



Beauty is complex by its very nature, a phenomenon which deserves to be explored. Over the course of my life, I've meet many beautiful people. I have discovered that they, whatever their talents, achievements, or position in life, have certain things in common: They make it a *habit* to always be at their best-to feel their best, look their best, and use their best efforts to enhance the world around them. In other words, I find that beautiful people make it their habit to control themselves and their lives instead of allowing themselves to be controlled by what others think of them.

Beauty is an attitude. It's in the way you walk, your smile, the sparkle in your eyes, and the way you view life. How many beautiful people have you seen who walk with a slouch, bite their nails, or speak in a mumbled voice? Just as some people are lucky enough to inherit good teeth, gorgeous bodies, and superficial facial features, some also have enough good fortune to be born with an inner sense of beauty. Let's face it, it's impossible to be beautiful without any self-esteem. Beauty is a state of mind, and requires confidence.

Feeding beauty

One of the easiest ways to enhance your beauty is to take time to nurture yourself. Beautiful people know how to **balance** work and play, action and rest, gravity and humor.

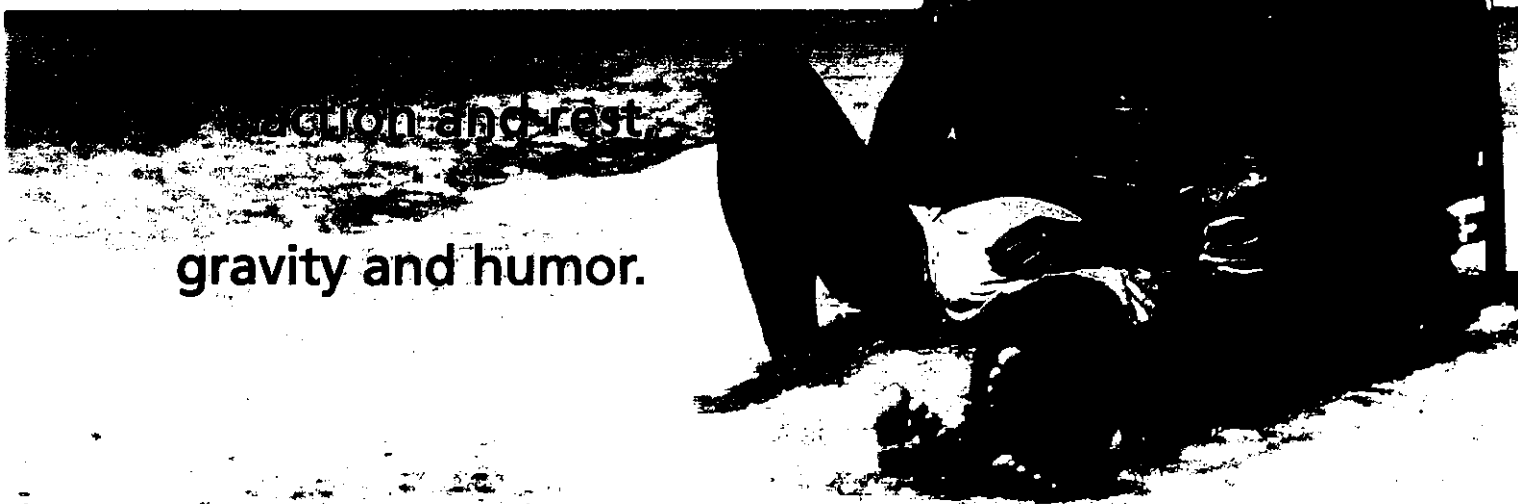
We must claim time for renewal- if we don't do this for ourselves, no one will do it for us. *Downtime* is **an** essential requirement for a healthy frame of mind. Life has a way of pushing us beyond our limits and we waste so much postponing joy. Our minds tell us we can live without it but our hearts can't. If we constantly deny ourselves pleasure, we start to view ourselves **as** victims, and **sadness** is marked on our faces. Self-pity, **ill-will**, fear, and other evils destroy our looks.

