

boost your beauty self-esteem

Stressing about a zit is normal. But too much angst over your appearance can sink your mood and confidence. Find out if you're in a healthy mind frame, then learn the tricks that will help you look and feel your most be-you-tiful.

By Beth Janes Photographs by Melanie Acevedo

Quick quiz! Rate yourself with SELF's cool confidence-assessing tool, created with Vivian Diller, Ph.D., and Jill Muir-Sukenick, Ph.D., coauthors of Face It: What Women Really Feel as Their Looks Change (Hay House).

	2 (3 /
1 On a typical day, if a friend compliments your hair, you say □ A "You're nuts. It's a mess!"	6 You catch a glimpse of yourself in a mirror. You think □ A Ugh. I'd look a lot better if I
□B "Really? It seems a little flat and frizzy today."	□ B I need concealer, stat! At least my blowout is holding up.
□ C "Thanks! So how's work going?"	☐ C I look pretty good, even in this awful light.
2 How often do you buy or try new beauty products?	7 When you enter a meeting and everyone turns your way, you
☐ A Once a week; I'm never satisfied with my regimen.	□ A Worry that your skirt/headband/lipstick was a mistake.
☐B Once or twice a month, when I want a pick-me-up.	☐ B Glance over your shoulder. That bombshell from HR is probably here
$\square\mathbf{C}$ A couple of times a year or when a friend raves about a great find.	$\square \mathbf{C}$ Love every second. You look great, and you rocked your report.
3 How long does it take you to get ready for work?	8 You spot an ex at Starbucks after a tough workout. You
☐ A About an hour—I'm willing to be late to get my hair just right.	A Leave immediately. There's no way he's seeing you minus makeup.
☐ B Usually 30 minutes, but if I've got a beauty crisis, I'll take 10 more	B Pretend not to see him (plus, pull your hair over your face).
minutes at home and 5 in the office.	C Smooth your frizz, then wave. At least you have a postsweat glow.
☐ C Twenty minutes, max; I have my routine down to a science.	
	9 When friends tag you in unflattering Facebook photos, you
4 Self-tanning before a pal's party left you orange. You	□ A Block the tag feature. You never come out good in any pics.
☐ A Put on your pj's and text that you're sick.	□ B Untag the photos you dislike. Simple enough.
□ B Go and immediately down two cocktails before you can forget that your skin matches the crudités.	\Box $\mathbf C$ Cringe a little at a few, but hey, if friends like 'em
☐ C Joke with your friend that you ran into an Oompa-Loompa on the	10 You get gussied up for a party, but no one notices. You
way over, then solicit tips for your next bronzing.	□ A Aren't that surprised; everyone here is prettier.
*	□ B Ask a few friends how you look to reassure yourself.
5 When you see an attractive woman, you think	C Feel great, anyway; you know you've got it goin' on.
☐ A I will never be that gorgeous.	
□B She sure hit the gene jackpot.	TALLY YOUR ANSWERS A B C
C What amazing skin; maybe I'll get a facial.	A B C

beauty-bliss barometer Know where your "mirror, mirror" confidence falls.

MOSTLY

You're in need of a nudge

Hello, beautiful! (Yup, we're talking to you.) Your concept of beauty—

looking perfect or reaching some other unattainable ideal—might be holding you back from putting your best self forward. If your identity and sense of worth are too dependent on appearance, minor flaws and mishaps can take on epic proportions and interfere with your life. Don't get discouraged, though. You can learn to love your individual attributes and redefine the role your looks play in your life—see how on the next pages.

MOSTLY B

You're on the right track

You aren't chasing complete physical perfection, but you tend to

obsess about your hair and worry that people look at you critically; this reaction signals that external factors, rather than internal standards, determine whether you feel beautiful. When you question compliments, you're really saying, "That doesn't fit with how I see myself." Fostering a more positive self-image starts today: Turn the page for tiny tweaks that can transform your thoughts and help you kiss any negativity good-bye.

MOSTLY

You're in the zone

You focus on what you have versus what you lack, and you

derive your sense of beauty from nonphysical qualities as well as your looks. You don't crave reassurance from others; your inner mirror almost always shows you in a positive light, regardless of how your hair or makeup looks. You also don't compare yourself with others: Another hot chick is inspiration to be your best! But who doesn't love an extra shot of positivity? Find ways to give yourself one on the next pages.





take control of your personal am-I-hot-or-not outlook

Use positive affirmations. Giving yourself a pep talk every A.M. can help keep a bad-hair day or other setback from dampening your mood. Mix it up: Some days, focus on looks ("My skin is glowing today!"); other days, on inner qualities ("I always tell the truth.").

Own your attitude. You, not that judgmental Judy in the next cube, are the sole author of your thoughts. "Make the mental choice not to let worries or bad thoughts run wild," Muir-Sukenick says. Visualize what you want—to enjoy a party or exude confidence—then make it happen.

Never obsess. "The most critical eyes are often our own," Diller says. Your bud's bed-head, for example, doesn't change how you feel about her. Putting yourself in others' Manolos can keep things in perspective. Your goal: Deal with the frizz (or whatever) the best you can (nothing a little silicone can't solve), then forget about it. Everyone else already has.

BEAUTY TIP Fix, but don't fixate on, minor mishaps.

