

Every Woman Should Know about Beauty Secrets

First Edition

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Book Description

Beautifully cared body remains the indispensable dream of every woman since mankind discovered the ability to improve their living especially women. With the advent of new and modern technology, basic methods still the best form of caring one's beauty and health.

This book may or may not be your guide to discover your true beauty, but it can motivate you to build techniques on how to change your look that other women may envy. It's within your determination to eliminate bad elements within your lifestyle. But, it will increase your self-confident, exudes your natural personality, discover the new you and can relate to what you want with your life of being a woman.

"Beauty is in the eye of a beholder," others may say, because they themselves explore their potential to be beautiful inside and outside. The first thing that I encourage women to do is to study and explore the inner personality that's been given by the Creator; and from there, more ways to enhance their well-being and be determined to change for the betterment of their beauty.

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Chapter 1: Improved Women's Well-being

Defining Your Self-Image

All women have an idea of the way they look, but this image is not always realistic. Sometimes, they are too hard on themselves (seeing only the incipient double chin and ignoring the neat ankles), while at other times, they may try self-deception (picking clothes that are too small because they refuse to admit, they have put on weight). They can all benefit from taking a fresh look at their self-image, and by being as realistic about it as possible.

Taking Stock: Your Shape

Start by standing naked in front of a mirror and examining your reflection, both front view and sideways on. Don't pull in your stomach, or clench your buttocks, or try to flatter yourself in

other ways. Decide what you really think about your body, at your skin, muscles, hair and nails. Perform the pinch test and then weigh yourself.

Make a note of all your findings, and of all the assumptions you have about yourself and your body – the good points as well as the bad. Decide which parts of yourself you can and want to change, which parts you must accept as they are, and which you like and want to emphasize.

Distinguish carefully between imperfections you can work on and those you must accept. No amount of dieting and exercise can change your basic inherited body type – but excess weight, bad posture, and lack of fitness have nothing to do with body type!

Pinch Test

How easy is it for you to pinch a roll of flesh on your upper arm, inside thigh, midriff, or buttocks? Stand upright when you do the test and use your thumb and forefinger to make the pinch. If you can painlessly pinch more than 2.5 cm of flesh in these areas, you are overweight.

Taking Charge

Self assessment is the first step in taking charge of your well-being. Once you have peeled away the myths and found a realistic self image, you can set yourself definite goals for self-improvement. The way you look, the way you feel, and what you ultimately achieve all depend on you.

Once you have set your goals, start working toward them right away.

Desirable Weights

This table gives you a guide to the desirable weight for your height and a build. Measuring the circumference of your wrist will give you an indication of your build. If it is 13.9 cm or less, you have a small frame; if it's over 13.9 cm but less than 16.5 cm, you have a medium frame; if it is 16.5 cm or over, you have a large frame. Measure your height without shoes and weigh yourself without clothes.

Visible Difference

Visible Difference is an intensive moisture treatment with highly scientifically-claims. Created in 1974, it was a total innovator; today it is more than ever, the moisturizer.

In 1987, it is ranking Number 1 among all cosmetics sold duty-free worldwide and Number 6 among the top 250 perfumes and cosmetics sold in duty-free.

The reason of its success: any woman who uses Visible Difference can see a visible improvement of her skin within two to three weeks; complexion becomes radiant, number and depth of dryness lines are dramatically reduced and skin feels softer and smoother.

Scientifically proven, it has been clinically, allergy and dermatologist tested.

Complete Your Visible Difference Strategy With:

Eye Care Concentrate – an advanced moisture penetration for the delicate, vulnerable skin around your eyes. Significantly reduces dryness lines within 14 to 21 days. Compatible with eye make-up to provide 24 hours protection.

Moisture Crème Soap – rich lather floats out surface debris, contains Visible Difference Moisture Crème Complex to smooth as it cleans.

Gentle Scrub Crème for the Face – a non-drying, non-irritating granular scrub. Very gentle, it awakens your skin to a youthful radiance. Afterwards, your skin looks superbly young and fit.

Gentle Scrub Crème for the Body – exhilarating granular scrub provides skin with a fresh pampered glow. Gentle exfoliation immediately results in softer, smoother body skin.

Special Moisture Formula for the Body – unscented, or lightly scented, it provides all day protection. Body skin feels smooth and silky, even those areas most susceptible to dryness, hands, elbows, knees and heels.

Deep Cleansing Lotion – a cleanser with the effectiveness of a cream, the lightness of a lotion. Removes all kinds of make-up and thoroughly cleans the skin without stripping it of precious moisture. Very convenient and clean because it is presented with a pump.

Refining Toner – revitalizes as it gently sweeps away lingering traces of cleanser and make-up. Very pleasantly scented with fresh, clean and natural notes.

Refining Moisture Lotion – an intensely moisturizing day lotion with sunscreen that is perfect under make-up. Moisturizes in depth, reduces the number and depth of facial lines, provide the perfect finish for make-up wearers. Improve the feel and look of skin within 14 to 21 days.

Refining Moisture Crème Complex – a rich effective cream that cushions your skin with moisture and achieves a visible improvement of the skin within 14 to 21 days. Dryness lines are dramatically reduced and complexion looks much more radiant.

Chapter 2: Healthy Eating

You need to eat a varied diet that includes all the different food types. They recommend that you cut down on sugar, refined foods, and animal fats, replacing them with more fresh fruit and vegetables, whole grain cereals, and unsaturated fats.

Buying and Preparing Your Food

Always choose ingredients that look and smell fresh.

Fruit and vegetables should not be wilted or discolored. Cracked or wilted vegetable leaves indicate a mineral deficiency in the plant: avoid them as they will not provide you with the necessary minerals.

Cut down on red meat, eat white meat and fish instead.

Choose brown rice, whole wheat bread, whole wheat flour, and whole wheat pasta in preference to their white equivalents.

Whenever possible, eat fruit and vegetables raw.

If you boil vegetables, a lot of the vitamins will be destroyed. Some of the vitamins will pass into the cooking liquid, so keep it to use as stock.

Try to eat at least one salad a day.

Steam fish instead of deep frying.

Cook foods without adding fat wherever possible, i.e. boil, bake, steam, or grill instead of frying.

Replace foods high in fat with a low-fat alternative, e.g. use plain yoghurt instead of cream.

Know Your Food

This list shows the calorific changes that occur to 28 grams of potato when it is cooked by different methods or processed commercially:

Raw Potatoes: 23 calories

Potato Chips: 159 calories

Mashed Potatoes: 105 calories

French Fries: 68 calories

Roast Potatoes: 32 calories

Jacket-baked Potatoes: 23 calories

Steamed Potatoes with skin on: 23 calories

Boiled Potatoes without skin: 23 calories

Vegetarianism

A properly planned vegetarian diet is high in fiber and low in saturated fats. In order to be sure of getting all the essential amino acids they need, vegetarians must plan their meals carefully, mixing incomplete proteins with carbohydrates to give the necessary balance. Vegetarians and vegans include a lot of seeds – sesame, sunflower, pumpkin, etc – in their diet, as these are high in minerals, vitamins and protein.

Additives

Whether or not you eat a certain food depends to a large extent on its eye appeal. Many manufacturers use additives – emulsifiers, stabilizers, artificial colorings, flavorings, preservatives, and so forth – to give processed foods eye appeal. No one yet knows the long term effects of these additives on our health, but there is some evidence that links them to allergies, hyperactivity in children, and similar problems. Some countries have banned some additives altogether, although they are still permitted in other parts of the world. No additives are necessary in a healthy diet, so you will not come to any harm by omitting them entirely from your diet.

Caffeine

Coffee, tea, cocoa, and certain soft drinks all contain the drug caffeine. It is a stimulant, and in excess can cause restlessness, sleeplessness and palpitations. It is also a diuretic, i.e. it increases the flow of urine from the kidneys. Some people become emotionally dependent on caffeine. Experts recommend that we limit our caffeine intake and that we drink fewer than five cups of coffee a day (or their equivalent in other caffeine drinks). Try changing to decaffeinated coffee or a cereal-based coffee substitute, or choose from a wide range of herbal teas.

In recent years experts have pinpointed four factors in Western diet that seem to have a direct – and often adverse – effect on health: too much salt, too much sugar, too much fat (especially saturated fat), and too little dietary fiber.

Dietary Fiber

This is the indigestible cellulose found in fruits, vegetables, and unrefined cereals. Fiber is essential in a healthy diet, even though it passes through the gut virtually undigested. The

digestive system uses the undigested fiber to remove toxic substances from the body quickly, before they can pass into the bloodstream. Diets high in fiber help to produce soft, bulky, and easily evacuated stools. Cooking vegetables and fruit tends to break down the cellulose in the plant cells, so they are better eaten raw whenever possible. Refining and processing also removes fiber, e.g. whole wheat flour and brown rice have higher fiber contents than their refined white equivalents.

Fats

Cholesterol is a fatty substance that is found in the blood. The body needs some cholesterol, but if the level becomes too high, fatty deposits can form on the walls of arteries, reducing their efficiency. Reducing the amount of fat in your diet will help to reduce the level of cholesterol in your blood. Diets high in fat are also a major cause of overweight: keeping down the fat level will help you keep your weight down. As well as reducing the overall level of fat in your diet, experts recommend replacing saturated fats and foods high in saturated fats with unsaturated fats as far as possible.

Salt

Salt occurs naturally in many foods. It is essential to life, but the daily body requirement is very small – just over one hundredth of an ounce. It is widely thought that too much salt in the diet may be a contributory factor in hypertension, strokes, and coronary disease in general. A great deal of salt is still used in the canning and curing industries, so check the labels on all packets and cans before adding more salt to processed foods. In fact, if you add salt to your cooking you may end up eating 30 times as much salt each day as your body actually needs.

Sugar

Refined sugars (whether white or brown) and refined sugar products are unnecessary in a healthy diet. The body needs some sugar, but can easily obtain it from foods such as fresh fruit and vegetables. These unrefined sources can be used by the body to greater benefit than refined sugars, because they also contain vitamins, minerals, and dietary fibers. Refined sugars are regarded as one of the principal causes of dental decay and obesity. If you find the thought of a diet that does not include sweet things intolerable, try switching to commercial brands of non-sugar sweeteners for use in drinks and cooking.

Additives

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Chapter 3: Foods High in Fiber

Cereals and Cereal Products

Barley flakes

Brown rice

Buckwheat

Muesli

Oats

Rye flakes

Brown semolina

Wheat flakes

Whole wheat flour

Whole wheat bread

Whole wheat pasta

Fruit

All fresh fruit, eaten, wherever possible, unpeeled and raw

Vegetables

All fresh vegetables, eaten, wherever possible, unpeeled and raw

Legumes

Chick peas

Haricot beans

Lentils

Soybeans

Chapter 4: Foods Low in Fiber

Cereals and Cereal Products

Biscuits

White flour

White bread

White pasta

White rice

White semolina

Other Foods

Dairy products

Fish

Meat

Processed foods

Sugar

Molasses

Foods High in Saturated Fats

Coconut oil

Palm oil

Lard

Egg yolks

Beef fat

Mutton fat

Butter

Fried foods

Potato crisps

Imitation cream

Hard margarine

Nuts

Foods High in Unsaturated Fats

Wherever possible use cold-pressed oils)

Sunflower

Corn oil

Oliver oil

Soya oil

Foods High in Cholesterol

Egg yolk

Whole egg

Liver

Kidney

Butter

Heavy cream

Fish roe

Cutting Down on Salt

Don't add salt to food when cooking.

Don't have salt on the table.

Avoid foods known to be high in salt.

Switch to low sodium salt substitutes (available from health food stores).

Use herbs and spices to flavor your food instead of salt.

