

## Hair & First Impressions

Do you know how important your hair is to you? Just think about this, how frequent do you run through your fingers through your hair in a day? Or how many times do you examine your hair in the mirror in a day? And when you have a bad hair day, do you feel lousy for the entire day? Your hair is the single most important part of your appearance that will affect your mood, confidence and self-esteem.

### How Do People Perceive You?

Do you know that the kind of hairstyle you sport can influence people's perceptions of you? The findings in a study conducted by Yale University showed that:

#### A Lady

- a) with short, tousled hair is perceived as most confident & outgoing;
- b) sporting medium length, casual looking hair is deemed to be more intelligent and good-natured;
- c) wearing long, straight hair is viewed as most sexy and affluent

#### A Man

- d) with a short hairstyle is perceived as most confident and sexy;
- e) wearing a wearing medium-length, side-parted hair is associated as being more intelligent and affluent;
- f) with long hair suggests that he is less well-off but more open-minded than his counterparts



### "Messy Hair" is #1 Top Image Destroyer

Closer to home, "Messy Hair" was ranked as the #1 Top Image Destroyer in a local survey comprising of 600 male & female professionals. Both the men and ladies unanimously indicated that "Messy Hair" was the biggest turn-off in the opposite gender's appearance

### Great Hairstyle = Better Disposition

Your ideal hairstyle depends on your: personality, lifestyle, age, profession, hair volume and texture, face shape, facial features, height and body size. You should also learn how to style your hair appropriately for different occasions like: going for a date, meeting potential in-laws or attending an important business meeting.

Your hair is the first thing that people notice when you meet someone and it is also an expression of who you are. Learn to project the right image with your hairstyle.

*Alexis Wan, a UK Certified Image Consultant has established D'New Image Chapter, an image consultancy that provides corporate image training for business executives and professionals in the areas of grooming, deportment, manners & etiquette. The company has also been active in image coaching of student leaders, organizing of school pageants and developed a train-the-trainer syllabus for teachers.*



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If you would like to discover your ideal hairstyles and the various ways of styling your hair, sign up for our Personal Image Workshops. For more information, please visit [www.dnic.com.sg](http://www.dnic.com.sg) or email [alexis@dnic.com.sg](mailto:alexis@dnic.com.sg)

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