Hide a blemish

- Prep skin. Flaky, dry skin leads to cakey, conspicuous concealer. Counteract the drying effects of blemish treatments by gently rubbing on light moisturizer first.
- Always use a brush.
 Apply only a dab of
 concealer with a brush,
 and be precise with
 placement. Start at the
 center and tap lightly
 to blend edges outward.

Nix dark circles

- Brighten shadows.
 If you have fair skin, use a pink-toned correcting concealer; for medium to dark skin, go for one that has more peach (try Laura Mercier Under Eye Perfecter, \$22). These shades neutralize blue in skin.
- Get even. Finish with a skin-matching concealer, so the previous step will be totally undetectable.

Revive flat hair

- Dry it 100 percent.
 Moisture acts as a
 humidifier, making any
 style limp and lifeless,
 says Nicholas Penna,
 owner of SalonCapri in
 Newton, Massachusetts.
- Add some shine. Mix a drop of light-reflecting serum (try one with oil and dimethicone, such as Moroccanoil Glimmer Shine Spray, \$24) with your volumizing product.

redefine beauty to shift your perspective and gain confidence

Assess what you've got. Make a list of six qualities you like about yourself—half should be physical features—then rank them by what you deem the most appealing. Carry the list in your purse to remind yourself that you offer a full package of inner and outer beauty.

Rewrite your internal dialogue. Listen to how the voice in your head comments on your looks. Remind you of the middle school mean girl? You may be internalizing attitudes and ideals from other people or being too hard on yourself, Diller says. Vow to talk to yourself with the same encouraging, kind words and tone you'd use for a close friend.

Pause for a reality check. If you were an airbrushed version of yourself, would it really land you your dream guy? (Even Jen Aniston is single!) "Realizing you harbor illogical assumptions can help you move on," MuirSukenick says. Let traits you love be the core of your new beauty identity.

BEAUTY TIP Play up your favorite physical feature.

Enhance your eyes

- Add twinkle. Choose a sparkly shadow or highlighting cream. (Beige or bronze is more authentic than stark white or silver.)
- But keep it subtle.
 Dab shimmer in the inner corner of eyes and center of lids; gently blend. "It creates brightness—like after a good night's sleep," says Landy Dean, makeup artist at the Marie Robinson Salon in New York City.

Enhance your lips

- Color-match. Gently bite the center of your bottom lip—the color you see is your most flattering shade, says Bobbi Brown, author of Beauty Rules: Fabulous Looks, Beauty Essentials and Life Lessons for Loving Your Teens and Twenties (Chronicle Books).
- □ Shine on. Apply a coat of clear gloss over color; the sheen gives the appearance of a fuller pout, Brown says

Enhance your hair

Create depth and richness. A range of light and dark strands adds dimension within the style and shape of your cut. Light bounces off the varying tones more than it does with flat color or even single-shade streaks, producing a sparkling effect, says Alex loannou, owner of Trio Salon—Chicago. The darker strands also make the paler pieces appear more radiant.





3 WAYS TO LOOK (AND FEEL) LIKE A MILLION BUCKS

Smile. When viewing two pictures of the same woman—one smiling with no makeup, the other done up but wearing a neutral expression—two thirds of men and 73 percent of women said the smiling faces were more attractive, research by gum maker Orbit Complete finds.

Engage people with your eyes. Creating nonverbal connections helps draw people to you. That attention, in turn, will put you in a terrific mood.

Practice good body language. Posture can imply that your disposition is sour and leave you feeling that way, too. Uncross your arms and raise your chin to project a happy vibe.

maintain your self-esteem to stay in your pretty place

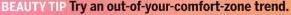
Gauge your emotional temperature. "When you're feeling especially beautiful, think about what has contributed to it," Muir-Sukenick says. Take the time to identify what is influencing your state of mind (maybe you started a new workout or got a great haircut) so you can keep it up and draw on it if you seem to be slipping.

Enjoy your beauty. Some women downplay their looks because they think that focusing on makeup and hair is shallow. If that's you, treat yourself to the occasional facial or pedicure. Although you already know that beauty starts from the inside, you might be surprised to learn that lavishing a little attention on the outside can reinforce self-esteem.

Change it up. Maybe you can always count on a clear complexion, but dare to explore other aspects of your looks, too. Experiment: Go wavy instead of pin-straight, or swap your usual pale gloss for a deep rose.

Love the way you look? Great! Tell your reflection just that. Every. Single. Day.





Define your eyes

Choose a palette with at least three shades. (We like Lancôme Color Design Eye Shadow Quad in Glamour Era, \$42.) Sweep the lightest shade over the whole lid, up to and in the crease. Brush the medium hue on top, then diffuse color up to right below the crease. Wet an eyeliner brush and apply the darkest shade along your lash line, followed by two coats of black mascara.

Shine bright

Wear a vibrant shade. Lipstick is a commitment-free way to reinvent your look. Use your current favorite as a starting point and stay in the point and stay in the same family, but go brighter. If you wear pink, opt for fuchsia. Used to blackberry shades? Switch to vivid plum. To keep the effect wearable, dot color on your bottom lip, blot lips together, then use your finger to blend.

Play with texture

Got curls? Then go straight. The pro secret for a perfect blowout: Tackle smaller sections.
Apply smoothing lotion to damp hair, grab
2-inch sections and dry each a few times with a round brush and blowdryer, Penna suggests. Naturally smooth? Create soft curls: Wrap hair around a 1-inch barrel curling iron, starting at the middle of strands; gently unravel and finger-comb.