Foods High in Salt

Breakfast Cereals

Cake mixes

Canned fish

Canned fruit

Cheese

Margarines

Pickles

Potato crisps

Processed meats

Salted nuts

Smoked fish

Soft drinks

Variety meats

Refined Sugars and Refined Sugar Products

White or brown sugar

Molasses

Maple syrup

Cane syrup

Cakes

Biscuits

Sweets Chocolate

Canned beans

Fruit yoghurts

Bottle sauce

Most processed foods

Jam

Natural Sources of Refined Sugar

Apples, pineapples, and other fresh fruits

Dried fruits

Carrots, parsnips, and other root vegetables

Corn on the cob

Milk

Food and Illness

Malnutrition should not be a problem in Western countries, but ignorance of what nutrients the body needs may put some people at risk.

Western Illnesses

These diseases and disorders occur to a greater extent among those eating a typical Western diet:

Obesity

Hypertension

Dyspepsia

Cancer

Coronary heart disease

Constipation

Appendicitis

Hemorrhoids (piles)

Varicose veins

Diverticular diseases

Dental caries (decay)

Strokes

Diarrhea

Ulcers

Chapter 5: Diet Related Symptoms

If you suffer from any of the following, your doctor may suggest that you take a closer look at your eating habits, as there may be a connection:

Fatigue

Lack of energy

Hyperactivity

Insomnia

Nightmares

Migraine

Headache

Dental caries (decay)

Spots

Dull hair

Dull skin

Brittle nails

Itches and rashes

Indigestion

Diarrhea

Constipation

Nausea

Joint and muscle pains

Obesity

Being overweight is not only currently un-fashionable; it can also be a cause of ill health. The risk tables drawn up by major insurance companies suggest that the more overweight you are, the greater your risk of disease and the lower your life expectancy. Clinical obesity is defined as weighing 27% more than the recommended weight for your height if you are a man.

Effects of Obesity

These diseases and disorders occur to a greater extent among those who are clinically obese:

Strokes

Hypertension

Heart disease

Poor circulation

Palpitations

Breathlessness

Respiratory diseases

Gall bladder diseases

Cirrhosis of the liver

Infertility

Kidney diseases

Hernias

Arthritis

Varicose veins

Allergies

Allergic Symptoms

Listed here are some of the symptoms reported by patients suffering from food allergies:

Headache
Migraine
Nausea
Dizziness
Vomiting
Depression
Lethargy
Respiratory problems
Rashes
Muscle pains
Hyperactivity
Mood swings

Allergens

The foods, colorings, and flavorings listed here are among those most commonly reported as the causes of food allergies:

Shellfish
Chocolate
Orange Juice
Eggs
Cow's milk and milk products
Cheese
Coffee
Gluten-containing grains (wheat, rye, oats)
Monosodium glutamate (MSG – a flavor enhancer used in Chinese and processed foods)
Tartrazine (coloring used in orange-flavored drinks, etc).

Reducing Diets

If you normally eat a healthy diet, that is, one that is low in fat, salt, and sugar but high in fiber, you are unlikely to have weight problems. However, if for reason you are unhappy with your weight and figure, you may decide to go on a reducing diet.

There are an ever increasing number of diets and diet foods on the market, some of which are effective, some of which are suspect. As with most things, there are fads and fashions in diets. Think carefully before you choose a diet, and pick one that not only suits your personality and lifestyle but that also offers you a balanced range of nutrients.

Calorie Counting

This is a well tried and effective method of losing weight. It is very flexible; booklets giving the calorie counts of all types of food are easily available, so you can plan your own meals. As long as your calorie input is less than your energy output, you will lose weight.

If you work in a sedentary job, and do not take a great deal of exercise, you should be able to lose weight on an intake of 1000 calories a day. If you are very active, you may be able to allow yourself 1500 calories. Choose a calorie count that is realistic for you so that you will be able to sustain your diet easily.

Omit

Fatty meats

Sausages, pates, and processed meats

Duck, goose

Butter, margarine, cream, and ice cream

Cooking oils and fats

Thick gravies, sauces, and custards

Cookies, cakes, candies, pastries, and puddings

Dried fruit

Fruit canned in syrup

Sugar, jam, honey, syrup and molasses

Eat Sparingly

Lean meats such as lamb and beef (remove all visible fat)

Beans

Oily fish or fish canned in oil

Pasta, rice, cereals, and bread

Low fat spreads

Eggs

Whole milk and whole milk products (cheese, yoghurt, etc)

Eat Freely

Chicken or turkey without skin

Veal

Vegetables

Fresh fruit, fruit juice, and fruit canned in fruit juice

Skim milk and skim milk products (cottage cheese, yoghurt, etc.)

Non-oily fish or fish canned in brine

Shellfish

Clear soups

Bran

Tea, coffee, water, and low calorie canned drinks

Chapter 6: Figure Improvement I

Practicing the following exercises can help you to alter the shape of the “problem” areas of your body – providing that you persevere. You will need to exercise every day for at least as month in order to see any results.

These exercises are in addition to your general fitness program, not as part of it. Some of them are very strenuous, and you should not attempt them unless you are already fairly fit. Pick out the exercises for the parts of your body that you wish to reshape and work at them daily. You will find that some parts of your body respond more quickly than others. It is relatively easy to flatten your abdomen, but thighs are notoriously slow to change.

And because there are no muscles in your breasts, you can only alter the shape of your bust line by exercising the muscles around your breasts and by working to improve your posture. Don't become disheartened – if you keep exercising, your shape will improve.

Shoulders and Arms

Stand upright with your feet hip width apart. Keeping your legs straight, bend from the hips and touch the ground in front of your toes. Without moving the rest of your body, bend your arms so that your fists are tucked into your armpits. Then straighten your arms upward, pushing them as far forward as possible. Hold this position for 5 seconds. Return to the starting position and repeat 10 times.

Stand upright with your feet shoulder width apart. Hold your arms out in front of you at shoulder height, then bend your elbows and place your hands palms together with your fingertips pointing in opposite directions. Keeping your hands at shoulder level, slowly move them as far to the right as possible. Then as far to the left as possible, slowly swing from side to side at least 20 times. Alternate which hands in on top from day to day.

Stand upright with your feet shoulder width apart. Stretch your arms out in front of you at shoulder height, palms upward, and fists tightly clenched. Then stretch out your hands hard, spreading your fingers and thumbs as wide as possible. Repeat 20 times, then repeat another 20 times with your hands palms down.

Bust and Posture

Stand upright or sit cross-legged on the floor. Grasp your hands behind your back. Pull up with your top hand and pull down with your lower hand. Keep your body upright; do not bend forward or slump. Hold this position for 5 seconds, then reverse your arm positions and repeat. Repeat 10 times, alternating arm positions.

Sit upright on a stool or bench with your feet flat on the ground. Clasp your hands behind your back and squeeze your shoulder blades together. Relax your arms and shoulders. Repeat 15 times. Then stretch your arms out to the sides at shoulder level, clench your hands into fists, and again squeeze your shoulder blades together. Relax your arms and shoulders. Repeat 15 times.

Stand upright with your feet together. Keeping your arms straight, clasp your hands together behind you, push them away from your body, and arch your back. Keeping your arms high, bend forward from the hips, then raise your head as high as possible. Repeat 10 times.

Stand upright, feet hip width apart. Lift your shoulder as high as possible, then, pull them right down and as far back as possible, at the same time lifting your head as high as you can. Repeat slowly 10 times.

Kneel on all fours, keeping your back straight down so that you touch your knee with your forehead. Lift your head and extend and straighten your right leg behind you. Bend your elbows and lower your chest and chin to the floor. Push up until your arms are straight, keeping your right leg extended behind you. Repeat 6 times on each leg.

Chapter 7: Figure Improvement II

Hips and Buttocks

Lie stretched out on your right side with your head resting on your right arm and your left arm in front of you as support. Lift your left leg as high as possible. Hold this position for a few seconds, then lift your right leg up to join your left leg. Keeping your thighs, ankles, and calves together and your legs straight, hold this position for a few seconds. Lower your right leg, hold this position for a few seconds, then lower your left leg, roll over and repeat on your other side. Repeat 10 times on each side.

Sit on the floor, leaning back slightly and resting on your hands, with your legs stretched out together in front of you. Lift your right leg and cross it over your left leg, touching your right foot to the floor as near to your left hand as possible. Return to the starting position and repeat with your left leg. Repeat 10 times on each side.

Sit upright on the floor, hands clasped behind your head, legs together and stretched out in front of you. Keeping your upper body still and your legs straight, “walk” forward on your buttocks for 10 “steps,” then “walk” backward for 10 “steps,.” Repeat 20 times. Also try “walking” up and down stairs on your buttocks.

Kneel on the floor with your body straight and your arms curved above your head. Keeping your body facing forward and your arms still, lower your body to the right until your buttocks are touching the floor. Lift your body back into the starting position and repeat to the left. Return to the starting position and repeat 10 times to each side.

Waist and Abdomen

Sit cross-legged on the floor with your hands clasped behind your head. Without twisting your body, bend to the left until your left elbow touches the floor. Return to the starting position then twist your body and touch your left knee with your right elbow. Return to the starting position. Without twisting your body, bend to the right until your right elbow touches the floor. Return to the starting position, then twist your body and touch your right knee with your left elbow. Return to the starting position. Repeat the whole sequence five times.

Sit upright on the floor with your legs wide apart and toes pointed. Grasp your left ankle with your left hand and curve your right arm over your head. Bounce your upper body over your left leg four times. Straighten up, clasp both hands over your head, and stretch right up as far as possible. Keeping your arms straight, turn your upper body to the left. Bounce your upper body

over your left leg four times. Trying to touch your toes with your clasped hands. Straighten up and repeat the whole sequence to the other side. Repeat 10 times, alternating sides.

Sit on the floor with your knees bent and feet apart. With your arms stretched out together in front of you, bend forward through your knees and touch the floor as far in front of your feet as possible. Then cross your arms, putting your hands on your shoulders. Lean back until your upper body is at about 45 degrees to the floor. Hold this position for a few seconds, then bring your body up and forward until your elbows are between your knees. Uncross your arms. Repeat 10 times.

Lie flat on the floor with your arms by your sides. Bend your legs and lift your knees up to touch your chest. Keeping your knees bent, lower your feet toward the floor, at the same time lifting your arms up and back so they are touching the floor behind you. Do not let your feet touch the floor. Hold this position for a few seconds, then lift both knees back to your chest, at the same time bringing your arms up and forward so that they are back by your side. Repeat 10 times.

Chapter 8: Figure Improvement III

Thighs and Legs

Lie on back with your legs together and rise at right angles to your body, hands by your sides, palms down. Keeping your legs straight, swing them out to the sides as far as possible, then return to the starting position. Repeat 20 times.

Sit upright on the floor, head up, knees bent, and soles of your feet together and grasp your feet with your hands, keeping your arms straight. Pull up on your feet and lower your knees outward toward the floor. Keep your head up and your back straight, and hold this position for 20 seconds. Relax your arms and raise your knees. Repeat five times.

Sit on the floor with your lower back against a wall, knees bent, feet on the floor, hands on either side of your knees, fingertips resting on the floor. Leaning on your fingertips, lift both legs as high off the floor as possible, then straighten your legs and point your toes. Make scissors movements with your legs, crossing your right leg over your left, then your left foot over your right. Do 10 scissors movements, then return to the starting position. Repeat 10 times.

Stand with your hands on your hips and a hard football or similar object between your feet. Without actually moving your body, legs, or feet, use your leg and thigh muscles to try to pull your legs together. Hold the pull for 5 seconds, then relax. Repeat 10 times.

Stand with your feet together about 20 cm from the wall. Lean back so that back is braced against the wall, hands by your sides. Keeping your feet flat on the floor, slide your back down the wall until your thighs are parallel with the ground. Keeping your body still, raise your heels off the ground as high as you can. Hold this position for a few seconds, then lower your heels and push yourself back up the wall. Repeat 5 times.

Kneel upright on the floor, head up, arms stretched out straight in front of you at shoulder level, palms down. Keeping your body straight, lean backward slowly as far as you can. Hold this position for a few seconds, then, return to the starting position. Repeat 10 times.

