WINTER 2015 ISSUE 11

BE WISE

-AN INSPIRATIONAL MAGAZINE-

THE BEAUTY ISSUE

ABOUT BE WISE MAGAZINE

BE WISE was created from the dream and desire of one girl to make a difference. Ceciley Hallman, the creator of BE WISE loves working with people and her passion is helping others understand that they are of worth.

Being wise begins with understanding who we really are. In order to Be Wise and make smart choices in our life we need to know we are of worth. This magazine is dedicated to uplifting, inspiring, and teaching people to understand that they are of infinite worth and the importance of Being Wise.

We hope this magazine can bring everyone who comes across it the courage to stand strong, remember who they are, and never give up.

"One person can make a difference, and everyone should try."
-John F. Kennedy

ON THE COVER

The second we discovered "@ashririe" we knew we had to meet her. Within seconds of browsing her Instagram we contacted her and couldn't be happier with our decision. When we met her we knew she had to be our next cover girl and what a better issue to have her in than our "BEAUTY" issue! This girl is one of the kindest and most genuine people we have ever met. We have been so inspired by her wisdom and strength and couldn't pass up an opportunity to feature someone so wonderful. Check out Page 146 to learn more about our lovely Ashlyn Ririe.

WINTER 2015 | ISSUE 11

CONNECT WITH BE WISE

EMAIL
bewisemag@gmail.com

WEBSITE
www.bewisemagazine.com

BLOG
www.bewisetheblog.com

FACEBOOK
facebook.com/bewisemagazine

INSTAGRAM
@bewise_ _ magazine

PINTEREST
pinterest.com/bewise3

TWITTER
@BeWise_Magazine

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photo : Kailey Rae || model: Kendahl Weiland

BE WISE

THEBLOG.COM

BEAUTY | ENTERTAINMENT | FASHION | INSPIRATION

BEAUTY

Awesome beauty tips can be found on BE WISE the blog. Not only do we offer great tips and tricks as well as lists of our favorite products, you can find inspirational posts about true beauty and ways to not only look beautiful, but feel beautiful as well.

FASHION

On BE WISE the blog you can find our Editor's "Currently Craving" items featuring different clothing and accessories. You will always be able to find fashionable and modest outfit ideas at www.bewisetheblog.com

INSPIRATION

Our Editor-in-Chief weekly shares inspirational posts about self-worth and Being Wise on our blog www.bewisetheblog.com

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IG: @bewise_ _ magazine
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photo || samantha landreth

WHAT MAKES BE WISE DIFFERENT?

There are so many harmful messages and images portrayed by today's popular media that skew our perception of Beauty. While yes, we do include sections in our magazine about "Beauty", "Fashion", and other topics that can be found in today's popular media, we strive to couple these subjects with true and uplifting ideals.

We believe that true beauty comes from knowing who we are and understanding our infinite worth and potential. Contrary to society's expectations, we do not believe that true beauty comes from cosmetics.

So, then why would we include articles such as "make-up tips and tricks"? Although we do not believe it is the makeup that makes someone beautiful we do believe that it is important to care for the bodies we have been blessed with. When we present ourselves well, and are properly groomed, not only do we feel better about ourselves, our confidence increases and we can be an influence for good in the lives of others.

This does not mean that we believe the only way to feel confident and be a positive example to others is by wearing makeup. This does, however, mean that we strongly believe in the importance of caring for our bodies; whether it be by good habits of health and fitness, or properly caring for our skin and hair.

We need to BE WISE in all the decisions we make. This includes things as simple as the clothes we wear, the relationships we have, the way we spend our time, and even the makeup we put on our faces.

purpose of this issue

photo : Kailey Rae || model: Nicole Koehler

The sole purpose of BE WISE Magazine is to uplift, motivate, and inspire. It is our hope that as you read BE WISE you will better understand and feel of your infinite worth and potential. This particular issue we have chosen one theme to carry out through the entire magazine. The theme of this issue is BEAUTY.

You will find many different and useful beauty tips-and-tricks as well as incredibly uplifting articles written by our outstanding contributors. At BE WISE we pride ourselves in the fact that we are different from other magazines. We promote self-worth and the importance of understanding who we are. We strive to fight against societies lies and unrealistic expectations. We believe that each and every one of us has infinite worth and deserves to know of this fact.

