojoba beads.

If you use an exfoliating brush, choose one with soft bristles rather than stiff. An exfoliating sponge is gentler on the skin. To exfoliate large areas of the body you can use a large brush, sponge, or exfoliating glove.
Why Use a Mask

A mask is a skin treatment that:

- Adds nutrients back to the skin
- Hydrates the skin
- Removes excess oils
- Improves the appearance of pores
- Draws out impurities

Types of Masks

**Cream Masks** are especially hydrating, so they are good for dry, mature and dehydrated skin. Since they do not set, you can wear them while you sleep for extra hydration.

**Clay Masks** absorb oil and can dry out skin. They are good for acne-prone or oily skin.

**Gel Masks** add moisture without adding oil. They are refrigerated before use, and are good for calming inflamed skin.

**Sheet Masks** are thin sheets of cotton saturated in a hydrating serum. They are good for all skin types.
Procedure For Applying a Mask

1. Cleanse your face to remove any dirt, oils or makeup. You can also exfoliate.

2. Apply the mask generously to a damp face and neck with a mask brush or damp fingers; leave large circles around your eyes and keep your mouth and nostrils clear.

3. Leave it to dry for 5 to 15 minutes, or according to the product instructions.

4. Press a warm, wet facecloth onto your face for 15 seconds to help loosen and dissolve the face mask. Repeat this a few times.

5. Rinse your face with warm water.

SKIN REJUVENATION

There are a variety of techniques with differing levels of effectiveness for rejuvenating the skin for a younger, healthier appearance. Here is a list in alphabetical order.
Acupuncture - Cosmetic

Based on the principles of Chinese Medicine, very thin disposable needles are inserted into the acupuncture points of the face. Local circulation is increased and collagen production is stimulated, which fills out lines and gives firmness to the skin.

Botox (Botulinum Toxin Injections)

The injection of neuro-toxin is used to treat motion wrinkles. The effectiveness depends on administration and individual factors, and typically lasts 3 to 6 months. Side effects range from minor to life threatening.

Chemical Peels

A chemical agent solution is applied to the skin, causing superficial damage and peeling. Superficial peels improve skin texture and reduce roughness; they are repeated at regular intervals as improvements are short-lived. Medium peels improve fine lines, small wrinkles, blemishes, and discolorations. They are spaced out over several months, and are repeated 2 or more times. Deep peels improve deep wrinkles and advanced signs of skin aging. They are performed only once.

Dermabrasion / Dermaplaning

Surgical scraping refinishes the skin's top layers; it is used for scars, wrinkles, and pre-cancerous growths.
Dermal and Soft-Tissue Fillers

Fillers are used primarily for lines, furrows, folds, pitted scars and skin depressions. Fillers may be natural-based, such as collagen, or synthetic, and are administered via injection or a small incision. For many types of fillers, the long-term effects are unknown.

Laser Skin Resurfacing

A laser vaporizes the outer layers of skin to reveal new, fresh skin. It is used to reduce wrinkles, lines, blemishes, uneven skin, scars, and pre-cancerous growths. The outer layer will peel and scab; the new skin is easily damaged by sun. Darker complexions and Asian skin may become permanently discoloured or blotchy.

LED Photon Light Therapy

Light emitting diode therapy uses varying wavelengths, free of ultra-violet, to treat the skin. Blue is used to treat acne, eczema and psoriasis. Red is used for inflammation, rosacea; pores and skin repair. Near infrared is used to smooth lines and wrinkles, improve elasticity, reduce pain and inflammation, and accelerate wound healing. A session takes 20 minutes, and needs to be repeated on a regular basis for the effect to last.

Microcurrent Face Lift

A two-pronged cotton tipped instrument delivers a gentle electrical stimulation to trigger an increase in collagen, elastin, and circulation. 12 treatments
are recommended, with follow-up sessions for maintenance.

**Microdermabrasion**

A flow of microcrystals is used to scrape the skin. Effects in most cases are minimal, but can range from negligible to substantial.

**Microneedling**

Very fine needs are inserted into the skin to improve the look of scars, boost collagen, or encourage hair growth.

**Nonablative Lasers**

Nonablative means that the skin surface is not burnt off. A beam of light damages a targeted skin structure, and the healing response produces cosmetic improvements. It is used for broken capillaries, facial redness, and some types of abnormal pigmentation.

**Oxygen Facial**

A stream of high-pressure oxygen infused with botanical and nutrient extracts is applied to the face and neck. It is used to diminish visible signs of aging that may be caused from a lack of oxygen in the skin.

**Plastic Surgery**

Plastic surgery is for correction of disfigurement, restoration of impaired function, and improvement of physical appearance. Tissue may be moved to fill a depression, cover a wound, or improve
appearance; it may be completely removed to alter the contours of a feature.

**Thermage | Radiofrequency Lift**

Radiowaves heat the lower levels of the skin to cause structural molecular changes and stimulate new collagen development. The effects last up to seven years.