Sit on the floor with your legs stretched out in front of you, feet together, then lean forward and grasp your left foot with your left hand. Keeping your right leg on the floor and your left leg straight, lift your left leg as high as possible. Keep your left leg in the air, and bend and

straighten it 5 times. Lower your left leg and repeat with your right leg. Repeat 5 times on each side.

Sit on the floor with your legs straight out in front of you, hands on the floor behind you to support your weight. Lift your left leg a few inches off the ground. Keeping your leg straight, pull your toes toward you as hard as possible. Then flex them away from you, stretching your foot and pointing your toes. Repeat 20 times. Still keeping your left leg in the air, make 20 clockwise circles with your left foot, then 20 counter-clockwise circles. Lower your left leg and repeat with your right leg. Repeat the whole exercise twice with each leg.

Chapter 9: Women's Beautiful Body

Keeping Fresh

A regular wash is a must for keeping fresh. Bathing helps to remove sweat before it starts to decompose. A mild soap is always better and a clean sponge or wash-cloth is the only accessories needed. Regular washing also helps to retain your hair's freshness.

A regular change of clothes is also a must as sweat clings to clothing. Synthetic fabric encourages sweat to cling on resulting in unpleasant smell. Loose clothes in natural fibers are ideal because it allows sweat to evaporate.

Anti-perspirant or deodorant offer protection for the underarm area. If used daily, the level of protection gradually builds up. Always apply deodorant to clean, cool, dry skin, and allow them to dry thoroughly before dressing. Deodorant sprays for the feet can also be useful in hot weather.

Diet

General health and keeping fresh are closely inter-related. Indigestion, heavily spiced food, excessive alcohol, smoking, and poor dental hygiene can all cause bad breath and unpleasant odor.

Baths and Showers

The best way to relax and unwind is to head for a warm bath. Too hot a bath will make you sweat, can damage your skin (making it age more rapidly), and may cause some of the tiny blood vessels in your body to break. Never remain in a bath so long that your body skin takes on a wrinkled, waterlogged look.

A shower is invigorating, speeding up the circulation. It should be warm and not hot, or it can have the same damaging effects as the hot bath. Showers are more useful as the water pours over and clean your body. In a bath, you are soaking in your own dirt. Combining the two will give you the best results. Use a shower to rinse away the soap and scum after your bath, or wash first under the shower and enjoy a relaxing soak in clean bath water later.

Washing Equipment

Washcloth – It is very important to keep your washcloth clean and to replace it regularly, or it will become an excellent breeding ground for bacteria. Rinse it thoroughly every time you use it. Boil it at least once a week, adding a tablespoon of lemon juice or vinegar to the water to remove soap slime.

Sponge – Natural sea sponges are expensive and deserve care. Rinse your sponge thoroughly in clean water every time you use it, and leave it to dry somewhere where all the water can drain away from it. A sponge that is left to stand in water will soon rot.

Loofah – A loofah is actually a dried vegetable gourd. When you buy one it is flat: soak it in hot water and it will swell up. Its rough surface helps to remove dead skin cells and keep your skin soft and smooth. Rinse and drain loofahs as for natural sponges, or they will go black and moldy.

Back brush – Unless you have someone handy to scrub your back for you, you will need a back brush or friction strap to get your back clean. Pick one with an abrasive action that will remove dead skin; this will help to prevent blackheads and spots developing on your back.

Friction mitt – This is an alternative to a loofah for removing dead skin cells, smoothing rough skin, and stimulating circulation. A mitt is most effective if you use it before your bath or shower; if this feels too harsh on your skin, use it when you are actually in the water.

Pumice stone – This is a piece of porous volcanic rock that provides a firm abrasive for removing rough or hard skin from your feet or elbows. Synthetic pumice stones are also available. Work up a good soapy lather and then rub the stone on your skin with brisk circular movements.

Special Baths

Make the most of your bath by using it for beauty treatments as well as for getting yourself clean and fresh. The steam from a warm bath will help a face or hair packs to work well, or will soften your nails and cuticles ready for a manicure or pedicure. Bath additives can be used to improve your skin or to relax or invigorate you – or simply to make you feel glamorous as you soak surrounded by a froth of bubbles.

Commercial Bath Additives

Bath Salts and Crystals – These are made from sodium carbonate (washing soda) and soften the water as well as scenting and coloring it. They are very useful if you live in a hard water area.

Bubble baths – These are made from detergent with a stabilizer added to prevent the foam disappearing too quickly. Avoid them if you have dry skin, as they remove the skin's natural oils.

Bath gels – Unlike other bath additives, these are intended to clean your skin as you soak. They are mild enough to suit most skins.

Bath milks – Like bath salts, these are basically water softeners. Some brands contain moisturizers to help dry skins. Avoid them if you have an oily skin, as they will make it worse.

Bath oils – These protect dry skins from the effects of the water, and are designed to moisturize your skin. They are not suitable for anyone with an oily skin. Two types are available: floating oils, which remain on the surface of the water and cling to your skin as you get out of the bath, and emulsifying oils, which disperse through the water. Bath oils can also be rubbed into your skin before you get into the bath.

Bath essences – These simply scent the water, and are often available to match your favorite perfume. Choose an alcohol-based essence if you have an oily skin, and an oil-based essence if you have dry skin.

Saunas

In a traditional sauna you lie on a bench in a wood-lined room, heated by a stove on the top of which are several large stones. Ladling water onto these stones produces bursts of steam which ionize the otherwise dry air in the sauna. Sauna temperatures vary from 150 – 230F (65 – 110C): the higher benches are hotter than the lower benches. The heat rises your temperature, dilates your blood vessels, makes you sweat, increases your circulation, and draws impurities from your skin.

Do not remain in a sauna for too long: alternate spells of 10 to 20 minutes with a cold shower or a plunge in a cold pool. Saunas are only for the healthy; avoid them if you have heart trouble, blood pressure problems, respiratory or circulation problems, or if you have recently had surgery or a major illness. They are also inadvisable for pregnant women.

Because saunas reduce the level of fluid in your body you may appear to lose a few pounds in weight during your sauna. However, you will replace this weight as soon as you drink a glass of water and bring your fluid level back to normal. Do not have a meal or drink alcohol within an hour of having a sauna.

Turkish Baths

In these baths you move from room to room, each at a different temperature. You usually begin in a dry warm room, move on to a hotter dry room, and then move on to the steam rooms, again working up from warm to hot. After your steam treatment, you will be given a body scrub and massage. A plunge in a cold pool or a cold shower will close your pores again. The watch points for Turkish baths are the same as for saunas.

Steam Cabinets

These are like a miniature Turkish bath, and because they need so much less room, they are much more easily available. Your body is enclosed in a cabinet, but your head remains outside, well away from the steam. The temperature and amount of steam can be adjusted by the operator, and a towel is wrapped around your neck to prevent the steam escaping. Watch points for steam cabinets are the same as for saunas and Turkish baths.

Body Scrubs

The bath is the ideal place to re-texturize your skin and to remove any roughness or small lumps and bumps. Friction mitts or body scrubs will keep your skin soft and step up your circulation. Rub them over damp skin as you stand in the bath using a circular motion and always working toward your heart.

Commercial body scrubs are available, or you can make your own. Try handfuls of course-grained sea salt or course oatmeal; sea salt or sugar mixed to a paste with a bland vegetable oil; or ground almonds mixed with yoghurt. Wash off all traces of the scrub in your bath or shower. For a really silky skin, finish off by smoothing in a body lotion as soon as you have dried yourself and while your skin is still warm.

Chapter 10: Perfume

The same fragrance – even when taken from the same bottle – will never smell exactly the same on any two women. How a fragrance smells on you depends on your individual body chemistry; your body warmth, the acidity of your skin, and so on all have their effect on the complex

mixture of essences in the perfume's formula. Because fragrance is so personal, it is worth spending a little time to choose a perfume that really suits you.

Choosing a Perfume

You will first need to decide on the type of fragrance you want. Are you looking for one that is light and flowery, modern, and sophisticated, warm and sensual; or rich and oriental in character?

Perfumer's advertisements and the packaging they choose for their fragrances will give you some idea of the character of the scent – you would not expect to find a true flower scent packaged in an oriental style lacquer bottle, for example.

The next step is to try the perfumes that interest you on your skin. Never try more than three or four fragrances on the same day, or your sense of smell will become thoroughly confused. Keep the perfumes well apart on your skin, too, or you will be unable to distinguish one from another – try a sample on the inside of each wrist, and in the crook of each elbow. Wear your test fragrances for at least an hour before making any decision: it takes at least 30 minutes and often longer for the full, true scent to develop on your skin.

Once you have picked a fragrance that you find appealing on your skin, take it away and try it for a few days. This will give you a better chance to see if you really like it, to get your friends' opinions, and to see how other people react. If no samples are available, buy the smallest, cheapest bottle of the fragrance that you can, and try it out in the same way. Perfume is expensive – so any mistakes you make with it are also expensive!

Wearing Perfume

The true smell of a fragrance develops best on your pulse points, where your blood vessels are close to the surface of your body and your skin temperature is slightly higher. These points are found on the insides of your wrists, the crooks of your elbows and knees, behind your ears, on the nape of your neck, at the base of your throat, around your ankles, and between your breasts. It is also a good idea to put on your perfume immediately after your bath or shower, while your skin is still warm. But be careful where you apply your perfume if your skin is going to be exposed to the sun. Some perfume contains ingredients that react with your skin in sunlight, leaving a dark stain.

Choose the strength of your fragrance to match the time of day and your choice of activities. Most people prefer the lighter forms of fragrance during the day or when they are at work, building up to the full strength perfumes later in the day or on social occasions. Remember that you will need to reapply your perfume at intervals during the day – how often will depend on the strength of fragrance you are using and your body chemistry.

Many fragrances are now available in a range of products, and you may be able to buy dusting powder, bath oil, and so on to match your perfume. Using these will help to intensify the effect of your chosen fragrance. As an alternative, you could use unscented bath products which would not clash with your perfume. If you mix bath products and perfumes from different ranges, make sure that they are of the same type (all florals, or all citrus for example), or the combination of fragrances may be less than pleasant.

Watch out too for highly scented deodorants and hairsprays, as they may also combine unhappily with your perfume. Try to avoid getting perfume on your clothes or jewelries, as it can stain or

damage them. However, an empty perfume bottle placed in a drawer or closet will add fragrance to your clothes as the last few drops clinging to the inside of the bottle evaporate away.

Storing Perfume

Exposure to air, heat, and moisture makes perfume deteriorate, darken, and lose its character and true smell. Keep your perfume in a cool, dark place and always make sure that the bottle is properly closed.

Perfumes in sealed atomizers will last longer than those in bottles – besides being protected from the air, they are also protected from your skin's chemicals and oils. These are transferred to the bottle every time you rub the stopper on your skin or use your fingers to apply your perfume, and they can also cause perfume to deteriorate.

Although large bottles of perfume are very glamorous, you will get the best from your fragrance if you only buy bottles that contain enough scent to last you for 6 to 8 weeks.

Remember that the more concentrated the fragrance, the more rapidly it will break down. Keep your fragrance in its original bottle if at all possible. If you must decant it into another container, choose one that is made of glass, not plastic, and make sure that it is perfectly clean and dry with no trace of detergent remaining in it.

Perfume Notes

Great perfumes are noted for their “nose” or perfect sense of smell, they use their skill to blend natural and synthetic oils, essences, and fixatives to produce a particular fragrance. Perfumers design scents to have three “notes” - three distinct but coordinated levels of fragrance that gradually develop as the perfume remains on your skin.

The top note is the fragrance that you notice as soon as you apply your perfume. It lasts for only 10 to 20 minutes before giving way to the middle note. The middle note provides the fragrance for 20 to 30 minutes after the top note has disappeared, so giving the base note plenty of time to develop. The base note is the strongest and longest lasting part of the perfume.

Initially it can smell unpleasant on the skin but this smell is hidden by the top and middle notes. It needs at least 30 minutes for the base note to develop its true fragrance, and it will then last for about 6 hours.

