

CHATA ROMANO



Willene Sieberhagen

THE COMPLETE IMAGE SOLUTION

www.chataromano.com

Chata Romano is an International Image Consultancy that proudly empowers women and men through personal consultations, workshops and the makeover experience. Through these various services, clients are introduced to The Complete Image Solution®, a unique global system that provides individuals with their correct colours and styles for hair, makeup and clothing. The result: Magical makeovers known for their life-changing qualities. We believe beauty comes from within, it is who you are. It is not about aspiring to become someone else, it is how to make the best of yourself as reflected in these makeovers.

Chata Romano Senior Image Consultant and Corporate Brand Ambassador Willene Sieberhagen's secret to success is based on the simplicity of balance. This month she celebrates her sixth year with the Chata Romano Team and she loves sharing her passion for the brand.



Julia, 41, Chief Financial Officer

Moving from a corporate suit wearing UK job 5 years ago and having two babies in the past 4 years, left Julia in despair with regards to defining her new image. She is Chief Financial officer to a private company and wife to the CEO. Her previous business suit style was too formal for her new environment and the jeans and tops she wore most days were too casual. Julia has a golden, but overall rosy sensitised skin tone. Using the Chata Romano Colour System™, we analysed Julia's skin tone as Medium™.

We started with Julia's hair and after styling her locks into a chic bob, our stylist added a golden blonde base colour with golden copper blonde highlights to warm her skin tone. Her makeup worked beautifully with her new sophisticated image. A redness relief moisturiser was applied to absorb the rosiness over the nose and cheek area followed by foundation to even out her skin tone for a fresh and polished look. A shimmering bronzer instead of blusher was used on her cheeks to make skin look sheer and young. The sophisticated smart casual

outfits were chosen for Julia and fits her new profile perfectly. From attending client meetings to entertaining at cocktail hour. Julia has slightly wide shoulders, so we dressed her in a cut-out fitted black cocktail dress with halter neck detail to balance out her enviable narrow waist and hips. To give her upper body soft feminine lines we also chose a draping v-neck blouse and chocolate brown pants for a casual smart look. Julia - "The process reminded me of how important the role is that your image plays in the business world. I am living the benefits of

my makeover."
Hairdresser & Makeup Artist Salomé Zietsman from BRUSH (021-914 1179) using the following products:
Wella for hair in Golden Copper

Blond; Foundation and Powder from Estée Lauder; Blusher from Yardley; Eye shadow and Eyeliner from Mac; Mascara from Maybelline; Lipliner and Lipstick from Clinique

Clothing and Accessories from Foschini
Photography by Jan Theron Photography (021-976 4695)



Tammy, 58, Haematology Pharmacist

We wanted to create a glamorous, beautiful "new me" look for Tammy and also at the same time ensuring the end result was easy to maintain. Wearing mostly a uniform jacket at work, her wardrobe needed a serious update, with the focus on professional, smart casual outfits for the office as well as going out on weekends. Tammy's natural brown hair colour was too dull for her fair, SOFT™ skin tone, for a warmer medium brown shade with soft copper red highlights, ensured an instant modern look. The soft layers playfully dubbed the new "Jane Fonda" flicks out playfully to the sides and back, softening her square jaw line. Tammy was advised to create some volume at the top by using a medium sized round brush when drying and to ensure a cut every 6 weeks before the regrowth became too heavy and flat. Tammy has a lovely complexion and foundation was only needed around the nose and eye area to even out her skin tone. Alternatively a tinted moisturiser is a great product and time saver!

Using short strokes, her beautiful blue eyes popped when her eyebrows were filled with a shade darker brow pencil, and toned completely with her new hair colour. Her brows now frames her eyes perfectly. Swapping the turtle neck for a never been worn before structured collar shirt, opened up Tammy's balanced neck and beautiful décolletage, instantly portraying a youthful image. When wearing a draping style cardigan, keep the rest of the outfit like your blouse and pants tapered, to ensure a slim silhouette. The just-below-the-bottom length cardigan therefor works well to hide fuller hips. The fresh lavender shade works well against a soft skin tone as dark purple will drain light skin tones. The blouse and tapered pants are smart items, but the cardigan casual – the overall tone of her outfit is there for smart casual. "My makeover gave me a renewed confidence about my appearance as I felt glamorous, pampered and learnt so much. The rich hair colour and cut really suits me and is easy to maintain. The style, colours and fit of the clothes were perfect." - Tammy

Hairdresser & Makeup Artist Salomé Zietsman from BRUSH (021-914 1179) using the following products: Wella Golden Brown and Red Copper for hair; Foundation from Clarins; Powder from Estée Lauder, Blusher from Yardley; Eye shadow from Mac; Eyeliner from Revlon; Mascara from Bobbi Brown; Lip liner from Clinique; Lipstick from Mac Clothing from Woolworths; Photographer: Nadia Naudé photography (072 136 3007)

Whether you are a career driven individual, a retiree, student or home maker, seeking professional image advice is not a luxury, but rather a necessity in today's competitive society. The Chata Romano range of workshops and consultation are ideal for both the corporate and individual market. View our complete list of services and price list on <http://chataromano.com> or contact me on 082 451 1959 or email wil-lene@chataromano.com

Don't get stuck in a style rut – if you don't dare, you may never know how amazing the outcome could be!