In order to feel of worth we must first understand who we are. Each of us is a beloved son or daughter of God. He created each of us for a divine purpose and it is our job to find out what that purpose is. He provided each of us with a body to help us carry out our personal journey here on Earth. It is our obligation to care for and respect our bodies for they truly are a gift from God.

We love these words spoke by Elder Jörg Klebingat, "Take responsibility for your own physical well-being. Your soul consists of your body and spirit (see D&C 88:15). Feeding the spirit while neglecting the body, which is a temple, usually leads to spiritual dissonance and lowered self-esteem. If you are out of shape, if you are uncomfortable in your own body and can do something about it, then do it!"

It is our prayer and firm desire that each of you will come to an understanding of just how precious and beautiful you truly are. Realize that you are a royal child of God and act the part. In all that you do, remember to BE WISE.

CONNECT

photo || samantha landreth

with our

contributors

We truly found some of the most incredible people to fill these pages of BE WISE. We want to make sure they receive all the credit they deserve as well as allow you to follow and connect with them. At the bottom of each of their features you can find a link to their website or blog. Look for the @ symbol for their social media information. Happy following!

YOU SAID IT...

WE LOVE IT.

CARLIE KAMERATH
To me, **beauty** is embracing things as they are and understanding that everything has beauty- perfect or imperfect.

BRENNEN VOMBAUR
Speaking of beautiful people: Seen or unseen by those around us, **beauty** is the good that Heaven sees in you; through the eyes of God; through the eyes of love. Beauty is as beauty does.

KORI MONSON
Beauty is being true to yourself, it's an experience of living and finding joy.

@MAKEUPANDHAIRBYMICHELLE
Beauty is who you really are within.

ERICA THOMPSON
Beauty is being confident in yourself, but not pushing that confidence in other peoples faces.

KARL PREE
Beauty is simply the appreciation of the essence of something. Anything can be beautiful to anyone. Especially if you can find value in it.

RODNEY MAHE
Beauty is what makes each individual person smile, because each person has their own way of seeing beauty.

photo || Erica Davidge

LETTER FROM THE EDITOR

I have bags. Yep. Nice puffy bags right under each of my eyes. For the longest time I have felt like I needed to fix this perceived imperfection. I've tried nearly every cream I can get my hands on and all the "tricks" that promise to reduce puffy eyes. Sometimes these things work, but more often than not I still have lovely little bags under each eye.

Recently I was walking through the store with my mom and I began looking for yet another product that would guarantee my "imperfection" would be gone within _____ (Fill in the blank with some ridiculously short amount of time). I made the comment that I wasn't particularly bothered by my puffy eyes, but if I could find something to "fix" them I would be thrilled. After all, who wouldn't want one less "imperfection" to deal with each day? Am I right?

As I was perusing around looking for my miracle cream, my sweet mother, who is always so supportive said, "Ceciley, there isn't a cream that can change your genes. It's just a part of who you are. Your grandpa had puffy eyes, I have puffy eyes, YOU have puffy eyes."

"THERE ISN'T A CREAM THAT CAN CHANGE YOUR GENES."

This is a photo of my sweet grandpa who I never actually had the privilege of meeting. All I have of him are old photos and stories I have heard over the years. I have always admired and looked up to this man. On many occasions I have even asked my mom what personality traits I got from him that make me more like him.

Standing in the store that day with my mom I no longer looked at my "flaws" as flaws. Instead when I look at myself in the mirror and see those bags, I see my grandpa. I now love my bags because they are a part of something passed down from my sweet grandfather. What I once considered an imperfection I have now learned to love.

We all have aspects of our appearance that society considers an imperfection. Your hair might be too thin, your skin might be too pale. You're too tall, too short. Maybe you have puffy eyes like me. Whatever it might be, society will try to convince you that what you have isn't good enough. By convincing you of this, they win. You buy their product and they get your money. It's as simple as that. Instead of choosing to "buy" into their lies and giving in to their definition of beauty, choose to love and accept your "flaws" as just one more reason you are uniquely beautiful.

My hope is that this issue of BE WISE Magazine will not only offer you ways to look your best and accentuate your already stunning features, but also help you to feel more confident and KNOW that you are beautiful.

I LOVE MY...