Because the base note is the most lasting part of the perfume, it is the perfumer's starting point when a new perfume is being developed. A little residual fragrance is left when the base note has evaporated: this residue is known as the dry-out, and in some circumstances it can last for months, or even years!

Chapter 11: Caring of Hands

Your hands are in action almost all day long and are relied upon to perform many different tasks. They are an important medium of self-expression and can be the focal point during a conversation so it is necessary to take good care of them, to keep them healthy and attractive, and to avoid unsightly problems. Few women have the elegant hands that they would like but it is possible to make the most of the hands she has by giving them a little regular care and attention.

Washing

Always remove jewelries before washing your hands. Discolored areas can be treated by rubbing a cut lemon over the skin. All-over grease and grime is better removed with a heavy duty cleanser. Careful drying is important as hands left wet can become chapped and are open to infection. Always apply a hand cream after washing.

Hand Care

If hands remain in water for long periods, or if they are subjected to immersion in very hot or very cold water, much of the natural oil in the skin is sapped away and dehydration results. For this reason, rubber gloves should be worn whenever possible. Since the rubber makes the hands sweat, it is important to choose gloves with a cotton lining, or to wear rubber gloves for short periods only.

Some women find that a barrier cream containing water-resistant silicone helps protect their hands if applied before some household jobs.

For “dry” jobs, cotton gloves may be worn. They allow the skin to breath naturally and if you apply a little moisturizing cream before putting on the gloves, your hands can have a beauty treatment while you work!

Always wear special gloves for gardening; they keep the hands and nails clean and protect them from cuts and scratches.

It is important to establish the habit of applying hand cream morning and night, and after washing. A jar of hand cream by each sink and wash basin is a useful reminder. If your hands are exceptionally dry, you may like to apply a richer moisturizing cream at night when it has several hours in which to restore softness to your skin.

Warts

These small hard growths are fairly common on the hands. They are possibly caused by a virus. Warts often vanish without treatment but if they are large and unsightly you may wish to use a wart-removing solution or to have them removed by your doctor.

Rough Hands

Severely roughened hands can be treated by immersing them for a half hour in warm olive oil. Alternatively a moisturizing face mask may be used.

Calluses

These are areas of skin hardened by friction. You can smooth them away by rubbing gently with a pumice. Afterwards rub in lots of hand cream. Repeat this treatment daily until the callus has disappeared.

Elbows

These are possibly the most neglected parts of the body; we rarely catch sight of them, ourselves, but to the onlooker our elbows speak eloquently of age and neglect. The thin skin quickly becomes rough and wrinkled, and because we frequently rest them on a hard table-top grains of dirt become embedded in the wrinkles, settling to flakes and eventually to calluses.

Scrub the elbows daily with a soapy pumice stone or bristly brush until all ingrained dirt has disappeared, then beach the reddened skin with lemon juice and massage with a good

moisturizer. If you must sit with elbows resting on the desk, cup them in two squeezed-out lemon halves to soften and bleach the skin.

Hand Massage

Every time you apply hand cream you are massaging your hands. The vigorous action stimulates the blood flow to the skin and this is as important as the softening qualities of the cream itself. From time to time you can treat your hands to a full-scale massage.

Warm your hands by shaking them gently. If they are very cold, try immersing them in warm water.

Apply cream to the palms of the hands. For a night time massage choose a rich moisturizing cream; for daytime a barrier cream containing water-resistant silicone may be more suitable. Rub the cream well into both palms.

Now rub the cream into the backs of the hands. This is generally the driest part as the skin is most exposed.

Imagine that you are putting on a pair of gloves and work down each finger slowly. Concentrate on the joints and the sides of the fingers.

Massage the whole of the hands with smooth downward movements from the fingers to the wrists. Relax your hands and feel the tension easing from them.

Hand Exercises

By practicing these exercises every day you can help make your hands more supple and expressive, increase their strength, and improve the circulation:

Clench both fists tightly, hold for a second, then open out your fingers as wide as possible. Repeat 6 times.

Put your hands palm down in front of you with the fingers straight and pressed tightly together. Then spread your fingers, as in the previous exercise. Repeat 6 times.

Allow your hands to dangle loosely from the wrists. Keeping the hands and wrists relaxed and limp, lift up the arms from the wrists. Drop the arms and repeat the movement six times.

Stretch out your arms in front of you and rotate your wrists 10 times outwards. Then rotate them 10 times inwards.

Spread your fingers and using your thumbs, make a wide circling movement. Repeat using your forefinger and then with each finger in turn.

Nail Care

Whether you wear your nails short or long, varnished or plain, it is important to keep them looking their best at all times. Protect them with gloves from excessive exposure to cold, wind, water, detergents and other chemicals; concentrate on the cuticles whenever you apply hand cream; and include a regular weekly manicure in your beauty routine. A nail grows at the rate of about 2 millimeters each month and can take more than 6 months to grow from root to tip. For this reason, any damage to the nail bed or matrix will be obvious for several months in the growing nail. Similarly, treatment to improve the condition of the nails will show results only gradually.

Nail Problems

Included here are the causes of, and treatments for some common nail problems:

Ridges – Ridges on the nails are usually the result of damage to the matrix or nail bed caused by rough treatment of the cuticles. More rarely, they can occur after a blow to the nail. If the cuticles are left alone the ridges should grow out.

White Spots – These are normally the result of a bang or knock to the nail bed. They too grow out in time.

Cloudy or Stained Nails – Leaving polish on your nails for long periods, or the prolonged use of an alcohol-based polish remover are the most common causes of this problem. Let the nails go free of polish for a while, and massage them with a special preparation containing lanolin and protein.

Splitting and Brittle Nails – A problem for many women, brittle nails are usually caused by dryness. Wear rubber gloves when you can to protect your nails from water and detergents, and apply a hardener to the nails to discourage splitting.

Cracks – These appear if you file the nails too low down at the sides. A commercial nail repair kit can be used while the cracks grow on.

Hangnails – these unsightly slivers of hard skin or nail are caused by cutting or pulling at the cuticle or biting off bits of skin surrounding the nail. They can be quite painful. Hangnails should be trimmed carefully with cuticle clippers or scissors. Avoid them altogether by releasing the cuticle from the nail; push the skin back gently as you dry your hands. Apply cuticle cream regularly to keep your cuticles supple.

Chapter 12: How to Manicure Your Fingernails

Setting aside a half hour each week for a home manicure is an excellent way of keeping your nails in top condition. Between the weekly manicure sessions, nails should need little attention except perhaps cleaning with a soft brush and a wooden stick. Always avoid using a metal file for this job; metal can make scratches in the nail's surface, which then collect dirt. Remember to rub in lots of hand cream around the nails every time your hands have been in water.

Manicure Routine

Begin by assembling all you will need: cotton, wool, emery board, wooden stick, bowl of warm water, cuticle cream and remover, clippers, buffer, hand cream, nail hardener, polish remover and polish.

Soak a piece of cotton wool in oily polish remover and hold it against each nail for about 20 seconds to dissolve all the polish. Sweep the cotton wool from cuticle to tip, never in the opposite direction.

With a fine emery board, shape your nails to a smooth oval, filing from side to side and never to and fro. To avoid splits, do not file too low down at the corners of the nails.

Rub a generous amount of cuticle cream into the nail and cuticle, using circular movement of the thumb.

Immerse the hands in a bowl of warm water for 3 minutes to soften the cuticle. Dry the hands on a soft towel and apply a little hand cream.

Ease back the cuticles with your fingertips. Dip a cotton-tipped stick into cuticle cream and use it to push back the cuticle all around the nail.

Wrap cotton wool around the pointed end of a wooden stick and gently clean out the nail tip. Be careful not to poke the stick into the skin beneath the nail.

Rub in cuticle remover, or apply special lotion from its applicator. Gently work around the cuticle to remove dead skin.

Use clippers to remove any hangnails or dead skin on the cuticle. This should be done only when absolutely necessary, as it is easy to cut the cuticle itself.

Encourage a healthy shine by buffing the nails with a soft chamois leather buffer.

Massage hand cream well into the hands from the fingertips to the wrist. Remove excess cream from the nails with a pad of dampened cotton wool.

Apply a nail strengthener if necessary, and allow it to dry. You are now ready to apply nail polish.

Applying Nail Polish

Nail polish is a beautiful addition to well-cared hands. It does, however, draw attention to your hands and nails, so if you plan to use polish regularly see that your nails are kept neatly manicured and your hands soft and smooth. All nail polish and remover has a drying effect on the nails and if used constantly can rob the nails of valuable natural oils. For this reason it is advisable to leave the nails free of polish from time to time. Before applying any color to the nails a basecoat should be used. This reduces any staining from the pigment in the polish. Two or even three coats of colored polish should be used to give an even covering. The polish may be plain gloss or matt, or frosted.

A spray-dry aerosol speeds up the drying process and a hardener or sealer may be used to prevent chipping.

Chapter 13: Taking the Best Care of Your Feet

It is not surprising that many people suffer from aches and pains in their feet. The feet are extremely complex structures, each with 26 bones, 19 muscles, and more than 100 ligaments; they take the weight of the whole body; they are responsible for the balance, movement, and maneuverability of the body; and, being farthest from the heart, tend to have a sluggish blood supply. In addition to these factors, feet are usually hidden away in shoes and therefore easy to neglect.

Problems with the feet can affect the skin, muscles or bones. Causes include poor hygiene or lack of general care. Fungi, bacteria, and viruses all cause foot problems.

Apart from the discomfort in the foot itself, painful feet can have far-reaching effects. They can cause leg and back pain, postural problems, and fatigue.

Caring for your feet is vital and there are many simple things you can do to keep them healthy:

Pay attention to hygiene; wash the feet every day.

Change tights or stockings daily.

Choose well-fitting shoes for every day wear; keep high heels for special occasions as they throw undue weight onto the bones of the toes.

Make sure that socks, tights, and stockings fit correctly; stretch them back into shape after laundering.

Take care with toenails; many avoidable problems result from careless cutting.

Give yourself a regular pedicure.

Treat any cut or other injury with antiseptic cream immediately.

See a chiropodist if you experience pain in one or both feet.

Remember that the state of your feet is always reflected throughout your whole body. If your feet hurt, it will be obvious to everyone. Prevent problems from arising by giving your feet the attention they deserve.

A Daily Routine for Your Feet

Taking care of your feet makes good sense whatever age you are. A minute or two of care every day and a regular pedicure will mean that you should discover any problem as it arises and be able to deal with it before it develops into anything more serious. Step by step guide to healthy feet maintenance are as follows:

Immerse the feet in warm water. Wash each foot. Use a soft brush to scrub the nails.

Rub any hard skin gently with a pumice stone.

With an emery board remove any rough patches that might snag your tights or stockings.

Dry the feet and apply a moisturizing lotion, concentrating on areas of hard skin. Follow with a light dusting of talc powder.

Chapter 14: The Foot Massage and Exercises

Foot Massage

Massaging the feet can be a delightful and relaxing experience. Massage helps to soothe sore and tired feet by improving the circulation. The massage is even more pleasurable if you use a herbal oil or body lotion. Concentrate on tender areas on the sole, heel, and side of the foot, especially if the feet have been rubbed by shoes that don't fit properly.

Exercises for the Feet

Feet spend much of their time squeezed into shoes so it is hardly surprising that they become sore and tired. Exercising them regularly will refresh them as it improves the circulation. One of the simplest and most effective forms of exercise is to walk barefoot. This natural exercise helps tone the whole foot. Exercise sandals can also be beneficial but some people find that wearing them for long periods can cause cramp in the feet and legs. An unusual and effective form of exercise for the feet is to put a layer of dried peas inside a pair of old shoes and then to walk in them for as long as you can bear!

Massage the ball of the foot with both hands using firm, circular movements. Then massage the instep and then the heel.

Press each toe firmly between the thumb and forefinger of one hand.

Again, using thumb and forefinger press firmly between the bones at the base of the toes. Clasp your toes with your hand, and bend them toward you. Then release them and repeat. Slip your fingers between your toes, as illustrated. Bend your foot down, and then push it up. Use both hands to pull each toe gently away from the next one.

