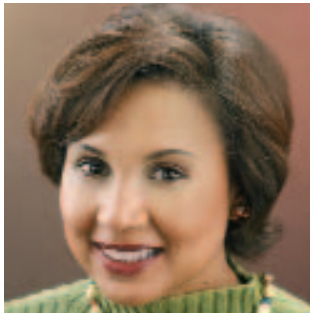




Reinvent Yourself with
color
me
beautiful





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JoANNE RICHMOND

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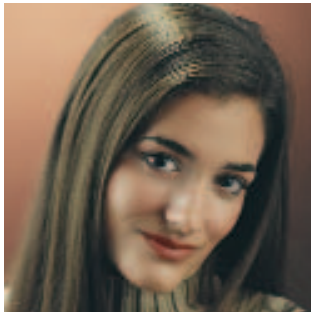
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preface

It wasn't luck that propelled the first Color Me Beautiful book to become a major bestseller, creating a sensation that continues to change lives today. It introduced a whole new way of looking at clothes and makeup. Like the first Color Me Beautiful book more than a decade ago, this updated guidebook will change your outlook on life. The concepts you'll find here will give you the right tools to make the right choices at home and in the store. If you haven't organized your closet in a while or find yourself unsure about what to buy, this is the book for you. This handy guide provides a springboard to the concepts, colors, and regimens that can make you look your best. Inside, you'll find great new information and perspectives for the new millennia . . . and a few all-new colors too.

The Color Me Beautiful concepts have been developed to give you more flexibility than ever before. We have blended two all-new color concepts, *warm* and *cool*, with our tried-and-true Four Seasons color palettes—Winter, Summer, Autumn, and Spring—to help you better understand and choose the hues for you. You'll be stunned by the results.





Reinvent Yourself with Color Me Beautiful takes you through the Color Me Beautiful analysis just as if one of our consultants were walking you through each step to determine your best shades, best styles, and best combinations. This book's thorough analysis has been customized so that you can put it to the test at home or with friends, making it even more convenient than ever.

Do you color your hair? Well, then we've got you covered. Do you need to update your makeup? This is the place to learn how to do it. Do you need some direction when shopping through all the amazing new colors—and determine whether they are really “new”? We give you ideas on how to wear colors in ways you never have before. If that little black dress isn't a good color on you, we'll show you how to wear it to its best effect by wearing something complementary in *your* season.

As the world has become smaller, the choices have grown dramatically. Don't make the wrong one. Let Color Me Beautiful lend a hand, whether your skin tone is the deepest ebony or the palest olive. You will find our color analysis life-changing. Learn what generations of women have known about this revolutionary approach to make a change of a lifetime.

acknowledgments

This book is about my clients, the women who helped me develop an understanding of how and why the concepts of Color Me Beautiful work. Thank you to all of the women who have graced my “magic chair” and shared your insights with me. Without you this book would not have been possible.


I would also like to express a special note of appreciation to Mr. Steve DiAntonio, president and CEO of Color Me Beautiful. I want to extend my heartfelt appreciation to Lucinda Law for her vision and expertise and to Clare Sokolsky and Shirley Froemming for sharing their thoughts, knowledge, and experience. A special thank you to Mark and Rachael Palmer, my talented photographer and illustrator. The continued enthusiastic support of all of these people made this book happen.





the first impression

*Using Color to Make
Your Best Impression*



Slowly count to seven: one one thousand . . . two one thousand . . . three one thousand . . . four one thousand . . . five one thousand . . . six one thousand . . . seven one thousand. That's how long it takes to form a first impression. Within seven seconds of meeting you, perfect strangers will make decisions that may have an enormous impact on your life. Are you someone they want to work with? Someone who can be trusted? Are you friend material? Should they buy your product? Color Me Beautiful wants the first impression you make to be your *best*. Help each new person to decide yes. Yes, they want to hire you! Yes, he wants to date you! Yes, she does want to get to know *you*!


In this chapter and those following it, you'll read about women like you who wanted a better understanding of how color could work for—and not against—them. Through their stories, you'll see how Color Me Beautiful's techniques that helped them can help you. With this understanding in place, you will determine your best palette, based on your hair color, skin tone, and eye color. After reading this book you will know which colors to wear,

what tone of jewelry looks best on you, and which shades of lipstick, blush, and eye shadow suit you to perfection.