We loved all the entries we got for our "I LOVE MY..." Contest! Here are a few of our very favorites! Share with us what you love about yourself by posting your own image on Instagram and tag @bewise_ _ magazine!

I love my freckles, but I haven't always. In fact, as a young girl and throughout high school I wished they would disappear, because they made me different. But now I know that's a good thing.

KATE DOHERTY

HILLARY NIKYEMA

I love my... Smile! My smile is not perfect. It has spaces and two bottom teeth that are crooked, but my smile is my favorite physical feature!! When I was a little girl I used to think people would lie to me when they would tell me that I had a nice smile. But then I realized that my smile is beautiful because it's full confidence and shows my joy! I love to smile, I love to see others smile, and although it may seem strange to some...I love my smile just the way it is.

KAYLA STASTNY

JESSE REED

MARY HALLMAN

VAKSEEN

OAKLEY TULLIS

ANNIE REED

ANNA GLAD

MEABH REIDY

MICHELLE BURNETT

SHOP
BE WISE

LAPTOP // IPAD SKINS

SHOP AT: WWW.SOCIETY6.COM/BEWISE

TOTE BAGS

MUGS

PHONE CASES

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WHAT IS BEAUTY?

JOHNNIE ROSSI SMITH

What is beauty to me? Something I have quoted on my own blog is that "Beauty is about knowing who you are on the inside and conveying that sureness in yourself through the outside. Beauty IS for everyone, because EVERYONE is beautiful in their own unique way. I'm on a mission to show that to anyone that will listen."

I do still believe this, although I will be first to say that I definitely don't feel beautiful all of the time. Some days I wake up and think, "I feel great, and I see the beauty in myself and in all the things around me!" And other days I wake up, and I see the running mascara under my eyes, the spit up on my shoulder, and the poop that squished out on my hip from my babies full diaper. (Beautiful picture, I know) I think that's part of it. Just like there is adversity and everything, beauty is something that we must learn to understand so that we may possess it within. It has to be challenged, so that it can improve. Both emotionally and physically.

As I think back to times that I have felt beautiful, I think it has come in spurts of happiness I've felt in my life. Returning home from a full-time mission, marrying my husband, and delivering each of my babies. Although I think this phase of life I am at now, almost 30 with three children and working, I truly feel beautiful. I like myself more, and I feel proud of what I am working for. I believe in the power of kindness. I have learned that you never regret being the nice one, although it may not be easy at times. Seeing others' beauty in all things, helps me become a more beautiful person. I think there's beauty in confidence as well. Knowing that you can't please everyone but that you can love everyone is a beautiful feeling to have. Probably the thing I'm striving for most at this point in my life. Now that I am a mother of girls, I can only hope that they will always know what true beauty is. And that is loving themselves so that they have room in their heart to love others.
|| www.theprettibloomblog.blogspot.com

VIVIAN CALDERON

Beauty is more than a word, it's something that generates happiness, excitement and emotion to the beholder. Beauty moves us because we can perceive something "nice" through a sensory experience. However, what is "aesthetically beautiful" for some might not be for others. That means something beautiful is something intimate, personal; something everyone can have a unique opinion about. A great example of this is art.

I have come to the realization that when I paint I reflect my most intimate and profound feelings, emotions, wishes, sadness and life experiences, and my intention behind painting is to create magical worlds that move people that make them look within and explore their feelings when confronted with my work, and I find that beautiful. I try to translate my own path into the canvas and in the process a print is left behind, filled with all of what makes me.

I am surprised to be in another country, without full knowledge of the language, friends, family or contacts. I arrived knocking on doors for opportunities in USA that wasn't easy at all, but I didn't need words to communicate I just paint and showed my art work, letting people find the beauty in it. My art speaks by itself as an universal language. || Vivian's artwork: http://artecalderon.blogspot.com

KORI THOMPSON

Sometimes, not only as a woman, but as a hairdresser and being in the beauty industry- I get caught up in outer beauty. I find myself being obsessed with the way I look, or wishing to look like someone else. I get caught up in the clothes that I wear, the features I do or don't have, and how my hair looks that day.. It would literally determine how my day went- if I looked good I was happy and if I was having a bad hair day, I was moody that day. I struggle with insecurity and who I really am sometimes.. To help me on my journey of finding my real beauty, I started a beauty blog focusing on just that. Once a month I spotlight someone by giving them a free makeover but the catch is they have to let me tell their "story" on my blog- who they are, what they have been through, and how they are getting through it. So while I get to do something I love (hair and make up) the real focus is who they are on the inside. I feel like that is what beauty is- something on the inside.. It's who we are as a person. To let that shine through is so much more important than the clothes that we wear. Style is to enhance who we are not define who we are! I feel like this is my small way to not only find myself, but to make a difference because I know I'm not alone in this battle!

