



 Marla Tomazin

Marla's Style File

For Immediate Release

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Busy and Beautiful:

Nine Simple Beauty Tricks to Take You from Worn Out to WOW

For most women, manicures and new clothes get lost in the shuffle of work deadlines, laundry, and soccer practice. But New York-based image consultant Marla Tomazin says that doesn't have to be the case. Read on for nine easy ways to make yourself look and feel better and why she says taking care of yourself is more important than ever.

New York, NY (May 2010)—It's no secret that today's woman is busier than ever. She is a full-time wife, mother, and employee. She is a CEO by day and supermom by night who spends her waking hours taking care of board meetings, science projects, and date night. She takes care of everyone and everything, but often neglects to take care of the most important person of all: herself.

A recent study by Salary.com investigated the actual hours that women work each week, and the results were astounding. It estimated that the average stay-at-home mom worked 98.9 hours per week, and that mothers who worked outside the home logged 60.5 hours of work at home in addition to the 40-plus hours they put in at the office. In total? Most women are working 100 hours of a 168-hour week. And it's those jam-packed schedules that most women use as an excuse for why they have let taking care of themselves fall to the bottom of their to-do lists. But image consultant Marla Tomazin says that is a big mistake, and there are some simple tips that any woman can do to make herself look and feel like a million bucks.

"Most women don't realize how big of an impact their overall image plays into the way they feel," explains Tomazin, who has been an image consultant for 20 years after earlier experience in the fashion industry. "And it doesn't take a day at the salon or hours of prep work at home to achieve that feeling either. With a few simple tricks, most women can look just as polished and put together as someone who *has* spent all morning getting ready—and it can be done in very little time and with even the smallest of budgets."

Read on for nine simple beauty tricks that Tomazin says will make you look and feel great in no time:

Drink lots of water. You've heard it before, but it bears mentioning again (and again!). Upping your intake of the almighty H₂O is a simple, fast, and cost-effective way for you to give yourself a little lift. Swapping your sodas and cutting your coffee habit have great health benefits—like reducing your intake of caffeine and sugar (and perhaps the number on the scale!). It also has the added benefit of giving your skin that dewy, fresh-faced glow—without the use of expensive makeup! Tomazin says that water can also add to your stamina for days when you are tired. (Who couldn't use some extra energy?) So trade in your coffee cup for a water bottle and drink up!

Put your best face forward. It's no secret that you feel your best when you look great. But when you are pressed for time (and money!), your morning makeup routine is one of the first things most women neglect. However, Tomazin says that putting your best face forward with a few key makeup tricks is a great way to take your makeover to the next level—and it doesn't have to cost you a lot of time or money to get the results you want! For starters, if you are still wearing the same makeup foundation you first tried ten years ago, it's time to make a change. Your skin has changed over the past few years, and so your foundation needs have changed, too. Focus your attention on your eyes: an eyelash curler gives your eyes drama without a lot of extra work, a good under-eye concealer will make you look younger and more alert, and an anti-puff eye roller will soon become your secret weapon. Tomazin also suggests using a bronzer powder year-round: it gives your face an instant lift and gives you a healthy glow, even in the dreary winter months.

Keep your haircut and color current. If you've ever had a bad hair day (and who hasn't?), then you know that having a 'do that is more of a "don't" not only looks bad, it can make you *feel* bad too. Think of a time that you left the salon with a new style and updated color and think back to how great you felt in that moment: your confidence was boosted, you carried yourself with pride, and you actually had a little pep in your step for once. Tomazin says that keeping your haircut and color current is a worthwhile investment you should make for yourself. If you are sporting the same hairstyle as your high school senior picture or honeymoon photos, then it's time for a change! Don't let life get in the way of getting your hair trimmed and your color touched up.

And if you want to extend the life of your salon-infused sassiness, Tomazin suggests using a dry shampoo, or putting Velcro rollers in your hair before you shower to help your blowout last well past your appointment.

Shine your shoes. If you've been paying little attention to the shoes you wear, then you've been doing yourself a great disservice! Shoes are the finishing piece to any outfit—they can take you from looking perfectly polished to haphazardly harried. Pay attention to the shoes you wear—are they good quality? Do they go with the outfit that you are wearing and the message you want to project? And most importantly, are they in good shape? Nothing takes an outfit from fab to drab faster than a pair of old, scuffed shoes that have lost their shape and have long since gone out of style. So ditch the pairs that aren't in tip-top shape, and take good care of that classic pair of black pumps that look great with everything!