Some Useful Exercises

Stand barefoot with your feet together. Raise yourself slowly up onto your toes and down again. Repeat.

Sit on a chair with your legs crossed and one foot on the ground. Rotate the other foot from the ankle, first one way and then the other. Change your legs over and repeat the exercise.

Stand barefoot on the edge of a big book. Curl your toes down over the edge, and grip as hard as you can. Relax and repeat.

Sit on a chair with your legs stretched out in front of you and your feet raised from the floor. Move your feet up and down from the ankles.

First clench your toes into a fist, and then try to spread them to make a fan. Relax. Then try to pick up a pencil with your toes.

Lie on the floor with your feet against a wall. Use your toes to “walk” as far up the wall as you can. Stay in that position and relax for one minute. Walk down again. Relax and repeat.

Pedicure

Your feet need and deserve a regular pedicure. They receive very rough treatment and will certainly benefit from any extra care you give them. Finding time once every two weeks to give them a full pedicure, will increase your comfort and will certainly improve the appearance of your feet.

A professional pedicure is a real treat but with a little practice it is possible to achieve good results on your own feet at home.

You will find that a pedicure is particularly valuable when summer sandals reveal feet that have spent the winter in warm tights and heavy shoes. Choose nail polish colors carefully; pale pinks that tone with the skin and more flattering than vivid reds or purples.

Chapter 15: Taking Care of Your Beautiful Face

Face Shapes and Skin Types

Two of the most important factors in your appearance are the shape of your face and what type of skin you have. Your whole facial routine and approach to make-up will hinge on these factors – for instance you may need to compensate for an over-greasy skin, or want to play down a wide jaw.

Beauty comes in all shapes and forms, and there are no hard and fast rules about the proportions necessary for an attractive face, but you will certainly find it useful to make a frank assessment of your good and bad points. Then you will be able to make the most of your assets and minimize your weaker features.

Measuring Your Face

Your face will be so familiar that you may not know if it is broad, long, or average. Tie or pin your hair back and then do some measuring:

Measure the length of your face from your hairline to the tip of your chin.

Now measure the widest part of your face, which will usually be across the top of your cheekbones. The classic oval face has a length equal to one and a half times its width; considerable variation from this implies that your face is extra long or extra broad.

Check your profile by placing the rule against your nose and chin. If your mouth touches the rule, you have a receding or weak chin.

Know Your Face Shapes

Checking the proportions of your face will help you identify your basic face shape.

Heart-shaped Face – This shape has a wide forehead and a long pointed jaw line; use make-up to add extra width at the cheeks and jaw.

Square Face – A square shape is characterized by a broad forehead and jaw line. Soften the squareness with shading and a flowing hairstyle.

Round Face – This shape is broad and short with rounded contours. Shade and highlight to bring out the bone structure and play down fullness.

Long Face – The frame of this face is narrow and long; style hair to add width, and use blusher on the cheekbones.

Oval Face – This face is often classically beautiful, with no feature out of proportion.

Diamond Face – This shape is wide at the cheeks with a narrow forehead and jaw. Use make-up to minimize width at the cheekbones.

Skin Types

Skin type is determined by the level of activity of the sebaceous glands under the skin of the face.

Whatever your skin color, your skin will be one of four basic types. Take careful notice of your skin's characteristic, as you will need to choose your make-up and skin-care products accordingly. Nowadays, there's a lot more beauty products to choose from in the market. Choose which one that suits your skin and lifestyle. If you are not sure of your skin type, wash and cleanse your face and then leave it for a few hours without cosmetics; look for dry and oily patches after that time.

Oily Skin

Oily or greasy skin has an overall shine. The skin is coarse and often sallow, with large open pores, spots, blackheads, and acne are likely, as the sebaceous glands are over-productive, but oily skin stays looking young longer than any other types. Skin tends to be oiliest in a panel down the center of the face.

Dry Skin

Dry skin looks dull and matt, feels taut, and is sometimes flaky. Because of its lack of sebum it is very vulnerable to extremes of temperature. Wrinkles may appear early, but spots and acne are not very common. Dry skin is usually most troublesome in the eye and lower cheek areas.

Combination Skin

This is the most common skin type, with a central T-shaped panel of oily skin on the forehead, nose, and chin. The cheeks, throat, and skin around the eyes are dry. Black skins especially tend to have greater extremes of oiliness and dryness.

Balanced Skin

This is the ideal skin all women are aiming for, but only a few achieve! The skin is fine in texture, smooth, and well-colored. It rarely breaks out in spots, and looks youthful well into the thirties.

Cleansing is the single most important aspect of skin care.

Make-up should always be removed with a cream or lotion make-up cleanser.

Avoid using very hot or very cold water on dry and sensitive skins as extremes of temperature can burst blood vessels and cause a red-veined look.

The best way of washing your face is to use your fingers, a well-rinsed sponge or a soft complexion brush. Black skins shed their outer layers slightly more quickly than white ones, and they particularly benefit from a gentle but thorough scrub with a soft complexion brush.

While soap and water make the skin look and feel clean, only cleansing creams and lotions are efficient enough to remove make-up properly. Unless the skin is thoroughly cleaned every night, it will look dull and lifeless, and will be more prone to spots and blackheads from clogged pores. Dirty skin looks drab and ages more quickly.

Toners

Toners complete the cleansing process, removing the last traces of dead cells and grime from the skin. They often have a healing effect on a spotty skin and prepare all skins for the application of moisturizer, making it feel cool and refreshed.

Moisturizers

The effects of a moisturizer can be summarized as follows:

It forms a film to prevent moisture loss and external damage.

It adds some moisture to the skin, according to formulation.

The inclusion of active ingredients, such as vitamins, may have beneficial effects on their own account.

It speeds up the skin renewal process.

Chapter 16: Basic Skin Care

Your skin care routine is really the key to good looks; make-up won't be a convincing beauty aid unless it is applied to a face that is in good condition.

Cleansing

Most cosmetic foundations, powders, and blushers are best removed with a specially designed cleansing cream or lotion, but usually the final particles need a deep clean with a cleanser. Many people with dry skin prefer to use a cleanser rather than washing their face. If you have an oily

skin, choose a light, free-flowing cleanser; if your skin is dry use a richer and thicker one. Unless you are using theatrical make-up, avoid the very cold creams.

Toning

Skin toners are pleasantly refreshing, and their evaporating and cooling action causes the pores to become temporarily smaller. Toners act as an additional cleanser on dirty or oily skin, and also remove any traces of grease left behind by the cleanser. The mildest forms are called fresheners, or delicate toners. Astringents are the most powerful toning formula, and are intended for oily skins. If you have a combination skin, don't apply strong toners to the dry areas.

Cleaning Procedures

Remove eye make-up gently with cotton wool pads soaked in special eye make-up remover.

Remove mascara by placing a moistened tissue under the lower lashes and stroking both sets of lashes together with cotton wool pads soaked in cleanser.

Apply the cleanser in circular movements, using your fingertips for cream cleanser or cotton wool for liquid cleanser. Start at the areas around the eyes and cheeks.

Massage around the jaw and neck using upward strokes.

Remove the cleanser with cotton wool pads or paper tissues.

Applying Toner

Immediately after cleansing, apply toner on a cotton wool pad – or pour a small amount of toner into the palm of your hand and splash it onto your face.

Washing

Wet the skin with lukewarm, not hot, water and wash your face in light circular movements.

Rinse your face thoroughly with fresh lukewarm water.

Pat your face dry with a clean, soft towel.

Moisturizing

Moisture is the most important element in skin chemistry. A moisturizing cream will help to offset the evaporating effects of the environment – sun, wind, central heating, air conditioning and pollution. If used daily, especially under make-up, moisturizer will protect the skin, helping to seal in the vital natural moisture of the skin and acting as the perfect base for make-up.

Applying Moisturizer

With clean fingers, feel your skin gently for dry patches.

Smooth the moisturizer evenly over the required area with your fingertips, using upward and outward strokes and being careful not to drag the skin.

Work the moisturizer into your cheeks with your fingers, stroking upward. If there is any visible residue, remove it gently with cotton wool pads or a tissue.

Facial Exercises

It is well-known that regular exercise improves the muscle tone of your body and helps your figure to keep in good shape: exactly the same is true of your face. As you grow older, the layers

of fatty tissue under the skin decrease and the muscles slowly lose their tone. The face starts to lose its firm shape and the skin begins to sag. In addition, stress, worry, or anger adds the face into unsightly wrinkles which can all too easily become permanent fixtures. Regular exercise will keep the muscles in your face firm and mobile, and will also help your face to relax physically and visibly after a stressful day.

Repeat this sequence of exercises several times each day.

Close your eyes and squeeze your face up tight. Relax.

Open your eyes wide and make a soundless “O” with your mouth. Relax.

Stick out your tongue and open your mouth in a silent scream. Relax.

Purse your lips, and move them to the left and to the right. Relax.

Open your eyes wide and grin from ear to ear. Relax.

Chin and Neck

Repeat this sequence of exercises several times a day.

Begin each exercise by sitting up perfectly straight with good posture.

Bend your head forward, stretch your neck muscles. Return to your starting position.

Stretch your neck back with your mouth in a pout, your lower jaw thrust up and out. Straighten up.

Puff out your cheeks and circle with your head and neck, first clockwise and then counter-clockwise.

Eyes

Relax your eyes by holding your head completely still and rolling your eyes, first clockwise and then counter-clockwise.

Chapter 17: Facial Cosmetics and Equipment

Basic Equipment

Some basic standbys will be invaluable for helping you achieve a professional, finished look to your make-up.

Tissues will be needed for cleansing routines, for correcting mistakes, for blotting lipstick, and for keeping your hands and working surfaces clean.

Cotton-tipped sticks are handy for removing smudges, blending shadows and softening pencil lines. They also make good application for powder eye shadow.

Dry cotton wool is perfect for applying toner and for dusting off excess face powder or powder eye shadow. Cotton balls are convenient, but a roll will work out cheaper.

Sponges can be either natural or synthetic; it's good to have a stock of several for applying foundation. Clean and rinse them regularly.

Powder puffs will be needed for loose and compressed face powder; soft swans-down puffs are particularly useful for loose powder.

Eyebrow tweezers, scissors, eyelash curlers, and a cosmetic pencil sharpener will all come in handy too.

Brushes

Brushes for make-up come in all shapes and sizes. They are necessary for precision work around the lips and eyes, and also for applying light dustings of shades and powder eye shadows.

Contour brushes are big, fat, soft brushes used for applying powder blushers, shades and highlighters.

For eye make-up you will need several brushes, each for a separate range of colors. Choose from round or pointed brushes, or chisel-ended ones which make sharper lines.

Sponge-tipped applicators are useful for loose eye-shadow powders, or for applying color beneath the eye.

Eyeliner brushes are small and fine with pointed tips; they are used for drawing fine lines or for applying small dots of color.

A lip brush is a chisel-ended brush, usually with a lid or a retractable head to stop it collecting dirt. Clean it by wiping off excess lipstick with a tissue and then rubbing in cleansing cream; wipe it clean with a tissue.

An eyebrow brush is for training the brows into shape and for removing excess powder.

Foundation and Powder

Good make-up begins with an even, well-applied base, and this is produced by careful use of foundation and powder. The foundation provides the background tone and color, and the powder used to set the foundation so that it doesn't streak or smear.

The coloring of your foundation and powder is very important, and should match your own natural skin tones. If your skin is very white, or pink and white, you can use pale foundations with a tan, honey, or pink tint. If your skin tones are more sallow, or suntanned, go for tan, beige, olive, or occasional peach shades – pink tints will look unnatural on your skin. If your skin is black or very dark, you can get away with dark tones of browns and reds.

Always test the color of foundation or powder on your face rather than on your hand, as the tones are very different. If cosmetics are too light they will make your face look masklike; if they are too dark they will give it an unhealthy all-over flush. Remember that this is only a base to even out skin tones; color and shading can be applied later.