ALESHA KUNZ

Beauty has always been something I have struggled with when it comes to myself. Ever since I can remember I have struggled with self esteem and confidence. I think every girl has to some level, but I got to the point where I didn't want to leave my house. I felt worthless. I felt like I wasn't important to anybody and their wasn't anything special about me. For the longest time I always thought beauty only came from the outside. Boy, was I wrong. Beauty most definitely comes from within but can be seen from the outside as well. To me, beauty is knowing that you are worth something. It is knowing that you have value and a place here on this earth. You are confident in your skin and enjoy bringing out beauty in others as well. You look at the bright side of things. You wake up everyday and realize how blessed you are to see another day. Yes, people who define beauty have their ups and downs but they push through. They never give up. They know that God has a plan for them and no matter how hard it is some days, they keep going.

I feel most beautiful when I am at work. I work with customers all day and my goal is to brighten their day everyday that I go to work. Even if it is just a simple compliment or conversation starter, I want them to know that they are important. They are special and they are here on this earth for a reason.

To this day, I still struggle quite a bit with feeling beautiful but as long as I am trying and I keep going, I know everything is going to be okay and there are people that need me. They need me to remind them just how beautiful and important they are as well.

BEAUTY DOES NOT COME FROM COSMETICS

BY CECILEY HALLMAN

Have you ever heard a guy say, "I hate it when girls wear makeup."

Once upon a time I dated that guy...

He made it very clear that he hated it when I wore makeup and that there was nothing more disgusting than being near a girl and having her makeup accidentally get on your clothes. Naturally, I wanted to impress this boy, so I did as he asked and didn't wear makeup when I was around him. (I also stopped wearing Converse shoes upon his request...Silly me).

He would always compliment me and tell me how pretty I looked when I wasn't wearing makeup. It was flattering to know that I was "naturally" beautiful to him. On the flip side, if I ever decided to wear makeup, he would openly express his negative opinions about my decision.

Since then I have been paranoid that while wearing makeup, I might unintentionally leave my mark on some unsuspecting boy. I remember talking to a friend and when I mentioned that she said, "Oh man, if my boyfriend had a problem with that, we would have broken up a long time ago." That's when it hit me. I was allowing some boy (who I ended up dumping about a month later anyway) define who I was. I stopped wearing makeup, not because I wanted to, but because he wanted me to, and that is extremely sad.

AVOID THE EXTREMES

There are a few "extremes" I have seen others, and even myself, fall into when it comes to beauty and makeup.

EXTREME #1: The Crutch

There are many girls and women who literally have a fear of being seen without their makeup. It has become a crutch and they base their beauty and even their worth on a bottle of foundation and a tube of mascara.

This is definitely an extreme you want to avoid. It is important to understand that you ARE beautiful without any makeup. Beauty doesn't come from cosmetics.

If you feel like you might fall into this category it's time to redefine what beauty really is. Take some time to find and recognize all the beautiful things about you. Some of these things might even be seen as imperfections to the outside world, however these are the things that make YOU uniquely YOU. For example, I have a few little sun-spot freckles right around my nose and under my eye. They are often hiding underneath my makeup, but recently I have been allowing them to make an appearance.

There are countless creams and lotions out there to help "erase" or lighten these "imperfections". For a long time I was worried about them, but now, I actually kinda love them. As weird as it sounds, I feel like I earned them.

EXTREME #2: The Pressure

This is the extreme that I fell into with the boy I dated. I stopped wearing makeup for some boy and without even realizing it, I was giving him power over me and my own self-worth. If I had to change who I was just to impress some boy then he wasn't worth impressing in the first place. If you choose to wear makeup, for whatever reason, it honestly shouldn't matter what anyone else's opinion is. On the other hand, if you choose to not wear makeup, there is nothing wrong with that either. Don't allow the world to pressure you into wearing makeup in order to feel beautiful.