**Topical Treatments**

Wrinkle creams, eye serums, lifting gels, etc. may not be regulated by the government. Some that have been clinically proven effective include alpha-hydroxy acids, tretinoin, retinoid, estrogens, and vitamin C and derivatives.
Hair Care

“Beauty is about perception, not about make-up. I think the beginning of all beauty is knowing and liking oneself. You can't put on make-up, or dress yourself, or do you hair with any sort of fun or joy if you're doing it from a position of correction.”

~ Kevyn Aucoin

Healthy hair and scalp is important to a good image. A scalp thick with dandruff, or lank, unwashed hair is sabotaging.

Daniel's Story

Daniel wanted a management position within his company, but it wasn’t happening. Getting him an effective wardrobe to help him achieve his goal was easy. What sabotaged Daniel was the thick layer of dandruff on his scalp.

I took Daniel to my hair stylist, and he received ‘scalp help’. Within days he had healthy hair and a healthy scalp. The good news – Daniel was able to move into a management position.
HAIR STRUCTURE

Here are some definitions for hair structure.

Follicle: Tube in which the hair grows.
Shaft: Visible portion of hair.
Root: Portion of hair growing in the follicle.
Papilla: Source of nutrition for hair cells.
Cuticle: Outermost layer of the hair shaft.

HAIR CHARACTERISTICS

Here are some definitions for hair characteristics.

Type: Condition of the scalp: causes hair to be normal, oily or dry.
Texture: Diameter of the hair: coarse, medium or fine.
Density: Number of hairs: thin, medium or thick.
Strength: Degree of elasticity: hair has body and bounce, or breaks and splits easily.
Porosity: Ability of the hair to repel moisture: hair is smooth and shiny or frizzy and unmanageable, When the hair cuticle has been damaged through chemicals or heat, moisture penetrates and causes the hair shaft to swell and expand.

**STEPS TO CLEAN HAIR**

1. **Brush**

Brushing helps to loosen impurities from the hair, and evenly distributes the natural oils from root to end. Use a natural bristle brush.

![Brush](image)

2. **Rinse**

Rinsing helps remove some of the oil and dirt. Wet the hair with warm water, and use as little manipulation as possible.

3. **Shampoo**

A shampoo with too much detergent will strip the hair; look for a sulphate-free shampoo with a pH of 4.5 to 5.5. Apply a small portion evenly into the hair. Using the pads of your fingertips, start at the hairline and massage the shampoo in towards the crown.

4. **Rinse**

Use warm water and avoid manual interference.
5. Condition

Conditioning leaves the hair protected and easy to manage. Use a conditioner that is right for your hair and scalp.

6. Dry

Cup the hair in your hands with a towel, and scrunch; avoid pulling and stretching. When possible, let your hair dry naturally.

7. Comb

Use only a wide-tooth comb on wet hair; be gentle.

TIPS TO GROW HAIR

Products to help grow hair can be applied externally by massaging into the scalp, or taken internally as supplements.
External Application:
- Aloe vera
- Coconut oil
- Onion juice
- Rosemary oil
- Geranium oil
- Lemon juice

Supplements:
- Viviscal (contains shark and mollusk powder)
- Fish oil
- Ginseng

TIPS TO HEALTHY HAIR

Ingredients to Avoid:
- Alcohol
- Bleach
- Dyes
- Peroxide
- Polyethylene glycol (PEG)
- Sulphates

Ingredients to Look for:
- Aloe vera
- Caffeine
- Essential oils: peppermint, rosemary
- Keratin
- Oils from fruits and seeds: coconut, avocado, argan, olive, jojoba
- Protein
HAIR COLOURING

Chemical processes reduce the elasticity of hair and increase the chance of breakage and damage. It is important to take the proper steps to hydrate and take care of the hair. Avoid washing the hair just before a colour and wait at least 48 hours before shampooing after a colour. Use a shampoo for colour-treated hair, and condition the hair after each shampoo.

Types of Colour

**Permanent** hair dye is mixed with a developer to open up the hair shaft and add colour. It covers gray and can change hair colour, but can fade or turn brassy over time. It eventually has to be reapplied due to new hair growth. Ammonia-free dyes contain monoethanolamine (MEA), an organic chemical that is combined with emollient oils, and is less damaging than ammonia.

**Demi-permanent** dye is between permanent and semi-permanent. It is mixed with a developer, which allows it to penetrate the hair shaft, but it is ammonia-free and lasts about 24 shampoos.

**Semi-Permanent** dye is also called hair gloss; it doesn't change hair structure or colour permanently, and the colour fades with each shampoo and with exposure to air. The colour can be clear to
just add shine, or it can tone with your natural colour. It cannot lighten, as it does not contain bleach.

Temporary or wash-out dye coats only the outside of the hair shaft, and the colour washes out with shampoo. Damaged hair can appear stained after continued use.

**Methods of Colouring**

**Balayage** is a freehand technique where the lightening agent is painted directly onto the tips of the hair and then feathered upward to the midpoint.

