

BOOMER LIFE'S AMAZING MAKEOVER CONTEST



Cathy Clark before



Cathy Clark after

And the winner is . . .

-by Susie Galvez-

Photography by Tisha McCuiston

inner Cathy Clark was picked because of her touching entry letter letting us know that even though her granddaughter liked her “donkey hair” hairstyle, she was ready to let it go. Our team enjoyed our pick even more when we learned she’d never had a beauty treatment or massage, never ridden in a limo, rarely dresses up or dines at gourmet restaurants and only owned one beauty item – a tube of lipstick.

Our winner enjoyed a two-day luxury experience comprised of chauffer-driven limo transportation to various professionals who listened about her lifestyle and desired dressing and beauty maintenance routine time. They rose to the challenge and created a makeover that satisfied her needs, as well as her wishes.

Cathy works with the MCV Foundation with donor relations, and interacts with trustees, staff and donors. She wanted a professional appearance that made her look more attractive, yet honest to her age. She wanted a more current hairstyle that she’d be able to style easily each day, and clothing that could go from behind the scenes to meetings with ease.



DAY ONE

Our limo took us first to Pearl Vision, where Manager Terry Oliver helped Cathy pick the best frames. Cathy was game, trying just about every shape, style and color without objection, although the pair of very gilded rhinestone ones caused her raised eyebrows. Her perfect pair: DKNY

metallic golden bronze frames which flattered her facial shape and the color enhanced her eyes and soon-to-be-highlighted hair.

Next stop: Monkey's Boutique, where owner Art Toth helped with clothing selections. Her selection: Designer Ming Wang's three-piece turquoise and black outfit. The longer-length jacket and ¾ length arms elongated to create a taller and thinner silhouette. The skirt's little bit of flirty hem flatters a feminine figure, and works in both business and social situations. Art added a pair of simple pearl and gold-button earrings.

On to Saxon Shoes where President Gary Weiner introduced us to Sam, our consultant. While Cathy could have chosen shoes of just about any color of the rainbow in one of the area's largest shoe stores, she wanted a comfortable, stylish pair that could coordinate with many outfits. Her pick: a pair of J. Renee shoes of medium height in black textured patent leather (which hides scuffs) with a gold band across the back of the heel. When Cathy tried them on, her smile told it all.

No 2008 makeover can be complete without the all-important handbag. At our last stop, Gerri Legum of Beijo Handbags welcomed us to her showroom ablaze with colors, textures, and amazing selections. Cathy wanted an all-purpose bag that could hold file folders for work or to go along with grandchildren trips on the weekend. Gerri selected a black patent shoulder bag with several compartments – plus it even had a makeup case, just in case Cathy should decide to add to her tube of lipstick someday.

DAY TWO

First, Cathy was taken to La Bella Dona Skin Care for a body exfoliation followed by a therapeutic Swedish massage. The massage therapist, Michelle, chose a customized exfoliation treatment that whisked away dead skin, using gentle exfoliating products over the entire body. Cathy told Nansey Cardone, the owner, that she was so relaxed she wanted to nap, except she wanted to stay awake to savor the experience.

We were so "busy" that a beautiful, spa gourmet meal from Cateraide was delivered to the ATIR Natural Nail Clinic in Short Pump. While pedicurist Amber gently massaged, exfoliated, buffed and polished with a rich red polish named "Aperatif", co-owners Bridget and Travis provided a deeply hydrating manicure with "Sugar Daddy", a sheer pink shade.

Next we met with Owners Kevin and Carol Maddock at Ageless Remedies and determined our action plan. Esthetician Blanche gave Cathy the Signature Facial with Dermaplaning. This treatment removes surface dead skin, allowing better penetration for the cranberry enzyme peel and soothing seaweed mask, and ends with a rejuvenating facial massage. Cathy's face looked relaxed and radiant.

Late in the afternoon, we arrived at Layers Hair Salon to put it all together with the final changes – hair, makeup, and dressing. Owner/stylist Derrick Diggs studied her facial features, current hair texture, length, and color; and new eyeglasses and considered her time available for daily maintenance. He chose to remove more than nine inches of hair, and color to a deep rich chestnut brown with golden tone highlights to showcase Cathy's



face. Derrick's haircut incorporated layers and texture to add some fun and sassiness to Cathy's "do". Then he showed Cathy how to recreate the look at home.

Last, as a makeup artist, I chose a classic look incorporating a neutral palette of color that allowed her beautiful eyes, skin tone and lip shape to stand out.

VOILA!

The new Cathy slipped on her new outfit and accessories. When she saw her "after" in the mirror, she saw that her inner radiant beauty was now matched on the outside.

Now completely dressed and ready to go, Cinderella's chariot picked up Cathy's mother and carried the pair to an evening of delectable dining at Ruth's Chris Steak House.

POSTSCRIPT:

Three weeks later, Cathy wrote us:

You will be happy to hear that I am enjoying my new look. I take the few extra minutes every morning to maintain, because quite frankly, it feels good to look good. I guess I had lulled myself into a comfortable place of complacent drabness and "donkey hair."



Susie Galvez is an international image consultant, speaker, author, beauty industry expert and radio-co-host for "Girlfriend We Gotta Talk!". For more, visit www.susiegalvez.com.



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Eyeglasses: **Pearle Vision**,
7135 Staples Mill Rd.
264-5000



Transportation: **James Limousine**,
2369 Staples Mill Rd.
273-1540



Clothing and Jewelry:
Monkey's, 306 Libbie Ave.
288-3131



Massage and Body Treatment:
La Bella Dona Skin Care,
8133 Forest Hill Ave. 330-3300



Shoes: **Saxon Shoes**,
11800 W. Broad St,
285-3473



Handbag: **Beijo Handbags**,
3304 Cartwright Ct.
360-1736



Manicure and Pedicure:
ATIR Natural Nail Care Clinic,
11649 W. Broad St., 360-3300



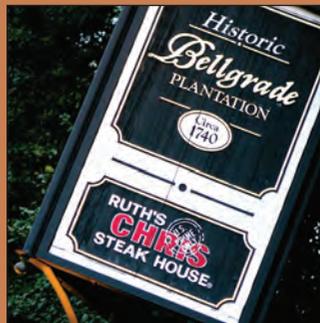
Spa Lunch:
Cateraide, 112 S. 2nd St.
643-1000



Haircut and Color: **Layers Hair Salon**, 1565 N. Parham Rd.
282-8172



Makeup Application:
Susie Galvez, 3420 Pump Rd.
364-7113



Dinner: **Ruth's Chris Steak House**,
11500 W. Huguenot Rd.
378-0600



Facial: **Ageless Remedies**,
11527 W. Broad St.
360-8886