TAKE A STAND

Don't allow makeup to become a crutch you rely on in order to feel beautiful. Don't allow the pressures of wearing or not wearing makeup define you.

If a little bit of mascara in the morning helps you to feel like you look awake, more power to you. There is nothing wrong with wanting to look your best and present yourself well. In fact we are commanded to take care of the bodies we have been blessed with. You are beautiful and you deserve to not only know that you are, but feel that you are.

IM·PER·FEC·TION

noun
a fault, blemish, or undesirable feature.

We've all seen them, countless creams and lotions promising to fix all our imperfections. They have them for nearly any issue you could possibly encounter. While these miracle creams may or may not actually fix the original blemish or imperfection, many of their claims are actually causing more harm than good. By creating a product to alleviate us from our imperfections, these companies are essentially convincing us that we HAVE imperfections to begin with.

Instead of viewing your "imperfections" as imperfections, view them as aspects that make you personally you. Just becuase something is advertised, does not make it essential. If you choose to wear makeup, use it to enhance your already uniquely beautiful features rather than hiding the person you are. There is nothing wrong with striving to look your best.

The next few pages of this magazine will feature some of our tavorite beauty tips-and-tricks. Please understand that by us sharing these tips we are in no way implying that they are nesessary in being truly beautiful.

photo || hunter gillman

TRIED AND TRUE

We have done our research and dealt with plenty of trial-and-error in order to share with you what we think are some of today's best makeup tips-and-tricks. The next pages of BE WISE are filled with our favorite makeup products and tips. ENJOY!

photo || tyson french

MODEL: Rachell Sean McCloyn || MAKEUP: Lauren Fisher

SKIN

PAGE 28
7 TERRIBLE SKIN HABITS

PAGE 30
5 SKIN TIPS FOR FEARLESS FEMALES

photo: Rachel Haslam || MODEL: Asia K @niyamodels

7 TERRIBLE SKIN HABITS

1. SLEEPING WITH MAKEUP ON:

Sleeping with your makeup on at night causes your pores to become clogged. This can lead your pores to appear more enlarged. Along with being bad for your skin, your makeup will rub off on your pillows causing them to become more dirty more quickly. Washing your face each night is one of the best habits for your skin that you can begin.

2. DIRTY MAKEUP BRUSHES:

Using a dirty brush can cause more harm than you might think. Old makeup can build up on your brushes along with other dirt and bacteria having a negative effect on your skin. Invest in a brush cleaner and make a habit of regularly cleaning your makeup brushes.

3. SKIPPING SPF:

Even if you are only outside for a short amount of time, your skin is affected by the sun and all those short moments add up. Protect your skin each day by using a moisturizer that contains SPF to keep your skin safe and protected daily.

4. DRINKING SODA:

Soda could seriously be ruining your skin. Cut the soda and switch to water to avoid the negative affects that soda causes your skin.

5. NOT WASHING YOUR HANDS BEFORE WASHING YOUR FACE:

This step can be easy to forget but is vital to keeping your skin clear. Avoid getting dirt and bacteria on your face by washing your hands first.

6. PICKING AT PIMPLES:

It can be tempting but picking at or popping your pimples can actually cause the infection to go deeper down into your pore. Once the skin is broken, dirt and oils can get inside. Instead of popping, keep your hands off and use an acne spot treatment until the pimple is healed.

7. TOUCHING YOUR FACE:

Think of all that you touch throughout the day; doorknobs, railings, money, cell phone, keyboard.... The list is endless. Each time you touch your face throughout the day all the dirt and bacteria your hands have accumulated throughout the day end up on your face. For clear skin: HANDS OFF.

5 SKIN TIPS FOR FEARLESS FEMALES

WRITTEN BY LINDSEY JOE, NUTRITIONIST OF HANDMADEHEALTHY.COM

photo || lucas raymond

The foundation to looking fabulous is a balanced, healthful diet. Follow a few of these food-filled tips for your best feeling skin yet.

Show your skin some love with heart-healthy fats. Foods that contain omega-3s can help reduce inflammation in the body and can be found in fish like salmon and tuna, as well as walnuts and flaxseed.

