

BEAUTY

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Are you a beauty school dropout?
Never fear, there are still ways to
revamp your look if you're prepared
to pay for it – and face up to
your mistakes. **Suzanne Harrison**
finds out how

Eve Roth Lindsay, of beauty and fashion consultancy Savvy Style, says women pay for beauty advice not because they're clueless, but because they're smart.

"We want to look our best and know that the best way is to get advice," she says. "Whether you're seeing a doctor, lawyer or hairdresser, you're paying for advice. Beauty is the same thing. This isn't some-

thing we learn in school so we need to learn how to do it. We're constantly bombarded with images of beautiful women and we want to look the best we can."

Lindsay says the women she sees often stay in touch, and she often receives e-mails about their progress. "I get regular reports from clients telling me what they've done, from their recent hairstyles to their latest wardrobe purchases."

Whether we like it or not, people judge us by the way we look. "We make a judgment in less than seven seconds," she says. "When you look good, you feel good

and you give off positive vibes which in turn give positive feedback.

"Since the beauty of our face and the clothing we wear is what people use to judge, they're obviously the most important things to get right."

But looking good isn't just about spending money on products. It comes from looking after yourself, Lindsay says. "It's so easy to get into a rut and do the same things over and over again. You don't have to be the most beautiful person in the world to look good. It's about the beauty that comes from making the best of your features. Everyone can learn how to make themselves look good."

The most important things are to keep up with fashion, and look after your skin and general health, she says. "Stylish, healthy people look good."