Foundation

Foundations come in several forms. Liquid foundation, in bottles, gives a light coverage and is suitable for fine or young skins in good condition. Most foundations are slightly thicker and come in tubes or pots – these are easier to apply, and give a more substantial coverage. Solid foundations, which come in cake form, are really only needed for badly blemished skin, for instance a face scarred by acne.

Your face should be very clean and grease-free before you apply foundation; if there are any traces of oiliness, apply an astringent lotion first. To avoid clogging the pores with foundation, apply a moisturizer first; allow 5 to 10 minutes for this to be fully absorbed before you apply your foundation. Put a blob of foundation in the palm of one hand, or on the back of the hand,

and use clean fingers or a dampened sponge to apply the foundation in even strokes to one part of the face at a time.

Chapter 18: How to Apply Your Foundation

Put a little foundation in the middle of your forehead and spread it with circular strokes to cover the entire area up to the hairline.

Work down from the temple, over the cheek, and under the eye; repeat on the other side of the face.

Put a dab of foundation at each side of the nose, and blend these over the nose and up over the eyelids. This will form a base for your eye shadow.

Cover your chin, lips, and jaw line, blending the foundation under the jaw line to avoid leaving a sharp line.

Remove any surplus foundation from your neck, using the backs of your fingers in light upward strokes. Check closely in a mirror that the foundation is even. Blot all over with a tissue.

Powder

Powder is essential to help set your foundation and to provide a grease-free surface for the rest of your make-up. It may be tempting to miss-out on the powder, but it does give a more natural finish than bare foundation; the only time it can be left off is when you have used a bronzing gel as a base.

Powder is available in two forms: loose and compressed. Loose powder gives a more translucent finish and is best for the first dusting after applying foundation; any surplus is easy to remove. Solid powder is more convenient and less messy to carry around, and is best used for quick repairs such as dusting a shiny nose. Because compressed powder tends to be thicker, it must be applied carefully and evenly to avoid a clogged or heavy finish.

Chapter 19: How to Apply Your Powder

Dab the powder puff or cotton wool into the powder and then apply it to your face in a press and roll motion. Don't miss the crevices around the nose, lips, and eyes and take care not to rub the powder into the pores.

With a soft, thick powder brush or a swans-down puff, remove any surplus powder with downward movements. Blend in the line around the jaw and neck. Then use an eyebrow brush to remove any loose powder from the eyebrows.

Highlighters

After you have laid base color with foundation and powder, you can emphasize the contours of your face with blushers, shades, and highlighters. These bring life and a shape to your face, emphasizing bone structure and playing down faulty or irregular features.

The basic principle is that colors paler than the skin bring features forward, while darker colors make them recede. Contour color should always be subtle, blended with a light touch and not applied in harsh lines. Contour colors come as gels, creams, sticks, or powder. Gels and liquids give color to the skin, with a light coverage that flatters tanned and even skin tone.

Powder is the easiest to use, as layers of color can be build up gradually. Look carefully at your face shape and decide which features you want to enhance and which you want to play down. Shader and highlighter work well together when chosen carefully. Blusher adds color rather than shadow, and so can be of a richer hue, for instance a red blusher adding to shades and highlights in tones of tan or peach.

Use highlighters only on good features which you want to draw attention to, for instance was balanced cheekbones or an attractive bone structure around the eyes. The cheek and brow bone form a natural frame, for the eyes, and if the bones are highlighted they form a very dramatic setting for well blended eye make-up. Don't use a highlighter that is too pale, ivory, pale pink, or cream tones look better than white. Bronzes, golds, and deeper pinks look good on darker skin tones.

Added shine or glitter intensifies the effect of highlighter, especially in strong sunlight or electric light.

Chapter 20: How to Apply Your Highlighter

To emphasize the cheekbones, apply a line of highlighter from the outer corner of each eye, above the cheekbone, to the hairline.

To bring forward a receding chin, apply highlighter on the tip of the chin and blend it into the surrounding make-up.

Shaders

Shaders cause the part that they are applied to literally to recede into the shadows. Shaders can be used to emphasize good bone structure and to detract from pudginess or uneven features. Shading should be a subtle blending rather than obvious patches; use pinks, golds, peaches and reds in daytime, and keep the darker browns for use under electric light.

Chapter 21: How to Apply Your Shader

To emphasize cheekbones, use shader to draw a line under the cheekbone, from under the center of the eye out toward the top of the ear. Draw a second line toward the bottom of the ear, then fill and blend.

If your nose is too broad, narrow the wide area with triangles of shader at the sides.

Lift a heavy jaw by shading shapes just above the heavy part; blend well into the natural shades of the face and neck.

If your nose is crooked, straighten its appearance by applying a little blended shader to the crooked side.

To give a wide forehead a better proportion, apply shader to the temples and blend it with the hairline.

Blushers

Blushers are strong colors that add a healthy warmth and tone to the skin. Even faces that do not need contouring will look better with a little blusher, and mature skins are enhanced by soft shades of matt blusher. It is important to place blusher properly. If the color is too near the nose, it can give the face a pinched look; always blend toward the hairline to give the face an open

aspect. Blusher should usually be at least two tones darker than your skin tone. Blusher should always be within the same color group as eye make-up used.

Chapter 22: How to Apply the Blusher

To slim down your face, apply blusher just at top of cheekbones and sweep it softly up and out toward the middle of your ear. To bring your chin forward, add a touch of blusher beneath the jaw.

To give your face a healthy glow, use blusher over your cheeks, out toward your ears, and up beside your eyes and the outer part of your eyebrows.

For a pretty, natural look smile and apply blusher to the “apples” of your cheeks.

Chapter 23: How to Apply Your Lip Make-up

Lip color complements your other make-up and draws attention to a pretty mouth. It gives a boost to a complexion that may be a little dull, and so can be a particular asset to the older woman. Lipstick can be obtained in colors to suit the palest to the darkest skin, and to complement every kind of make-up effect from “nearly natural” to a dazzling evening look.

Although the solid stick is the most popular form of lipstick, good lip make-up can only really be achieved with a lip brush, as sticks is too wide to give a precise shape. Remember that the shape of your lips can be altered with make-up more easily than any other feature, so don't be afraid to experiment if you want a different look.

Lipstick

As there are very few sebaceous glands on the mouth, the lips have a tendency to dry out, so lipsticks are generally softer than other cosmetics. Lip colorants are usually in stick form, but can also be bought as glosses or creams. Colors range from almost white to almost black, but most shades are dark or light tones of pink, red, beige, orange, peach, or plum.

Most lipsticks are based on a mixture of waxes, oils, and fatty alcohols, with pigments for coloring. If the pigment is allowed to reach the lips it will tend to dry them out; this is why a layer of foundation is so important. Because of the creamy consistency of lipsticks they tend to smear and smudge very easily; use a paper tissue to blot off excess lipstick after application.

Lipsticks Colors

Most wearable for everyone: Soft pinks and corals.

Ruddy Skins: Stay away from colors with blue in them. Look for beige/pinks and roses.

Fair Skins: Soft mauves and champagne pinks are very flattering.

Olive Skins: Choose from bluest tones, like mauves, plums, burgundies with a tan: hot pinks, corals and radiant reds are most striking.

Chapter 24: How to Apply Your Lipstick

First prime your lips with a good base of foundation and powder. Be sure to use lipstick with the same color range as the rest of your make-up.

Outline your lips with a lip pencil a tone or two darker than your lipstick shade. Define the bow on the upper lip with two precise strokes.

Continue the line of the upper lip, keeping your mouth closed and relaxed. Use short strokes, as they are easier than a continuous line. On the lower lip work from the center out to the corners.

If you find it difficult to position the line accurately, place your forefinger and middle finger at the corners of your lips and pull them taut.

Work some lip color into a brush and fill in the outline from the center to the corners. Work gradually toward the outline, don't cover it with a lipstick.

Open your mouth wide and brush the lip color into the corners so that there are no unfinished edges.

To get a good lip line, make an "E" sound and keep mouth in that position while applying lip liner.

Chapter 25: How to Apply for Different Lip Shapes

To give fullness to thin lips, apply foundation over the entire lip area and then outline with your lip pencil, just beyond the natural line of the lips. Fill in with lip color in a bright shade, or use plenty of gloss.

To play down full lips, apply foundation and then pencil your line just inside the natural lip line. Avoid glosses or bright colors, and blot off any extra sheen.

Make droopy lips more cheerful by covering the lip corners with concealer. Then use a lip pencil to extend the corners of the lip upward, and fill in with color.

If only your top or bottom lip lacks fullness, draw your line just outside your natural lip line on the thinner lip. Then fill in the area of the full lip with a darker color than you use on the thin one.

To make your lips plumper and more pouting, apply color over all but the very center of the lips. Fill in the center with a lighter, more shimmering color, but don't make the difference too obvious.

As you get older, the natural lip line becomes less well defined and is complicated by wrinkle lines running into the lip shape. A hard pencil and a good lipstick coating will help stop the color seeping beyond the lips themselves.

To remove lipstick, always use cold cream to remove lipsticks as this will help to soften and condition lips. After removing lipstick, always dab on a bit of moisturizer.

Chapter 26: How to Apply Your Eye Make-up

The eyes are usually the most beautiful and expressive part of the face and skillfully applied make-up will accentuate them. Eye make-up can be very simple – a touch of mascara or brush of shadow suitable for a busy day or a summer outing. Or it may be very dramatic – several colors of eye-shadow, eyeliner, mascara, and brow pencil for a special night out.

The trick is to learn to apply all your eye cosmetics accurately and skillfully; that you will make every stroke count, whether you need a one-minute miracle in the morning or whether you have 15 minutes to spare before a party. Experiment with different ways of shading and highlighting

your eyes, and see which shapes and colors suit you best. Generally, fair complexions look best with softer, more subtle shades of shadow, liner, and mascara, while darker skins can take more dramatic colors and combinations.

Eye Shadows

Eye shadow is available in various forms; creams, pencils and pressed powder, all with either a matt or pearl-finish. The choice of textures and shades is enormous, allowing you to mix and match and create a variety of different looks.

Powder eye shadow is the simplest to apply, using either a specially shaped sponge applicator or cosmetic brush. The powder glides on the eyelid and with careful blending you can easily vary the density of color.

Creams require a little more skill and should be applied with either a brush or finger tip. Powder pencils allow for precise application, while the cream formulations tend to crease in the eyelid.

Using Eye Shadows

Eye shadow is the main way of contouring your eyes, and is the most important part of your eye make-up. Always make sure that it is blended well into the surrounding skin or the adjoining color of shadow; harsh edges will make it look artificial.

Eyeliners

Eyeliner comes in three main forms; liquid and two types of pencil. Liquid is supplied in a small bottle with a fine brush and it needs to be applied carefully so that the line doesn't look too harsh.

Some eyeliner pencils are water-soluble; they have to be moistened with water or saliva before being applied and will give either a hard or gentle line as required.

Other eyeliner pencils are used without moistening them; before buying this type of pencil, test that it is not too hard by using it on the fine skin between your thumb and first finger and checking that it does not drag or catch the skin.

Chapter 27: How to Apply Your Eyeliner

Eyeliner is used to accentuate the shape of your eyes by emphasizing the borders of the eyelids and providing a contrast between the dark eyeliner and the white of the eye. It should be applied after your eye shadow.

Some Eyeliner Techniques

To apply liquid liner or eyeliner pencil, rest your elbows on the table to steady your hands. Hold the corner of your eye steady with one hand. And with the other gently draw a line just outside your eyelashes on the upper and lower lids.

For a more subtle effect use an eye pencil in the same color as your eye shadow but a little darker. Dot the pencil all along your upper lashes and just below the lower ones. Gently blend the eye shadow into the dots with your finger tip or, for a better blending, use a soft smudging sponge up.

For a very striking effect, use an eye pencil or kohl pencil to draw a line along the inside of your upper and lower lids, right next to your eye. This can make your eyes look enormous, but if they are fairly small it may make them seem even smaller.

It is best to avoid this technique if your eyes are very sensitive to cosmetics.