Make the switch to Vitamin C-rich foods. Vitamin C is an antioxidant (found in tomatoes, bell peppers, broccoli, brussels sprouts, citrus fruits, strawberries, and kiwis) that is essential for the growth and repair of our tissues and helps produce collagen, which naturally decreases as we age.

Hydrate for healthier skin. Cooler weather entices us to cuddle up to the couch and sometimes skimp on the hydration we need. Aim for 12 cups of fluid each day, making sure to not to go crazy on caffeine (no more than 2-3 cups per day) as it can counteract all your good efforts.

Get fresh with your food. Sprinkle fresh herbs and spices on foods for an extra helping of antioxidants that will help protect all your parts from the elements.

Have A+ skin with Vitamin A. – Vitamin A has a leading role in keeping skin healthy. Enjoy more Vitamin A by eating eggs, apricots, carrots, kale, spinach, and sweet potatoes.

The Latest on Lindsey with HandmadeHealthy.

Breaking news, BeWise-ers! Our foodie friend Lindsey, Nutritionist of HandmadeHealthy.com has just launched her own private practice for those looking for personalized weight loss help. Thanks to Enthrive's unique online platform (which includes a photo food journal, meal planner, and video connection), you can now get healthy eating advice from Lindsey from anywhere. Learn more about weight loss with Lindsey at http://bit.ly/weightlosswithlindsey.

FOLLOW LINDSAY @
IG: @linzjoerd

WWW.HANDMADEHEALTHY.COM

MODEL: Shaliece Marie Schwemmer || MAKEUP: Lauren Fisher

FACE

PAGE 34

TRIED AND TRUE PRODUCTS

TRIED AND TRUE

WE TRIED THEM SO YOU CAN LOVE THEM.

PHOTOGRAPHY BY LUCAS RAYMOND

MODEL: Phoebe Davenport || MAKEUP: Elise Russon

EYE

PAGE 38
WISE TIPS: MASCARA

WISE TIPS

MASCARA

Bend the mascara wand at a right angle to help avoid smudges and keep your hand steady.

Highlight Your Eyelash Edges, the tiny inner and outer lashes, to get fuller looking lashes.

If your mascara is smudging it could be caused from different oils and creams used under your eyes. Avoid this by applying powder makeup to reduce the oil under your eyes.

Remove smudges! Take a small cotton swab or Q-Tip soak it in baby oil (or water will work fine) and rub on smudge until it is removed.

Be sure to give extra attention to the root. This will help your lashes look longer.

To help separate the lashes, move the mascara wand upwards while constantly wiggling it side-to-side.

Keep your old mascara wands and wash them out to be used for a lash comb. These are great for combining through clumped lashes and grooming your eyebrows.

Get a great curl by gently warming your eyelash curler with a hair dryer for 5 seconds The heated curler works like a mini hair iron leaving your lashes nice and curled.

Avoid getting mascara on your eyelids or cheeks by placing a business card or small piece of paper behind your upper lashes or under your lower lashes before you apply.

Make your eyelashes look longer by applying a second coat just to the tips of your lashes.

Always remove mascara before you go to sleep. Leaving it on overnight can result in a bad bacterial infection.

Never ever pump your mascara wand in and out of the tube. Doing so can bring air into the tube causing it to dry out faster than it should. Instead use the wand to scrape the edges of the bottle in a circular motion.

A brand new mascara can often overload your lashes. Blot the very end of the wand on a tissue to remove the extra mascara.

Avoid using old or dried up mascara. When mascara is dry it makes it harder to adhere to your lashes and more likely to flake off.

Remove any excess mascara from the wand, the cleaner your wand the more product you will be able to apply in one coat.

MODEL || Kaitlyn Kuhn

SE

PAGE 42
DIY LIP SCRUB

PAGE 43
TIPS FOR A BRIGHT SMILE

DIY lip scrub

Use a fork and mix olive oil, Vaseline and lip balm in a small bowl and stir until mixture is creamy and even. Slowly begin adding sugar to the mixture until you are satisfied with the consistency. Last, put mixture into a small air tight container. Enjoy!

photo||Tyson French

TIPS FOR A

BRIGHT smile

BRUSH FREQUENTLY

Along with brushing your teeth in the morning and at night, brush your teeth after every meal to keep your breath fresh and teeth clean.

