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How to Look and Feel Confident

By Nicole Blades



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Since first impressions are largely visual, it really matters what you choose to wear. Dress the part, says Dianna Booher, a corporate communications consultant in Dallas and the author of *Creating Personal Presence: Look, Talk, Think, and Act Like a Leader*. The first step is to know what works for you and — almost as important — what doesn't, she says. "Package your appearance to your best advantage," she says. "Use clothing styles and colors to complement your build, hairstyles that flatter your facial shape, and makeup that works with your natural coloring."

"When it comes to hair and beauty, remember to work with your natural assets, not against them," says Jamyla Bennu, cocreator and "head mixtress" of Oyin Handmade, a family-owned line of hair and body-care products. "Nothing transmits confidence more than being comfortable in your own skin."

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