Let's begin with a diagnostic that will assess where you are today.

- Do you have clothing in your wardrobe that you have never worn?
- If you color your hair, do you question whether you chose the correct *warm* or *cool* tone for your hair?
- Do you receive compliments on only one or two outfits in your entire wardrobe?
- Do your clothes rarely coordinate with each other, making it impossible to streamline your wardrobe?
- Does every blush in your makeup drawer clash with the rest of your makeup, as well as each piece of clothing that you own?
- Do you have a cabinet full of makeup mistakes and wear only a few tried-and-true favored shades?
- Do you consider yourself a trend-follower rather than a trendsetter?
- Are you stuck with the same old accessories because you do not feel confident?

If you answered “yes” to one or more of these questions, there is a strong likelihood that you are making the wrong color selections. Don't worry, though! This guidebook will help you to turn the answers to these questions around.



If you follow the Color Me Beautiful color-analysis system, not only will you look years younger, but you will also spend less time shopping because you will only select the colors in your seasonal palette. Plus, you will spend less money because you will like everything that you purchase. But it doesn't have to happen overnight. Don't feel that your entire wardrobe is scheduled for the scrap heap. Ease yourself into your new world of color. This is how it happened for a few women.

Consider Jo, a classy British woman who turned her life around using the Color Me Beautiful analysis. Jo was in a funk and didn't like what she saw in the mirror. Weight gain, low self-esteem, and poor color choices had obscured to Jo what the rest of the world saw: a pretty face and a sweet smile. Color Me Beautiful showed Jo the stunning woman who was hiding under the wrong colors.


During her color analysis, Jo was wearing a fuchsia twinset and makeup that matched, which is a *cool* palette ensemble. But Jo's striking red hair, green eyes with gold flecks, and light freckled skin tone required a completely different look. By draping *warm* palette colors on her shoulders and around her face, Jo could immediately see the difference. Her eyes sparkled, and her smile appeared brighter. The fine lines around her eyes seemed to soften and diminish, and her skin tone blended with her new colors. She left that appointment a changed person. Jo started purchasing clothes in her *warm* colors. Her posture, smile, and confidence improved with the many compliments she received. A proud mother of three, when she walks into a room she glows!

The Color Me Beautiful analysis can also help you when choosing your ideal hair color. Take Eileen, a teacher. This very intelligent woman was a recent widow who was afraid of her future. In a rash act, Eileen had returned to her hair color of a happier, safer time: her twenties. It looked terrible. After Eileen looked at herself draped in her *cool* palette colors, she was easily persuaded that her recent hair color choice was too intense. Eileen looks beautiful and elegant with her corrected hair coloring and best shades of clothing and makeup. And she has started dating again!

Anne Marie reported that Color Me Beautiful had solved a simmering family dispute stemming from the fact that she was *cool* and both her sister and sister-in-law were *warm*. As the youngest of the three, she always took their advice at the mall but was later depressed about her purchases, which made her look dull and tired. Her sister and sister-in-law had bullied her into buying tawny tones that looked good on *them*. After Anne Marie realized what her strengths were as a *cool* person with dark hair and dark eyes, she was able to resist their *warm* advice and buy jewel tones.

Alice was distressed because her hair was turning silver prematurely. At only 35, she had no idea what to do about her new head of gray hair. She came for a color analysis asking if she should color it, add red, or get gold highlights. Because she was so young and her brown eyes and silver hair were a striking combination, Color Me Beautiful answered her question quickly and gave her the confidence to stay silver and enjoy it.

Read ahead to solve your own color dilemma!



seeing is believing: the one-hour makeover

There is no greater testament to the amazing power of color than seeing it with your own eyes. In this chapter you will view a diverse group of women from the same office environment. You will see that every woman, regardless of age, ethnicity, or coloring, can be dramatically transformed through the power of color.

We went into the the office where this group of women worked and set up our photo shoot. The entire photo shoot was done within a single afternoon session. First the volunteers were dressed in their wrong clothing and makeup colors and photographed. Next the ladies were dressed in their right clothing and makeup colors and under the same lighting photographed a second time. They dressed under hurried conditions just as you would in the morning. And as you can see for yourself the results are—in a word—stunning.