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PRESS RELEASE

IT'S TIME TO LEARN HOW **NOT** TO WEAR BLACK!!

~ Look younger, healthier *and* happier in an instant, by discovering your true colours and learning how not to wear black ~

March 2011 - Are you being true to yourself, wearing the colours you were born to be seen in? Or do you wear too much black, even if it doesn't suit you? ***In fact, do you even know if black suits your genetic colouring?*** Who in the public eye wears black right *or* wrong? Jules Standish, *The Colour Counsellor*, and author of new book ***How Not to Wear Black and discover your true colours (September 2011, O Books, £7.99)*** knows the answers to these questions, and more!

Jules is passionate about getting women into their true colours to look younger, healthier *and* happier in an instant. Get black wrong and it will age you - even in your 20s! – and the older you get, the more ageing black can be when worn against the face, especially if it is not in your unique colour palette. Jules helps her clients discover their true potential by unlocking the colour secrets **held in their eyes** and then matching their **personality type** to their true colours.

The reason why black can make a warm skin tone look older is because when it is up against the face it reflects and highlights all that is dark. For example, shadows around the skin, lines either side of the mouth, deep grooves between the nose and mouth, forehead lines or the dark rings under the eyes. Wrinkles and sunken areas will appear deeper, and the older you get the more pronounced this will become. With a warm skin tone black will flatten the complexion by giving it a grey appearance making it look drained and tired, and will strip away any natural golden glow.

The eyes hold the key to the colour of your skin tone – you are born with an inherited, genetic blueprint of personality traits and colouring, but often personal circumstances, challenging situations and emotional difficulties can change you along the way. ***How Not to Wear Black*** will help you discover what colours make you look fabulous, youthful and healthy, and also whether black can be worn close to your face without ageing you. “Everybody should know their personal colouring and their unique black rules. I see people all the time who choose black for psychological reasons without realising this” says Jules. “When you discover your true colours and match them to your personality, the transformation on the inside to your self esteem and confidence and in the new choices you make for personal dressing and grooming is stunning! Most people assume that black is slimming,

flattering and chic – when in fact it can make you look older, fatter, and drains many skin tones! Black will always be a fashion staple in wardrobes - my aim is to ensure you know how to wear it to look slim, chic and stylish – while keeping your face looking young and healthy.”

A celebrity who shouldn't wear black is Victoria Beckham, says Jules. “Victoria has changed her image over the past few years in order to be taken seriously as a business woman, and as a result now wears a lot of black and dark colours which do not suit her colouring. She has a warm skin tone, which looks its best in oranges and reds, along with the neutral tones of camel and cream.”

“Peaches Geldof is another example of someone who looks tired and drained when she wears black, which just goes to show that even young skins can be damaged by it.”

“Nigella Lawson has the cool skin one and dramatic dark features to wear black to maximum effect and she does! Joan Collins is a cool lady with a very classic style who looks fabulous in black and white, and Dita Von Teese is another high profile lady who looks dramatic in black too.”

Jules Standish, The Colour Counsellor

Chapters in the book include: Introducing Your True Colours'; Black Beauty, how colour affects your face; The Psychology of Black, your relationship with black; Do You Have the Temperament to Wear Black; Do you Have the Genetic Colouring to Wear Black; How to Wear Black if it's NOT in Your Colour Range?; How to Wear Black if it IS in your Colour Range?; Men in Black and Black Brief. The Foreword has been written by presenter, broadcaster and author Janey Lee Grace, and contributors include legendary fitness guru Diana Moran and author and national press columnist Davina MacKail.

Written as an easy to use, self-help guide, **How Not to Wear Black** will introduce you to your true colours, help you choose the right clothes and accessories to help you look as attractive as you can, and also to understand the effects of black on the ageing process. By learning to choose the correct colours for your genetic blueprint you will minimise lines, wrinkles, blemishes and dark shadows with dramatic results – an immediate and cost-effective route to anti-ageing – and to feeling great!

Stockist Info: *How Not to Wear Black* by Jules Standish, O Books, £7.99 September 2011, ISBN 978-1-84694-561-8 – www.colourconsultancy.co.uk

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