**Bronde** is a technique that fuses brown and blonde, to create a sun-kissed look.

**Dip-Dyed** colour uses two extremes, with little to no gradient between the two shades.

**Henna** is a natural, chemical-free product that works with your existing hair colour, so results can vary within the red family.

**Chalk** can be a fun way to be creative, as the colour washes out with shampoo.

**Ecaille** or tortoiseshell uses chocolate colours at the roots and blends with warming gold tones at the ends.

**Highlights** add a multi-dimensional effect, as a lighter colour is interspersed with the natural hair colour.

**Lowlights** add a multi-dimensional effect, as a darker colour is interspersed with the natural colour.
Melt colouring is a transition between two colours that has no gradient; the variations are indistinguishable.

Ombre is a shadowing technique that blends two colours together. The hair from the root is darker and becomes lighter as it goes down.

Root colouring is where only the roots are dyed a darker colour.

Sombre is a soft ombre technique; the colour one shade lighter than the natural base is applied from the mid-lengths to the tips, producing a gradual fade effect.
HAIR TREATMENTS

Here are some common hair treatments.

**Extensions**

Extensions are braided into the hair at the scalp and then joined by heat.

**Glaze | Gloss**

These products add shine to the hair.

**Hot Oil**

Hot oil can help with a dry scalp and reduce dandruff.

**Permanent Straightening**

There are four processes for hair straightening.

**Rebonding** uses a chemical solution to break the natural hair structure, followed by a neutralizer to re-bond the structure again. Once hair starts to grow in, the treatment can be detected. It can only be done infrequently as it can make hair fragile and weak.

**Relaxing** or chemical straightening breaks protein bonds in the hair, which allows the hair to straighten. If too many bonds are broken the hair will go limp.
and if not enough are broken the hair doesn’t straighten.

**Thermal Reconditioning** or Japanese straightening uses chemicals and heat to alter the hair structure. Protein bonds in the hair are loosened and then reshaped by hair cells. The process takes 6-8 hours, but lasts up to 7 months.

**Keratin Treatment** or Brazilian Straightening involves first applying a keratin solution and then using a 450 degree flat iron to seal in the formula. The treatment reduces frizz and gives hair a shiny finish. Hair grows back into its original structure gradually and the treatment can be done repeatedly.

**Permanent Waving**

Hair is washed before a perm. After a perm, hair is not washed for at least 2 days so that it can stabilize. Perming hair that has already been permed or straightened can be very damaging. Use a special shampoo for chemically treated hair.

**HAIR REMOVAL**

For many years women have been removing unwanted hair from their bodies. Recently, more men have joined this practice. Aesthetics, sports activities, and lifestyle have broadened hair removal from the face to all areas of the body. A hairless body
may be preferred to preclude perspiration odour or for better muscle definition.

People with sensitive skin or a history of allergies should do a patch test before full treatment if using cream depilatories or waxes. Consult a dermatologist if you have lesions, warts, acnes, psoriasis, or other skin conditions before utilizing any method of hair removal.

In many societies good manners require men to shave facial hair on a daily basis, use clippers weekly for hairs at the back of the neck and trim nasal hair often enough to keep it undetectable to other people.

There are two categories for hair removal. Epilation removes hair from the roots, and depilation removes hair from the skin surface. Here are some methods of hair removal.

**Cream Depilation**

Cream depilatories contain a chemical that dissolves the protein structure of the hair at the skin surface. After 5 to 10 minutes, it is rinsed away. The method is fast and easy. Effects last usually two or three days.

**Electric Epilation**

An electrical appliance pulls the hair from the roots; it can only be used on the legs and arms.
**Electrolysis**

Electrolysis is successful if done properly, as it stops hair growth permanently. Hair roots are destroyed through the insertion of a metal probe that delivers an electric current to the follicle. The electricity generates damage to the areas that produce hair follicles. Each hair has to be treated individually.

Electrolysis can be painful, and if done improperly, can cause skin damage. Treatments take from 4 to 10 hours depending on the area treated; proper treatment removes 20 to 30 hairs per minute. Follow-up treatments may be necessary.

**Laser**

A laser beam causes thermal and mechanical damage to hair roots that absorb the light and transform it into heat, which destroys the follicle. Laser works better than electrolysis in large areas with a lot of hair, especially in people with light skin and dark hair.

Light coloured hair is more difficult to treat because it absorbs less laser energy. People with dark or tanned skin may also have inferior results because the melanin in the skin will absorb some of the laser light.

If used improperly, it can cause burns or skin discoloration. The treatment takes minutes for small areas, and up to 2-3 hours for larger areas. Follow-up treatments may be required.
Shaving

Shaving is best done at least half an hour after waking, to give the body fluids time to disperse from the surface of the skin. When blade or wet shaving, some razors have lubricated strips which reduce friction and skin irritation. Otherwise, use a lathering product for a closer shave.

Electric or dry shaving is not as hard on the skin, but it usually doesn’t give as close a shave. A pre-shave lotion or talc can be applied first. Moisturizing after shaving minimizes irritation.