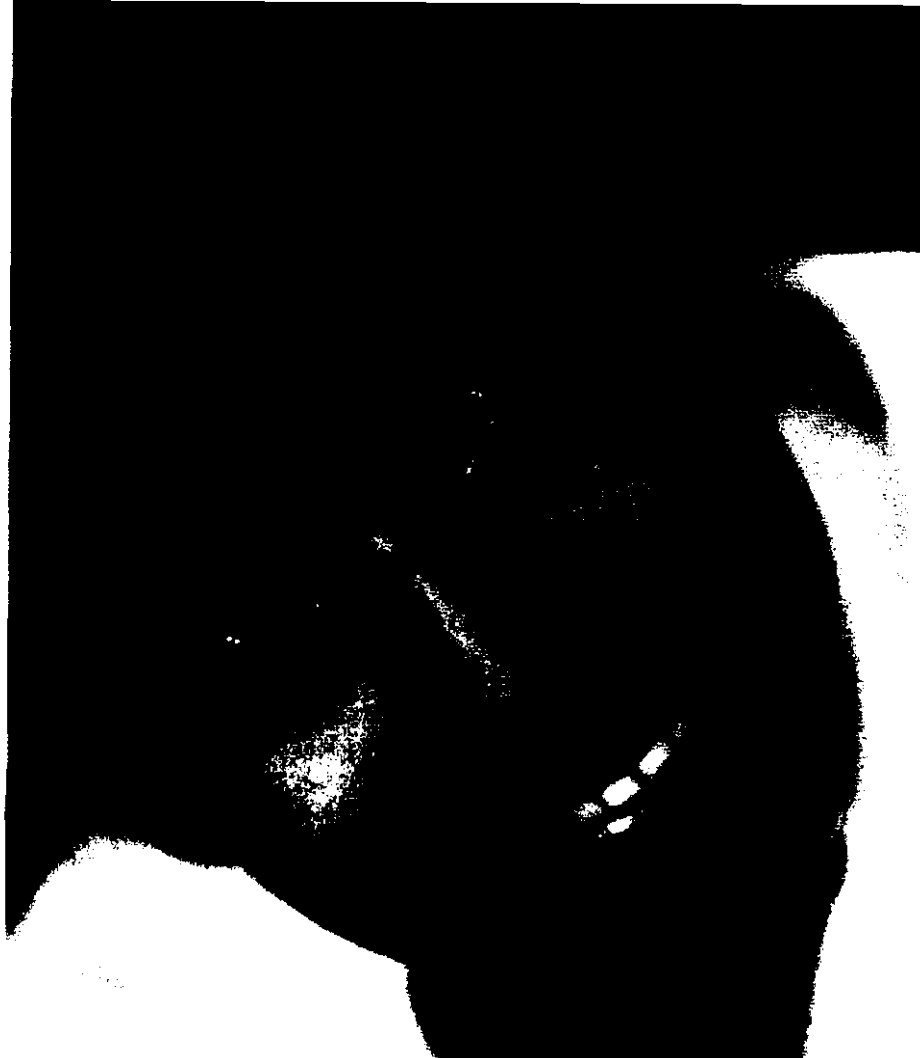
There is no one less attractive than a person suffering from burnout. **Worry**, strain, overwork, under-rest, excess nicotine and alcohol, the wrong diet, all combine to destroy beauty. When you organize your schedule to include a mental cleansing, a self of calm assurance will overcome you, you will be less conscious of worries, and tension will pass. Driving energy is derived from relaxation-A calm center generates **power**.

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You will find yourself making a far more forceful impression on others if you just improve this minor aspect of yourself. Remember that it cannot be adjusted overnight; however, if you work on it, you can adjust your muscles to behave properly, until it becomes second nature.