To make eyes look their biggest, start your liner from middle of lower lashes and draw your line toward outer corner of the eye.

Basic Rules

Apply highlighting color to entire lid.

Use darker tones such as browns, grays, greens, blues and purples to establish the shape of the eye, working from the inner to the outer corner of the eye. Use a darker tone to define the shape of the eye socket with a contour shadow.

Use a darker tone to define the shape of the eye socket with a contour shadow.

Chapter 28: Useful Hints for Different Set of Eyes

Here are some ways of emphasizing your good points and of playing down various slight defects:

Prominent Eyes – it can be made less obvious by using dark shadow over the whole eye lid and lighter toner under the brow.

Deep-set Eyes – it can be brought forward by using pale shadow over the eye lid and darker shadow on the brow bone.

Droopy Eyes – it can be given a lift by applying darker shadow in the eye socket line, stopping it before the droopy corner. Brush your eyebrows upward, and define their shape well with a pencil.

Sole-shaped Eyes – it can be emphasized with deep-toned shadow taken to the outermost part of the lid and extended slightly beyond the corner of the eye. Then apply a light-toned shadow to the inner corner of the eye and extend it to the brow bone.

Close-set Eyes – throw the emphasis to the outer corners by applying a dark-toned shadow to the outer half and extending it slightly beyond the corner of the eye. Then applied a light-toned shadow to the inner half of the eye. Echo the darker tone under the lower lashes along the lash line from the middle of the eye to the outer corner.

Wide-set Eyes – accentuate the inner corner. Starting close to your nose, use a darker shadow to cover the inner half of the eye and the brow bone. Shade the outer half of the eye in a lighter tone, and do not extend make-up past the corner of the eye.

Eyelashes

Emphasizing the eyelashes accentuates the eyes in general and adds an attractive finishing touch to your eye make-up.

Mascara

Waterproof and non-waterproof mascaras are available. Non- waterproof ones are best

For regular use as they are easier to remove. Waterproof mascaras are useful for swimmers but must always be removed very carefully to avoid damaging the delicate skin around the eyes. The most usual colors for mascara are black, dark brown, and charcoal, although blue and green are also available.

Chapter 29: How to Apply Your Mascara

Close one eye and brush mascara down from the roots to the tips of your lashes.

Next, open your eye wide and brush the top lashes from underneath, again from roots to tips.

Again, with your eye open and working from roots to tips, add more mascara to the lower lashes. Repeat for the other eye.

Curling

Curly lashes look thicker and so need less mascara. Straight lashes can be cured with eyelash curlers; carefully trap a row of lashes in the curlers and apply several short squeezes.

Dyeing

The eyelashes can be dyed cosmetically to make them more apparent. Eyelash dyeing is quite difficult to do, so you will probably be better to get this job done professionally rather than trying to do it yourself. Avoid dark dyes if your natural lash color is very pale.

False Eyelashes

These can be worn to give very different effects: they can look very obvious, or they can be trimmed back to different lengths to be more discreet and natural looking. False eyelashes are attached with a special glue, but because this is not particularly easy to remove completely it is advisable not to wear false eyelashes very frequently.

For a fashionable look, apply a colored mascara (navy blue, cobalt blue, green, violet) to tips of upper lashes.

Chapter 30: How to Remove Your Eye Make-up

All eye make-up must be thoroughly removed if leftover traces are not to dry out and damage the delicate tissue that surrounds the eyes. Mascara in particular is very easy to miss; after your regular eye make-up cleansing procedure, try removing final traces of mascara with a cotton-tipped stick dipped in cleanser.

Cleansing Procedure

Begin by applying eye make-up remover directly to a cotton wool pad.

With your eye closed, draw the pad over the upper lid, starting from the inside corner of the eye.

Again with your eye closed, use the other side of the pad for the lower lid.

Continue with a clean pad until no more make-up can be removed.

Then repeat this procedure for the eye, always using a different pad.

Eyebrows

The eyebrows are an important part of your overall face shape and expression, and should not be neglected when you are thinking of eye make-up. If your eyebrows are in good shape they will

balance the features and provide a frame for your eyes. If the eyebrows are very thin and hard they will look unnatural: if they are very thick and shaggy they will tend to look unfeminine and to overshadow your eyes.

Shaping of Your Eyebrows

The natural shape of your eyebrows and the place on the brow where they grow will probably be a natural balance to your face shape. This means that it is usually best not to alter their shape too drastically. A good way of establishing where your eyebrows should begin and end the how high they should arch is to use the simple measuring technique which follows:

If you have a small brow and fine features, your eyebrows should be delicate too.

If your features are heavy, then your eyebrows may need strengthening and defining more clearly if they are to play their full part.

How to Measure Your Eyebrows

Sit in front of a mirror and take a pencil in one hand.

Hold the pencil so that it makes a line from the side of your nostril to the inner corner of your eye and upward; where the pencil touches the eyebrow is where your eyebrow should start.

Hold the pencil at an angle from the side of the nostril, past the outer corner of the corner of your eye and outward; this is where your eyebrow should end.

If you look straight ahead, the highest point of your eyebrow should be directly above the iris of your eye.

Chapter 31: How to Pluck Your Eyebrows

Removing straggling hairs from around the edges of your eyebrows and also removing any very bushy hairs will improve the outline of your eyebrows. But take care not to remove too many hairs or your eyebrows may end up looking rather bald and unnatural. It is good idea to pluck your eyebrows after taking a hot bath, as the skin is softer then and the hair follicles are more open. You will probably find that slant-ended tweezers are better for plucking the eyebrows than either straight-or-rounded ones. After plucking your eyebrows, give them another brushing with your eyebrow brush, and then wipe them with a mild toner to close the follicles that have had their hairs removed.

Techniques to Pluck Your Eyebrows

First brush your eyebrows into shape with a special eyebrow brush or a clean old toothbrush.

Then use tweezers to pluck out the stray hairs. Begin by removing stragglers from between your eyebrows and then tidy up the general outline.

Defining the Eyebrows

Most people prefer to use a fine eyebrow pencil for defining their eyebrows. Always choose a color to tone with your own eyebrows and hair color; your face will look strange if you choose a color that is at odds with your natural coloring. If you are using an eyebrow pencil make sure that it is very sharp so that you can draw the lines exactly where you want them.

Always start at the inner corner of the eyebrow and use short, light upward strokes as you work toward the middle.

From the center of the eyebrow to the outer edge, use the same kind of feathery strokes as before but this time tip them downward.

Always pluck brows in direction of growth so as not to damage the hair follicle.

Chapter 32: Teeth and Mouth Care

Your teeth and gums are very important to the overall effect of your face; you show them when you talk, smile, laugh, or even yawn! Two rows of clean, white, well cared for teeth in healthy pink gums are an asset to any face, and it's worth taking the time to keep them in peak condition.

How to Clean Your Teeth

Cleaning your teeth by brushing and flossing benefits them in several ways. First of all, it makes them look more attractive by removing food particles and plaque – the sticky, yellowish film that clings to uncleaned teeth. Removing the plaque regularly should also keep dental caries – tooth decay – to a minimum; the longer the plaque remains on the teeth, the more chance it has to eat into the enamel.

Thorough cleaning also helps to keep your breath fresh, and your gums in good condition.

Brushing Techniques

Apply toothpaste to your brush and then pace the brush against your teeth. Then brush, moving the brush slightly from side to side so that the bristles reach into the gap between your teeth and gums.

Starting with the brush at the junction of your teeth and gums, brush away from the gums with an outward rotating movement. Repeat above steps until you have cleaned the outsides of all your upper and lower teeth.

Next brush to and fro across the biting and chewing surfaces to your teeth, making sure that you reach right to the very back.

Finally brush the insides of your teeth; the best way to brushing the inside of your front teeth is to hold the brush in an almost vertical position and then brush up or down away from the gums.

At least once a day, use dental floss to finish off your teeth cleaning routine. Wind a length of floss around the second finger of each hand leaving about 2 inches of floss between them. Then move the floss gently up and down between your teeth.

Chapter 33: How to Wash Your Hair

Shampooing and Conditioning

Brush your hair through to get rid of any tangles and dirt from the scalp.

Wet the hair thoroughly, leaning over a bath or basin. Use a shower attachment to make sure the hair is wet all over.

Pour a small amount of shampoo into your hand. Massage the hair well with your fingertips, starting at the scalp and working through to the ends.

Rinse your hair thoroughly and check that there is no shampoo left in your hair.

Squeeze out any excess moisture with your hands.

Rub a small amount of conditioner into the hair – not the scalp.

After a few minutes, rinse away the excess conditioner; don't be afraid to rinse thoroughly, as your hair will have absorbed all the conditioner it needs.

Blot the hair with a towel; never rub it, as the hair is at its weakest when wet.

Wrap your hair in a toweling turban and leave it to absorb the moisture. When the hair is damp rather than wet, comb it through and dry in the usual way.

How to Wash Different Hair Types

Oily Hair – It should be washed frequently (every day if you wish) with one application of a mild shampoo and warm, rather than hot water. A final rinse of clean water with a little vinegar or lemon juice will restore the acid/alkali balance of the hair.

Dry Hair – It does not usually need to be washed as frequently as oily hair; use one application of a shampoo specially formulated for dry hair. Massage the scalp thoroughly and finish with a good conditioner.

Normal Hair – It simply needs to be washed with a balanced shampoo whenever it gets dirty.

Combination Hair – It should be washed with a single application of a mild shampoo. Use a conditioner on just the ends of the hair.

How to Set Your Hair

Setting and perming can both be used to add extra body, bounce, or curl to your hair. Setting is a temporary measure – the effects can last for anything from a few hours or until next washing of your hair, depending on your hair type and the setting technique you use. Perming, as the name suggests, is permanent – the effects last as long as the permed hair lasts.

Roller Setting

Rollers have more holding power – than heated setting appliances. Hair that is naturally curly or wavy will curl more tightly, and needs larger rollers than fine or straight hair. Only a small section of hair should be wound on to each roller, or your hair will take a very long time to dry and the finished effect will be uneven.

Standard Set for Body and Bounce Hair

Wash your hair and towel it dry, leaving it slightly damp. A setting lotion or gel applied at this stage will help keep the set in place.

Use the tail of a rattail comb to divide off a small rectangular section of hair, and comb it through.

Hold the hair out from the head, straight but not stretched, and wind the ends round a medium-sized roller.

Wind the strand evenly and firmly round the roller, down to the scalp. Secure with a hairpin pushed in at 45 degrees to the scalp. If the hair is rolled under, the pin points up, and vice versa.

Insert rollers in the same way all around the top of the hair.

Set the rest of the hair in even sections, working from one side round the back to the other side.

Dry the hair with a blow dryer, or leave to dry naturally. When full dry, remove the pins and rollers.

Hair Setting Agents

The styles of today are easier than ever to keep in shape. Natural looks are the order of the day – no longer do hair dressers set the hair into regimented rows or cylindrical curls. Sets are used instead to give the hair life, thickness, wave or soft curl.

Setting lotion is a thin liquid that is often used in roller setting. It is combed through the hair before the rollers are put in, and holds the curls in place once the hair is dry.

Setting mousses have created quite a revolution in hair styling in recent years; they give short styles shape and body. The mousse is sprayed onto the hand from an aerosol, spread through the hair, and then the hair is blow-dried into shape.

Gels can be used to sleek back the hair for a very streamlined look, or to hold shape in spiky styles. They are also good for holding down wisps of wavy hair if you want a smooth finish.

Hairsprays these days are fine, light, and virtually invisible, and very easy to brush out. They can be very useful for holding a style in place, especially outdoors.

Chapter 34: Hair Conditioning and Coloring

Hair Conditioning

The main purpose of any conditioner is to restore the electrical balance of the hair. A conditioner is a vital part of hair care. Once the hair has been washed the conditioner is massaged in, left for a few minutes, and then rinsed off.