To avoid ingrown hair, always shave in the same direction as the hair growth. On the legs, the blade is stroked from the ankle up; under the arms, the blade is stroked downwards. On the face, the blade is stroked up.

After shaving, men may apply an after-shave lotion or balm onto the face.

Sugaring

A sugar mixture is heated and smoothed on the skin. A strip of muslin is placed on top, the skin is held taut, and the fabric pulled off in the opposite direction of growth.
**Threading**

A thread that is doubled and twisted is rolled over the unwanted hair, plucking the hair at the follicle. Threading is typically used for eyebrows and facial hair as it provides control in shaping and is gentle on the skin. It is not used for hair removal from other areas of the body as the hair may be coarse.

**Tweezing**

Hair is pulled out by the roots using tweezers. When vigorous tweezing damages the papilla, the hair will not grow back. Tweezing is appropriate for small areas of sparse hair, such as eyebrows.

**Waxing**

Waxing is the longest lasting method of the temporary methods, but the hair must be at least ¼" or ½ cm long. Strips of hard wax are heated, smoothed over dry skin, then quickly pulled away, uprooting the hair. Cold or soft wax methods are messier and more difficult to apply and remove.

Generally, waxing is fast and inexpensive, but results depend on the strength of the grip of the wax on the hair. The method may cause irritation of the skin.
Nail Care

“You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset.” ~ Tom Hopkins

Well groomed nails contribute to a positive image. Nails that are broken, bitten, unclean, or with hangnails will sabotage an image.

NAIL STRUCTURE

Here are some definitions for nail structure.

**Nail Plate:** The part of the nail that we see; it rests on the nail bed and extends from the root to the free edge.

**Nail Bed:** The part of the skin on which the nail plate rests.
Nail Root: The base of the nail which starts from the matrix and is underneath the skin.

Matrix: A portion of the nail bed that contains the nail root; it determines the health of the nail.

Free Edge: The nail tip that extends past the nail bed.

Lunula: The half moon area at the base of the nail.

Cuticle: Skin that forms around the base of the nail plate.

MANICURE | PEDICURE

A manicure should be done once every 1 to 2 weeks, and a pedicure once every 3 to 4 weeks. Manicures and pedicures can be done professionally in a salon or by anyone at home.

Supplies
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Basin with warm water and bacterial soap</td>
</tr>
<tr>
<td>2.</td>
<td>Terry cloth hand towels</td>
</tr>
<tr>
<td>3.</td>
<td>Nail nippers</td>
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<tr>
<td>4.</td>
<td>Emery board</td>
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<tr>
<td>5.</td>
<td>Nail brush</td>
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<tr>
<td>6.</td>
<td>Orange stick – a long thin stick with one pointed and one slanted end</td>
</tr>
<tr>
<td>7.</td>
<td>Cotton balls</td>
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<tr>
<td>8.</td>
<td>Nail file</td>
</tr>
<tr>
<td>9.</td>
<td>Pumice stone for rough spots on feet</td>
</tr>
<tr>
<td>10.</td>
<td>Hindu stone for calluses on hands</td>
</tr>
<tr>
<td>11.</td>
<td>Cuticle nippers</td>
</tr>
<tr>
<td>12.</td>
<td>Cuticle cream or oil</td>
</tr>
<tr>
<td>13.</td>
<td>Hand or body lotion</td>
</tr>
<tr>
<td>14.</td>
<td>Nail buffer - if nail polish is not going to be used</td>
</tr>
</tbody>
</table>

**Procedure**

1. Soak hands/feet in warm water for 15 minutes.
2. Pat dry with a towel.
3. Brush nails with nailbrush.
4. Clean under free edges of nails with an orange stick or nail file.
5. Shape fingernails with an emery board, according to the shape of the cuticle. File in one direction to avoid splitting and tearing; keep the board as perpendicular to the nail as
possible. To minimize breaking, file sides of the nail straight, not curved. Cut toe nails straight across.

6. With a pumice stone, rub calluses on feet; with a hindu stone, rub calluses on hands.

7. Massage cuticle cream or oil into cuticles using the thumb in a circular motion.


9. Clean away excess or loose skin with cuticle nippers.

10. Massage hand or body lotion into the hands/feet, and massage with circular movements up to the elbow/knee. Keep upward movements towards the heart hard, keep downward movements away from the heart light.

11. If nail polish is not going to be used, nails may be buffed for shine.
APPLYING NAIL POLISH

1. Starting at the root and going to the free edge, paint the center of the nail, and then the sides.

2. Allow 5 minutes between coats.

3. The application of a clear base coat, 2 coats of lacquer, and a clear top coat, will ensure the nail colour lasts as long as possible. A top coat is not necessary for toenails.

4. In a French manicure, the nail tip is painted white, and then a pale pink or beige is applied to the entire nail.
Makeup

Thank you to Deborah Williams for her contribution to this section.