Follow good examples

Observation teaches a great deal, so learn to recognize beauty. Esthetic principles and abstract concepts like symmetry and proportion are everywhere, once you seek them out. A practical plan is to identify line, texture, design, and color, in the things around you. It is vital to train your eye by scanning your surroundings constantly. We are in a culture immersed in art and architecture, so if you

make an in-depth examination of what is beautiful and the techniques involved in creating it, you can use these concepts as a source of inspiration to help you develop your personal vision and make your mark.

Spontaneity and spirit

Personal style can only be developed through trial and error, and is created by **trusting** your instincts, since beauty is a matter of personal flair and taste. Most of us are better at coordinating our look than we give ourselves credit for. If you create your own style and put your signature on it, and are unafraid to **experiment** with **unfamiliar** concepts from time to time, it will pay off. If you decide that something you've done with your look is a mistake, keep in mind that it is not the end of the world; learn from it. French designers delight in **experimentation** and **breaking all** the fashion rules, yet they make things work. They do not fall into trends or rely on the tried and true—they select the image they want to project and are brave about mixing patterns, textures, colors, accents and **accessories**, and have no **rules** or a set order. All this disorder creates an interesting mix that appears spontaneous and spirit, not contrived.

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Photo: Max Ercoli


Cultivating a more powerful presence

Everyone wants power. Not the kind that **controls**—that is an abnormality. Rather, power to control circumstances, weakness, and insecurity, power to control yourself, is desirable and achievable. Everyone can have it—it is self-assigned and comes from **self-reliance**. Self-resourcefulness creates independence, which is very alluring. Because a person gives the impression of being uninterested in other's reactions to her, she can actually seem more powerful, and magnetize others to her. This perceived power is sexy.

Posture yourself

No matter how pulled together you are, **your** posture will betray **you**. Your mannerisms, the way you walk, sit, and stand, strongly communicate to others how you feel about yourself. When you slouch and slump forward with your shoulders rounded and drooping, you appear defeated and unsuccessful. When you stand erect, hold your head high, your shoulders back and stomach in, as the army would instruct, you convey confidence by appearing to be more alert and more imposing. Good posture is all in the proper positioning of the body, and the right **carriage** of the limbs.

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Principles of Beauty

Passion: Dedication to what you love. the fulfillment of the heart.

Appreciation: For the significant as well as the insignificant.

Humor: A light disposition.

Artistic expression: Creativity of the soul.

Good taste: Refinement.

Integrity: Honoring morals and values.

Health: Emotional and physical.

Wholesomeness: Purity of heart, mind, and body.

Spontaneity: Ability to live the moment.

Enchantment: A dreamlike quality.

Classic Elegance: Style that is not faddish.

Vision: Sense of purpose.

Serenity: Inner peace and well-being.

Fashion: Acknowledgment of the elements of line, texture, and design.

Glee: Enthusiasm for life.

Carriage: Poise, agility, and gracefulness of movement.

Department: Manners, conduct, behavior.

Radiance: Outward manifestation of inner glow.

Sensuality: Sexual passion and awareness of pleasure.

Self-esteem: Appreciating your talents and attributes.

Assurance: A calm faith in your ability to endure.

Resilience: Flexibility and forbearance in the face of adversity.

Eloquence: Ability to express yourself articulately.

Authenticity: A genuine, healthy respect for your individuality

Sensitivity: A compassionate nature. ■



Victoria L. Rayner, lectures on personal growth, stress management, image development and motivation and wrote "The **Survival** Guide For Today's Career Woman" and "**Clinical** Cosmetology: A Medical Approach to Esthetic Procedures. "A contributor to several professional and consumer publications, she's a frequent guest on radio and television. Rayner received the distinguished KRON (NBC affiliate) "For Those Who Care" award. Rayner operates the **Center for Appearance & Esteem**, 2.51 Post St., San Fran., CA (415) 398-6013, fax (415) 398-7240.