Hot Oil Conditioning

This can be done with special oils sold for the hair, or with other oils such as coconut or almond oil. The oil is warmed and then massaged into the hair. The oiled hair is wrapped in plastic, covered with a warm towel, and left for half an hour: the heat helps the oil to penetrate. For even better results the oil can be left on overnight. The oil is washed out with two applications of shampoo, and the hair conditioned as usual.

The oil is massaged into the hair.

The hair is wrapped in a warm towel.

The oil is washed out.

Hair Coloring

There are many ways of changing your hair color, depending on its original shade and how long you want the effect to last

Temporary rinses are the mildest form of hair colorant. They are applied to clean, wet hair, and the color lasts until the next shampoo. Because they only coat each hair with color, rather than altering the basic color of the hair itself, they are most effective on light hair. They are useful for improving the look of permanently colored hair between tinting sessions, or for helping to mask gray hair

Semi-permanent colorants are left on clean, wet hair for 20 to 40 minutes before being rinsed out. The effects will last through 4 to 6 shampoos.

Vegetable dyes are non-toxic and cannot harm your hair, in fact, many of them have a conditioning as well as coloring effect. Henna has been used for centuries as a hair colorant, and can be obtained in many shades from golden brown to dark red. The henna powder (made from crushed henna leaves) is mixed to a paste and applied all over the hair. After 30 to 60 minutes it is rinsed out and the hair is washed. Always use rubber gloves when applying Henna, or you will color your hands as well as your hair. Henna is most effective on dark hair while infusions of chamomile or marigold work best on fair hair, lightening and warming the natural color.

Permanent tints actually alter the structure of the hair, so having one should be regarded as a serious step, and should only be taken if you are prepared to spend time and money having the roots touched up. For the best results, have permanent tinting done in a salon by a professional colorist. Remember that permanently tinted hair can be very susceptible to damage and treat it carefully.

Scalp Massage

Scalp massage is a wonderfully relaxing treatment, which loosens a taut scalp, improves circulation and stimulates healthy new hair growth.

Use the pads of the fingertips, not the nails, and make small circular movements all over your head with the fingers and thumbs of both hands. Move the scalp as you massage, rather than moving the fingers. Cover every inch of the scalp, but pay special attention to any areas that are tense, such as the base of the neck. A circular rubber massage brush can be used for scalp massage instead of the fingers.

Conditioner makes your hair feel smoother and look shinier and also protects it against the environment and against damage inflicted while grooming. It cuts down on static, reduces fluffiness and smoothes down the cuticles, thus allowing light to reflect evenly from the hair.

Shampoo and conditioner serve different functions, a shampoo opening the pores to clean the hair and a conditioner closing them to protect it.

Chapter 35: Ten Easy Steps to Clean Hair

Treat dry scalps or dry hair to a pre-wash: massage oil thoroughly into scalp and leave for 20 to 30 minutes (sitting in a hot bath, the steam will help the oil to penetrate the skin).

Never wash your hair while you are taking a bath; the water is dirty, teeming with bits of flaked skin, soap scum and other undesirable elements.

Lean over the basin or bath: this position will loosen the skin on the scalp and stimulate blood circulation.

Use one capful only of shampoo and spread it between the palms of your hands; for very greasy hair you can dilute the shampoo and repeat the shampooing process.

Using the pads of the finger tips, massage the shampoo gently into the scalp. Do not use the length of your hair as a massage pad, and do not massage shampoo into hair growing below chin length.

Rinse the hair thoroughly; by the rule of gravity shampoo will travel down the length of your hair, and diluted shampoo is perfect to clean the longer part of the hair which has already had a few hundred shampoos in its lifetime.

Rinse again to make sure all traces of shampoo have been removed.

Blot dry on a towel. Do not pull or rub the hair as wet hair loses 20% of its natural resilience and elasticity.

For long hair use a tablespoon of conditioner, for short hair a teaspoon, and gently fold it into the hair. Do not rub it into the scalp, it is a hair, not a skin, conditioner: use a sawtoothed rubber comb to ease the conditioner through the hair, starting at the root ends.

Rinse again and wrap a warm towel round the hair to absorb excess moisture.

Chapter 36: Hair Types and their Causes, Symptoms and Remedies

Dry Hair

Causes – Naturally dry hair is usually coarse due to fewer follicles and fewer oil glands. Hair also gets drier with age as the production of sebum slows down. Most dry conditions are due to self-inflicted damage: perms, overzealous blow drying, and harsh shampoos. Also to insufficient washing and grooming of thick, curly hair because of the effort and pain involved.

Symptoms – Dull, coarse, brittle and easily damaged. Scalp can be tight and flaky. Curly hair is often dry because the bends in the curls open up the hair shafts.

Remedies – Wash regularly; dry dirty hair is fragile and snarls and splits easily. Before washing, massage the scalp with oil to aid circulation and prevent the build-up of dead skin cells which block the hair. Use conditioner at every wash. Avoid heated rollers or dryers, using gel instead and scrunch dry the hair to protect it and make it shiny.

Oily Hair

Causes – Common with fine hair because of more numerous follicles pumping out sebum. Hormonal imbalances, especially in teenagers, also speed up oil production. Poor diet, stress, over-handling and cold weather all contribute to greasy and oily hair.

Symptoms – Lank, dull and stingy; hold style poorly. Unless frequently washed, hair becomes smelly, as it traps sebum, sweat, dirt, dust, tobacco and stale food odors.

Remedies – Nature remedies this condition, hair becoming drier with age. Until then, wash frequently and as often as you like. Avoid rich, fatty foods, expose the hair to fresh air for at least 30 minutes every day. Use hair conditioner.

Normal Hair

Causes – Fortunate genetics, healthy diet and sensible precaution.

Symptoms – Glossy throughout; fine hair may be static.

Remedies – Maintain this happy state of affairs by washing every 3 to 5 days. Use conditioner to protect the ends; avoid perms.

Mixed Type

Causes – As hair grows long, its condition often changes, the ends becoming dry and brittle. Harmful treatments, sun damage and rough handling exacerbate the mixed condition.

Symptoms – Hair needs frequent washing which seems to make the ends worse.

Remedies – Alternate a shampoo for greasy hair with one for normal hair, but apply shampoo only to the scalp; the rinsing water will carry diluted shampoo through the length of the hair. Use a conditioner as for dry hair, from the ears down only. Remove it with diluted lemon or vinegar rinse which will adhere to the unconditioned top of the hair. Then rinse with fresh water.

Hair Cutting

The cut of your hair should show it off to the best advantage whatever its characteristics. A good hairdresser will be able to find many different styles that will show it off to good effect. Hair should always be cut wet; it may then be re-trimmed dry to correct any minor faults or irregularities. A cut usually lasts for about six weeks in good shape before it begins to lose its definition as the individual hairs grow at different speeds. Whatever the specific style chosen, your hair will probably be cut in one of two basic styles: blunt cut or layered cut. Lots of hair cuts are being practiced nowadays and better choose the style that suits your face shape.

Blunt Cuts

Blunt cuts style the hair so that it is all the same length at any particular point of the hairstyle. The cut may be a short bob, a shoulder-length fall of hair, or even a waist-length style, and the hair may be cut with or without bangs. Whatever the style, the ends of the hair will all be cut to the same level. Blunt cuts look their best on straight hair, as the style stays in place more easily, but women with wavy hair can often have their hair cut and bow-dried into an even cut such as a shoulder-length bob or a pageboy cut.

Layer Cuts

There are many, many variations of the layer cut, but the basic technique is the same. The hair is cut shorter at the top and sides, and left longer at the back, or it may be cut very short around the back and sides to give a boyish look. Gel and mousse can be used to make the hair spiky or full; it can be “scrunch-dried” to give a random effect, or it can be blow-dried or tonged into curls, waves, or sleek head of hair. Layered cuts of different sorts can be done on any kind of hair.

Chapter 37: Hair Drying

Basic Blow-drying Technique

Before you begin blow-drying, wrap your hair in a towel for 10 minutes to absorb most of the moisture. Hair does not begin to take on a shape until it is nearly dry, so blow-drying wet hair is just wasted effort.

Roughly bow-dry the hair all over the head until it is just very slightly damp. Some special blow-dry conditioners can be added at this stage.

Use metal clips to hold back hair that is not to be worked on yet. Beginning with the center back, roll up the hair in 5 cm sections and direct the heat toward the roots, moving it steadily across the rolled up hair. Lift the brush to give more bounce and to speed up the drying process.

Unpin other sections and gradually blend in the layers as you dry. Allow the quills of the brush to grip the hair at the ends and turn under with a steady roll of the wrist.

Give the top hair extra lift by rolling it up closer to the roots, but always leave about 2.5 cm unrolled so that the hair is not damaged.

Brush the side hair away from the parting, turning the hair gently under while you direct the heat at the top. Brush the bangs into shape and dry.

The finished style should have a smooth appearance, with no rolls of hair that have not been incorporated into the finished style. Leave the hair to cool completely before you give it a final brush, or you will brush out the curl.

Tips for Blow Drying

Always work with small sections of hair; they are easier to control. Keep hair you are not working on out of the way by clipping it back with hairpins.

For sleek, straight hair, brush downward from the crown in long strokes.

To straighten frizzy hair, catch the ends tightly in a brush and hold the hair out from the head; direct the heat from the top.

For a full, straight effect, brush your hair forward from the nape of the neck, put your head down, and blow-dry the hair upside down.

Chapter 38: Hair Problems and Treatments

Few people have hair that is always in good condition and full of bounce and body.

Dry Hair

Dry hair is vulnerable and easily damaged because it lacks the normal protective coat of sebum. If dry hair is your problem, always use a shampoo and rich conditioner specially formulated for dry hair, and use fingertip scalp massage during washing to stimulate the sebaceous glands.

Oily Hair

Oily hair looks lank and lifeless, and picks up dust and dirt very easily. Frequent washing with a mild shampoo is necessary, but use warm rather than hot water so that the sebaceous glands are not over stimulated.

Fragile Hair

This is usually the result of too much perming, tinting, and coloring, or too frequent use of heated rollers, dryers, and tongs. The protective surface of the hair becomes damaged, making the hair very vulnerable. Use a wide-tooth comb that does not tug or tear your hair, and wear your hair in a simple style that does not need a lot of handling.

Split Ends

Fragile hair splits easily, but split ends can also occur in hair – especially long hair – that is in otherwise good condition. They are usually the result of not treating your hair with enough care – using spiky rollers carelessly, perhaps, or using heated hair appliances too frequently. Use a brush with well spaced rounded nylon quills in preference to a bristle brush, and use a protective conditioner before blow-drying your hair. Have your hair trimmed regularly to remove the split ends, as this will prevent the split traveling up the hair.

Dandruff

In mild cases of dandruff, small flakes of skin appear in the hair. This may be the result of using harsh products, or an accompaniment to general dry skin and dry hair. Vigorous brushing with a gentle bristle brush will stimulate the scalp and remove the dandruff; scalp massage will help bring more nutrients to the scalp to feed the skin and hair.

Hair Loss

The average person may lose around 100 hairs a day and not notice the difference, but for some people hair loss can become a problem. Hair loss may occur as a result of the aging process (although balding is only rarely a problem for women), or as the result of disease or some other physiological factor. Prolonged illness may cause deterioration in the general state of the hair, possibly including extra hair loss. Some forms of medical treatment (e.g. chemotherapy) can also cause the hair to fall out. In all these cases you should seek expert professional advice.

Scalp Problems

There are a number of skin conditions that can affect the scalp as well as the skin on the rest of the body. They require professional medical treatment, and you should consult your doctor if you suspect that you suffer from either dermatitis, eczema, psoriasis, or a fungal infection.

A less serious but equally unpleasant scalp problem can be caused by lice. These small parasites love clean hair and lay their eggs there. The first sign of their presence is usually an itching scalp, and on closer inspection the eggs or nits are visible. Treatment involves applying a special lotion to kill the lice and using a “nit comb” to remove the eggs from the hair.

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About the Author:

A freelance writer, marketer and blogger from the Philippines with a degree in Bachelor of Science in Chemistry, worked in a Food Industry, writing fiction and non-fiction eBooks.