“Kiss and make up – but too much makeup has ruined many a kiss.” ~ Mae West

Whether you are in the habit of wearing make-up regularly, occasionally, or not at all, simple guidelines can help you look your best.

I recommend having a makeup lesson annually to ensure your makeup is current and appropriate. Youtube videos from reliable sources can help. Choose a makeup artist that understands personality and lifestyle, to help achieve a look and routine that works for you.

Makeup artists have their own ideas on products and application. For complete information on makeup I recommend Deborah William’s book, *The Grace Factor*. It is written for women over 50, but I think the information is universal! You can find it at ImageConsultantProducts.com
MAKEUP TOOLS

You will want to invest in good makeup brushes, and clean them regularly with shampoo. Here are examples of some brushes; you can choose the ones that are right for you.

The makeup brushes listed here are:

1. Eyeliner
2. Blending
3. Concealer
4. Lash and brow
5. Foundation
6. Foundation | Stippling
7. Blush
8. Contour
9. Powder
10. Highlight
11. Shadow flat
12. Shadow round
CHOOSING MAKEUP

Colour

Colour is everything! Choose colours in makeup that harmonize with your natural colouring. If you have a personal colour swatch wallet you can use it as a guide.

Some makeup artists have been taught that in order to balance someone’s colouring, they need to use the opposite colour. I find that harmonizing with who we are rather than cancelling who we are is a more authentic, natural look.

Wei’s Story

When Wei was in makeup school he wore foundation with a yellow base, and wondered why it didn’t blend very well on his complexion. When he discovered he suited a Winter palette, he switched to a rose colour. He was amazed at how much easier it blended and how much healthier he looked.

To add to the confusion, some cosmetic companies refer to their colours opposite to classic colour analysis. This means that we would consider their colours labelled “W” as cool, and their colours labelled “C” as warm.
My Story

I told the Makeup Artist at the cosmetic counter that I wanted a cool foundation. When he started applying the foundation to my face, I noticed something was not right. I said “This looks yellow”. He said “Yes, it’s yellow; this is cool.” So I said “Oh, then I want a warm foundation.” He said “You can’t wear warm, because it’s pink, and you are already pink.” He got very offended when I stuck with what I wanted. He actually rolled his eyes and spat “Pink Face!”

Makeup Products

Primer A primer prepares the face for foundation, an eye primer prepares the eyes for colour, and a lash primer prepares the lashes for mascara.

Concealer A heavily pigmented foundation, it is great for dark circles under the eyes or other areas where you want extra coverage. Match the colour to your skin.

Foundation Foundation evens the skin tone and protects the skin. Liquid foundation gives maximum coverage. Powder foundation gives medium to maximum coverage. A tinted moisturizer gives minimum coverage. When purchasing foundation, test it on the jaw line. If you have a cool undertone, choose rose; if
you have a warm undertone choose a peach base. If you have a neutral undertone, choose a neutral foundation. The foundation should appear invisible.

**Powder**

Powder sets the makeup and gives the skin a matte or translucent, refined look.

**Contour | Bronzer**

The contour or bronzer is used for shaping and defining features. This product is easy to use if you’re in the Autumn palette! If you’re in the Spring palette, you will need a very light, clear contour and use it sparingly on your very translucent skin. If you’re in the cool Winter or Summer palettes you will be best in one that is more red-based than yellow.

**Blush**

Blush may be cream or powder.

**Eye Shadows**

Powder shadows have more staying power than creams. Frosted or shiny eye shadows emphasize lines and wrinkles, and purples and pinks emphasize redness in eyes.

People that suit cool are better in grays; people that suit warm are better in browns.

**Eyeliner**

Eyeliners come in pencil, pen, liquid, cake, cream and gel. The best palette colours are: Winter –
black, Spring – medium brown or a bright colour, Summer – charcoal, and Autumn – dark brown.

**Mascara**  
Mascara can lengthen, thicken, and curl. The best palette colours are: Winter – black, Spring – brown, Summer – brown-black, Autumn – dark brown.

**Eyebrow Powder**  
Choose a colour that tones with your brows; it may be a colour that you also use as a shadow.

**Lip Pencils**  
A lip pencil defines the lips. Choose a colour that is as close as possible to the lipstick.

**Lip Colours**  
Lip colours come in sticks|tubes, pencils, creams, and liquids. They can be moisturizing, sheer, gloss, frosted, matte, stain, or long-wear.

If you are in the Winter or Spring palettes, you can handle sheen. If you are in the Summer or Autumn palettes, you are typically better in matte.
Here is a typical procedure for makeup application. The makeup chart at the end of this section can be used to record colours and application methods. Remember that good skin care is the first important step!

1. Primers
   - Apply primer on the face, and eye primer on the eyelids.

2. Foundation
   - Dot over the face; with a damp sponge, foundation brush, or fingertips, smooth out towards the hairline.
   - Blend over the forehead, nose and chin area first.
   - If you have not used an eye primer, apply foundation to the eyelids.