It's all about the underwear. For a lot of busy women, the garments that go *under* their clothes are mere afterthoughts. After all, no one is going to see them during the day, so what does it matter if your underwear is a little ratty and your bra has seen better days? How big of a deal can it be? Tomazin says that having the right undergarments can actually make a huge impact on how your clothes fit *and* how you feel about yourself. Having a bra that fits properly gives you the support you need and will allow you to wear certain necklines and fabrics that otherwise may look bad. Smoothing garments like Spanx can make you look

thinner and make clothes fit better. While no one else will actually be able to tell that you are wearing nice, pretty underwear—you will know! It will give your confidence a boost and make you feel more put-together overall. And Tomazin's best-kept underwear secret? Thongs! They eliminate the risk of a visible pantyline—a major fashion no-no. It's an often overlooked detail that can make a big difference when done right.

Never let your nails and lips go naked. A simple way for taking your look to the next level is making sure that you have all of the finishing touches in place. Whether you are suiting up for a business meeting, dressing up for a night on the town, or throwing on some jeans to run errands on the weekend, make sure that you take the time to throw on some lip gloss—even if it is just a pale pink or nude shade that will give your lips a little shine. The same goes for your nails. While busy women don't typically have the time to schedule manicure and pedicure appointments, it's still important to keep your nails in good shape. Tomazin says that in addition to keeping nails trimmed and filed, a little polish on nails will go a long way—even if it's just a clear coat.

Perfect your posture. While we may take every opportunity to remind our children to sit up straight and that hunching their shoulders is bad for their backs, we often don't heed our own advice. The way that you carry yourself affects your entire attitude; it makes you feel strong and poised—and the people around you are sure to take notice. Tomazin says that this is something that she has her clients work on all the time. She explains that it is not just about throwing your shoulders back in an uncomfortable way when someone says to stand up straight. Instead it is much more organic, starting with focusing on your core, starting the breath there, following it up through the chest, and finally lifting the sternum and spreading the collar bones. Doing so gives you the benefit of the oxygen and opening your body to accept the world around you as you walk down the street. Your outlook (and that pesky aching back!) will be transformed.

Never, ever go to bed with your makeup on! At the end of a long, stressful day, there is nothing more alluring than falling into bed and into a blissful night of slumber. No matter how tempted you may be to forsake your nightly facial cleansing ritual for a few extra Zs, take a few extra minutes to wash away the day's makeup before climbing into bed. Sleeping with your makeup on increases the risk of clogging pores and future breakouts—and taking that time to wash away the day and cleanse your skin will help you to unwind and relax. Your face is the only one you are going to get, so take the time to take care of it each night. It's a simple habit that can make a big difference in the overall health of your skin!

Find a good technique for calming yourself. As every busy woman knows, no matter how much physical rest you get, it's rare that your brain ever takes a break. And that mental stress can begin to take a serious physical toll if you don't make a concerted effort to keep it contained. Tomazin suggests taking five minutes out of every day to quiet your mind. Find a quiet place, whether it's the bathroom, an empty closet, or your bedroom or office, and spend those minutes focusing on your breathing and feeling centered. It's a fast and simple way to unwind, refocus, and re-energize amidst your busiest of days.

“The secret to simple beauty tricks is to make them a habit,” concludes Tomazin. “For the busy woman, her routine is her lifeline. It keeps her centered, it makes her efficient, and it gives her a way to get things done. Don't let the things you do for yourself fall out of that routine. It's the little things that count—and once you make them a part of your everyday life, you'll feel like a brand-new woman. And you just may have to pencil date night into your calendar a little more often as a result.”

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About Marla Tomazin:

Marla Tomazin, Certified Image Consultant, established her image consulting business in 1990 with the goal of helping clients identify an authentic image and develop its effective expression.

Through her successful career in the fashion and retail industries, Marla has gained invaluable expertise in retail buying, merchandising, sales, and marketing. She began with May Company in Denver after earning a B.S. in Marketing from the University of Denver. Marla moved to New York where she worked with several well-known Seventh Avenue design firms. As she developed her business skills, Marla made a serendipitous discovery—an innate sense of style and facility for working with fabrics and colors to maximum advantage.

The progression to Certified Image Consultant was a natural transition. Marla utilizes her abilities in evaluating body shape, movement, and coloring as well as synthesizing optimal cuts, lines, colors, and textures. This results in balance and proportion that accentuate attributes and conceal flaws. Her clients include women, men, and corporations seeking external revitalization that mirrors their internal development.

She has lectured at The Learning Annex on “How to Become an Image Consultant” and at The American Women’s Economic Development Corporation on “What Does Your Image Say About You?”

For more information, please visit www.marlatomazin.com.