



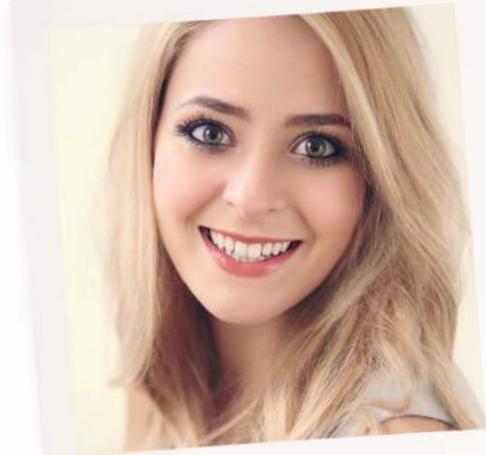
# Introduction

When I was a teenager I always wanted to be one of those perfectly groomed girls. You know the kind: not a hair out of place, never-chipped nails and with perfect poise. The older I got, the more I realised I was never going to be like that. I loved beauty and fashion from a young age, used to sew my own dresses for school parties and always had makeup on my Christmas wish list, but I wasn't one of those 'perfect' girls. I was happy to leave the house with no makeup when I felt like it, and enjoyed spending time with my friends and family far more than taking that extra half an hour doing my hair.

When I got to university I had more time on my hands than ever before and discovered a group of girls making videos about beauty and style on YouTube. I quickly became addicted. I started my own YouTube channel to share my thoughts and recommendations, but also to be part of the online community of

beauty and fashion lovers that I identified with so strongly. They were glamorous, confident and, most importantly, relatable. My then boyfriend (now husband) Mike didn't believe many people would follow me, but thought it would be a fun hobby and promised he would buy me some new makeup brushes if I reached fifty followers, so I was off . . .

What began as a fun hobby quickly turned into something much bigger. Fifty followers became a hundred, a hundred became a thousand and, more recently, that number unbelievably passed a million. By the time I left university my passion had become my career and I've spent the past five years seeking out the best products, top tips and easiest ways to look more fabulous. I still don't think I'm the most naturally glamorous woman to walk the earth, but I certainly know how to enjoy myself trying to get there. Now, after years of creating content online, and as



a direct result of the unrelenting support of my YouTube audience, I have been given the chance to put what I've learned into writing.

I've always hated beauty and fashion books that read like rule books because what works for some doesn't work for everyone. This book is a little different, simply offering my advice and tips for living a glam life. To me, being glamorous isn't all about the traditional perception of glamour, or about being 'perfect'. It's about developing your own personal sense of style, discovering what suits you and learning to be fabulous in your own individual way. It's also about learning to treat yourself well - being active and eating a balanced diet to make your skin glow, your hair shine and keep your energy levels pumping so you can feel fantastic both inside and out.

The great thing about YouTube is that you have the ability to ask your audience

what they want to learn from you and what matters to them. That's exactly what I did, and this book therefore contains a huge variety of advice, tips and tricks as requested by the people that follow me, whether they're looking for makeup tips, wardrobe cheats or healthy lifestyle motivation. I'm also sharing some of my secrets to becoming successful online, just in case you too want to start your own blog or become a YouTube pro.

Whether you're reading this book having watched my videos for years, or simply picked it up by chance, I hope that you find some of my tips useful and come away feeling inspired and just that little bit more glamorous.





Beauty







# Where to Start

**Beauty.** The dictionary defines it as ‘a combination of qualities such as shape, colour or form that pleases the aesthetic senses, especially the sight’. There are such strict ideas of what qualifies as ‘beautiful’ these days, it’s hard to remember it’s all down to individual taste, style and preference. There should be no strict ‘rules’ in the beauty world. A lot of books like this read like a beauty rule book, telling you what you *must or must not do*. I hate that.

Beauty is individual. Not only because taste differs, but also because everyone’s face is different. Some faces can ‘take’ a lot of makeup, others look ridiculous fully made-up. Trying to be something you’re not, or re-creating a beauty look that simply doesn’t suit you never looks good, no matter what anyone says about it being the ‘right’ way to do things. Therefore, my advice is to go with your instincts. Try new things, but only stick to the ones that suit you, and don’t let anyone tell you what you should or shouldn’t be doing if you’re not happy with doing it.

Confidence is the key to real beauty (and style, but we’ll get to that later in the book!). Those glowingly beautiful girls you see in life always seem to ooze confidence. Makeup can really help to boost your confidence, but it’s all about getting the right balance. Too much can make you feel self-conscious, yet going bare-faced can also leave you feeling insecure.

I often get asked about a ‘makeup starter kit’, i.e. what people should buy if they are totally new to makeup, or want to give their makeup bag a little overhaul. It’s easy to answer with a simple list of products – mascara, concealer, foundation or tinted moisturiser, blusher, bronzer, eyeliner, a basic eye shadow quad and a lipstick or gloss – but not everyone will need all of these items, and some people will want a lot more. Everyone’s different, so it’s all about working out what you’re looking for. I hope the following chapters help you to navigate the world of beauty a little easier, to find out what works for you, and what makes you feel your most confident and beautiful.