3. Concealer
   - On darkness under the eyes, start from the inner eye and blend out with your ring finger or a flat brush.
   - Gently blend on any other small areas where more pigmentation is required to even out the colour
4. Powder

- With a powder brush, dust over top the foundation and concealer.

5. Contour | Bronzer

- With a contour brush, sweep the contour or bronzer very lightly on the areas of the face that have natural shading: under the cheekbones, under the jawline, and along the edges of the face that are stronger.

6. Blush

- Apply blush to the lower part of the apple of your cheek as you smile. Repeat the line of the jawbone in the line of the blush. Avoid going too close to the nose or eye area.

- For a powder: with a blush brush, sweep the colour upwards and along the arc of the cheek towards the hairline.

- For a cream: dot on the cheekbone and blend.
7. Eye shadows

- Apply an eye shadow base over the entire lid area.
- In general, darken the natural contours (crease and outer corner) and highlight the brow bone and centre of the eyelid.

8. Eyeliner

- Draw as close to the lashes as possible. Lining the entire eye makes it look smaller.
- You can blend the line with an eye shadow. As a substitute for liner, you can use an angled brush to smudge an eyeshadow close to the lashes.

9. Mascara

- You can use an eyelash curler before applying mascara.
- You can use an eyelash primer to prepare the lashes for mascara.
Avoid pumping the mascara wand into the tube, as the mascara can dry out.

Apply mascara upwards and outwards; apply to the topside of the upper lashes, and then to the underside.

10. Eyebrows

Not all brows have the same shape. The brow usually follows the line of the frontalis bone that protrudes above the eyes.

- Brush brows upwards.
- Tweeze stray hairs.
- Use a small angled brush to fill in with eyebrow colour where the hairs are sparse.

11. Lip colour

Outline the lips with a pencil either before or after lipstick. Stain needs to be applied on clean lips, so the lip pencil would be added after.

The following are shaping techniques; however, you can leave your lips their own natural beautiful shape.
Thin Lips

- Choose colours that are lighter and brighter.
- Outline the lips with pencil on the outside edge of the natural lip line.
- Apply lip colour inside the line.

Full Lips

- Choose colours that are darker.
- Outline the lips with pencil on the inside edge of the natural lip line.
- Apply lip colour inside the line.

Flat Lips

- Apply lip colour over the entire lips except at the very centre.
- Fill in the centre space with a lighter, shimmery colour; the look should be subtle.

Crinkly | Dry Lips

- Apply lip colour, then add gloss or balm on top.
Down-Turned Lips

- Cover lip corners with a concealer, and blend.
- Use a lip pencil to extend the lip corner up.
- Apply lip colour.

Uneven Lips

- Outline a symmetrical shape with a lip pencil.
- Apply lip colour in a shade close to the pencil colour.

Saima’s Story

Saima attended an image event with ‘makeovers’. Her appearance and energy were natural, comfortable, casual, active, and sporty. She did not wear makeup on a daily basis, and on special occasions wore lip gloss, eyeliner, and mascara.

The makeup artist attempted to teach Saima a full glamour make-up application. Not only did Saima get frustrated with the numerous steps, instructions, and time involved, but the finished ‘glam’ look was so unlike her that she felt extremely uncomfortable. She could hardly wait to clean her face.
Saima needed a makeup artist that would show her how to use the tools and apply makeup to the extent that she was comfortable, and that would be realistic for her to incorporate into her lifestyle.

**Robin’s Story**

Robin attended the same event as Saima, but had another makeup artist. Robin was a dramatic ‘Winter’ with intense, contrasting colouring, and strong dramatic features. She was comfortable with makeup and wore it on a daily basis.

The makeup artist used soft browns and light, understated, warm colours, going for a natural, clean look. Robin looked nondescript, and even unhealthy.

Robin needed a makeup artist who could take advantage of her expertise and dramatic cool colouring.
ACTIVITY Make 2 copies of this page; use one to show evening makeup and one to show day makeup.
Fragrance

“No elegance is possible without perfume. It is the unseen, unforgettable, ultimate accessory.”

~ Coco Chanel

Ever since fragrance was first made popular in France, it has been used to entice, delight, and entrance.

FRAGRANCE CATEGORIES

The fragrance category is determined by its ingredients. Here are some common fragrance categories.

1. Citrus

These fruity fragrances include lemon, lime, orange and peach. They are light, tangy, fresh, and clean, and work well with light skin. The fragrance relates to spring and to morning. They work well on people in the Spring palette, and Creative and Classic Personality Styles.
2. **Floral**

Made of one flower, such as rose, jasmine or lilac, these fragrances are classic, feminine, soft, easy, and light. The fragrance relates to spring-summer and to late morning and early afternoon. They work well on people in the Spring and Summer palettes, and for the Classic, Creative and Romantic Personality Styles.

3. **Floral Bouquet**

A blend of flowers introduces more complexity. The fragrance is feminine, romantic, alluring and seductive. The fragrance relates to summer and to mid-afternoon. They work well on people in the Spring and Summer palettes, and for the Romantic Personality.

4. **Spicy**

Spicy fragrances include vanilla, cinnamon, and ginger. They are warm, natural, exciting, lively, and intense. The fragrance relates to early autumn, and to late afternoon and early evening. They work well on people in the Autumn and Winter palettes, and for Natural and Aristocratic Personality Styles.
5. Woodsy-Mossy

These chypre fragrances are often made of oak moss, sandalwood, and fern. Natural and casual, they are great for people who are authentic with deep reserves of power and energy. They harmonize well with a medium to deep skin tone, and relate to late autumn and evening. They work well on people in the Autumn palette, and for the Natural and Aristocratic Personality Styles.

6. Oriental

These heavy, deep fragrances are made of musk, balsams, or exotic flowers. They are mysterious, dramatic, urban, powerful, and work well with a deep skin tone. The fragrance relates to winter and to night. They work well on people in the Winter palette, and for the Dramatic Personality Style.

7. Aldehydic | Contemporary

These essences may be natural, synthetic or a combination, and can be similar or dissimilar to the other six categories. Modern and unique, they may work well on most people, but can be especially appropriate for the Dramatic Personality Style.
FRAGRANCE FORMS

Fragrance comes in a variety of forms. Alcohol is used as a carrier of the scent; however, the higher the alcohol level, the faster the essence dissipates and is lost. Here is a listing of fragrances in order from the most pure form, to the least concentrated form.

1. Perfume
2. Eau de Parfum
3. Eau de Toilette
4. Cologne – for women or men
5. Eau Fraiche
6. After-shave lotion – for men

FRAGRANCE NOTES

Once you put on a fragrance, it typically takes about one hour for the scent to go through the three stages – called notes – to get to the heart.

1. **Top note:** This is the fragrance within the first 10 minutes of application.
2. Middle note: The top note deepens into the middle note, which can last up to an hour after application.

3. Base Note: This is the heart of the fragrance, after it has had an opportunity to interact with the body chemistry.

CHOOSING A FRAGRANCE

Your individual body odour is characterized by hormones, pigmentation, health, nervous stress, medication, diet, body heat, smoking, perspiration, air pollution, time of day, weather, climate, etc. The fragrance combines with your own body chemistry, so that the effect can vary from person to person.

Try on new fragrances in the afternoon, when your sense of smell is keener. Experiment with no more than 3 at a time; you may need to smell a coffee bean between each test to ‘cleanse the nose palette’.
USING FRAGRANCE

Consider the occasion and location to decide if a fragrance is appropriate. Some locations are fragrance-free zones, and many people are sensitive to fragrance. Fragrances are usually fine for dates; places to avoid wearing them include hospitals, business meetings or offices, conferences, movie theaters and church. When you do wear a scent, do not over-indulge! You may not be able to detect the fragrance on you, but others can.

Here are some tips on using a fragrance.

- Apply to pulse points, especially lower areas, as scent rises. Avoid behind the ears, as this is a particularly sensitive place. Spraying the air and then walking through it just makes very expensive air.

- Once you put on the fragrance, do not rub it in; you are crushing the fragrance.

- Do not wear in the sun, as the combination with UV rays may cause a negative reaction.

- Do not let fragrance touch your hair, as it can cause damage.

- Do not spray on natural fabrics or precious stones, as they can be damaged.

- Store in a cool, dark place, and avoid exposing to extreme temperature changes.
Grooming Checklist

- Breath and body odour are fresh, clean, and pleasant. If fragrance is worn, it is appropriate and subtle.
- Teeth are clean, white, and even.
- Skin is clear and healthy.
- Hair is clean, current and flattering. If coloured, it is a flattering shade, without obvious re-growth.
- Nails are clean, trimmed and in good condition.
- The back of the neck is neat, without tufts of hair.
- Any facial hair is clean and neat. Unless there is a reason to have a moustache or beard, a clean-shaven face has an enhanced image.
- Eyebrows are groomed, nose hairs are not apparent, ears are clean.
- For women, bare legs, toes and underarms are groomed with an absence of hair.
- If makeup is worn, it is applied properly, and not smeared or caked.
- Shoes are clean and polished, and along with the belt, are in good condition.
- Eyewear is clean and in good condition.
- Clothing is clean and in good condition; buttons are sewn on tightly, hems are in place, and fabric is not pilling.
- Clothing fits properly; there are no drag lines.
from being too tight, or bagging from being too big.

- Underwear is not visible: bra strap, panty line, or undershirt.

- The outfit is worn neatly, without bunching – socks falling down, pant legs bunching over boots, etc.
Match each description below with the appropriate term from the List of Grooming Terminology.

1. A number on a product which indicates the degree of sun-screening
2. Contains an antiseptic to combat bacteria
3. Created from secretions of sweat, apocrine, and sebaceous glands attracting bacteria
4. Usually the result of cavities and gum disease
5. The outermost layer of the skin, made up of 5 levels
6. Contains blood and lymph vessels, nerve endings, sweat and oil glands, and elastin and collagen fibres
7. The subcutaneous fatty tissue gives contour, protection and insulation to the outer skin and internal organs
8. Forms a protective coat on the skin's surface
9. Qualities of flakiness, tightness, premature fine lines
10. Pore is plugged with a fat deposit
11. Blocked pore is infected
12. A plug below the top layer of skin
13. Pigmented skin blemishes associated with sun damage, aging and liver issues

14. Small pigmented spots that hold more melanin than the rest of the skin

15. An unhealthy yellow or greenish cast to the skin, which could be due to liver issues or inadequate exercise

16. A lack of pigment in the skin that may be a blood pressure issue

17. Skin pale in colour as a result of a lack of haemoglobin in the blood, usually from a deficiency in iron

18. Uneven, patchy pigmentation

19. Triggered by pregnancy, oral contraceptives, or other hormonal imbalances

20. Red, oily and inflamed skin, sometimes with red bumps of pus

21. Used to bring impurities up from the skin

22. Used to exfoliate dead skin cells and stimulate new cell growth

23. A process of scraping the skin using a flow of microcrystals

24. Natural-based or synthetic, they are administered via injection or a small incision to plump up lines and wrinkles.

25. Tube in which the hair grows

26. Visible portion of hair

27. Portion of hair growing in the follicle

28. Source of nutrition for hair cells

29. Outermost layer of the hair shaft or skin that forms around the base of the nail plate

30. The removal of hair at the surface of the skin

31. The removal of hair by the roots
32. Hair roots are destroyed through the insertion of a metal probe that delivers an electric current to the follicle

33. The part of the nail that we see

34. The part of the skin on which the nail plate rests

35. The base of the nail which starts from the matrix and is underneath the skin

36. A portion of the nail bed that contains the nail root; it determines the health of the nail

37. The nail tip that extends past the nail bed

38. The half moon area at the base of the nail

39. The category of fragrance that includes lemon, lime, orange and peach

40. The category of fragrance made of one flower, such as rose, jasmine or lilac

41. The category of fragrance that includes vanilla, cinnamon and ginger

42. The category of fragrance that is often made up of oak moss, sandalwood, and fern

43. The category of fragrance that is made up of musk, balsams, or exotic flowers

44. Fragrance within the first 10 minutes of application

45. The heart of a fragrance
List of Grooming Technology

w. Facial Scrub
x. Fillers
y. Floral
z. Follicle
aa. Freckles
bb. Free edge
c. Dermis
d. Electrolysis
e. Epidermis
f. Epilation
g. Face mask
h. Oriental
i. Pallidness
j. Papilla
k. Pimple
l. Root
m. Rosacea
n. Sallowness
o. Sebum
p. Shaft
q. SPF – Sun Protection Factor
r. Spicy
s. Sun spots
t. Top note
u. Whitehead
v. Woodsy-mossy

Facial Scrub
Fillers
Floral
Follicle
Freckles
Free edge
Dermis
Electrolysis
Epidermis
Epilation
Face mask
Oriental
Pallidness
Papilla
Pimple
Root
Rosacea
Sallowness
Sebum
Shaft
SPF – Sun Protection Factor
Spicy
Sun spots
Top note
Whitehead
Woodsy-mossy
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**Kimberly Law**  
Skin Care  
https://personalimpact.ca/

RESOURCES

*The Grace Factor* by Deborah Williams  
https://discovergoodnutrition.com/2014/09/apply-face-mask/  
https://www.babeandbeauty.com/home/exfoliationandmask  
https://www.dermstore.com/blog/exfoliation-definition-and-benefits/  
https://www.foreo.com/mysa/best-hair-straightening-treatments/  
https://www.healthline.com/health/how-to-exfoliate#tools  
https://www.ogleschool.edu/blog/12-hair-coloring-techniques-whats-the-difference/  
https://www.paulaschoice-eu.com/all-about-exfoliants  
https://www.plasticsurgery.org/cosmetic-procedures/skin-rejuvenation-and-resurfacing
Personal Grooming is an all-you-need guide for you to have the ‘secret of elegance’ – a healthy, attractive appearance.

Karen Brunger is the epitome of the holistic image. She has continually updated her systems and books to be universal and timeless for everyone.”

~ Catherine Baxter

Thank you so much for being such an incredible mentor, advisor, trainer and most of all, inspiration. Being in your training program absolutely made the difference for me in terms of image consulting being a fun hobby, to being a serious business I’m passionate about.”

~ Kristin Shoop

“Karen is the cornerstone of Image Consulting... I rely on her products to assist me with my consultations.”

~ Teca Cameron-Tackie

Karen Brunger, BHEc, AICI CIP, is an award-winning world leader in personal image transformation.

As a trainer of image consultants, Karen’s systems and products are currently used in more than 80 countries, and she has presented on 5 continents. A pioneer in the industry, for 3 ½ decades, Karen has facilitated the transformation of thousands through her holistic approach.

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