FLOSS, FLOSS, FLOSS

Flossing removes plaque and any food that might be left between your teeth. Forgetting to floss can prevent your teeth from looking bright and white even if you are using a whitening or bleaching product.

CHEW GUM

Keep your breath fresh and your teeth bright and healthy by chewing a gum that whitens and prevents cavities. We love "Trident White" in Peppermint.

USE BAKING SODA

Baking Soda is a great natural bleach for your teeth. Create a paste by mixing Baking soda with water and use to brush your teeth for a brighter smile.

SWAP YOUR PASTE

Switch over to a toothpaste that whitens. They can help prevent stains and keep teeth looking white. We love Crest Vivid White.

PREVENT STAINS

Iced tea, coffee and even soda drinks can have harmful effects for your teeth. They can stain your teeth keeping them from looking clean and white. Switch to drinking water instead.

model:Abby || @niyamodels

MODEL || Kenya Thomas

HAIR

PAGE 46
WISE TIPS: HAIR

PAGE 48
BRUSHOLOGY 101

Photographer: Nina Lodico, photography assistant: Jonathan Castillo, Stylist: Daniella Carrera, Hair/makeup: Andrew Zepeda, Model: Dasha Semina @niyamodels

WISE TIPS

HAIR

Each time you wash your hair make sure to massage your scalp. This will help strengthen your roots and enhance hair growth.

Tame your fly-aways with a toothbrush that is sprayed with hairspray.

Instead of drying your hair with a towel, use a cotton t-shirt. Towels can leave your hair frizzy and cause breakage.

Dry shampoo is a great product to use if your hair needs an extra lift even if it's already clean.

Avoid split-end and moisture loss by switching your pillowcase to a satin or silk one instead of using a cotton one.

For more volume, pull the straightener up towards the ceiling while straightening hair.

Never use a brush on wet hair. Stick to a wide toothed comb to avoid breakage when your hair is wet.

For a better hold, spray bobby pins with hairspray and insert with the straight side up and wavy side against your head.

Apply hair serum to the ends of your hair and avoid the roots. This will help smooth any dry split ends without causing your hair to get flat and look greasy.

Tight ponytails can cause major hair breakage. Switch to using more gentle elastics like Twistbands that are easier on your hair.

Always brush your hair before washing it. This will help prevent tangles and clogged drains.

photo: Rachel Haslam || model: Madison Savoie@niyamodels

BRUSHOLOGY 101

1. WIDE TOOTH COMB: These combs are perfect for combing out tangles from wet hair because the large gaps cause less damage to your hair. They are also a great alternative to a brush for frizzier hair. (Drugstore)

2. THERMAL: This brush works hand-in-hand with your dryer by locking in the heat and minimize drying time. (BED HEAD www.folica.com)

3. VENTED: This brush is also great to use while drying hair because they offer a large amount of air flow to help create volume. (www.hershesons.com)

4. LARGE ROUND: Use this brush to straighten your hair while drying while also creating mega volume. (www.kazemhair.com)

5. PADDLE: Since this brush can manage a lot of hair at one time it is great for thick and long hair. It helps create smooth and sleek hair so it isn't the best brush if you want lots of volume. (www.soap.com)

6. SKINNY ROUND: This brush is best used for short hair or bangs. It is great for managing shorter pieces of hair while drying. (www.shuuemura-usa.com)

7. HALF RADIAL: Like the Skinny Round, this brush is also great for shorter hair, especially a bob. It is perfect for curving the ends of hair up or under. (www.feelunique.com)

8. BOAR BRISTLED: Since these brushes have more gentle bristles and help redistribute oils throughout your hair, they are great if you want to bring out more of your natural shine. Perfect brush for normal hair. (www.viarosesalon.com)

9. FINE TOOTH COMB: If you want to create a perfect straight part, tease your hair or need more detailed precision, this comb is perfect for the job. (Drugstore)

photo || Lucas Raymond

HELLOHAIR.COM.AU

FOLLOW HELLO HAIR @
IG: @ohhellohair

model||Jazmin Ferrante

TOOLS

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HOW TO CARE FOR YOUR TOOLS

BRUSH CARE

Caring for your brushes is very important in helping them last as well as caring for your skin. Using dirty brushes can be harmful to your skin. When cleaning your brushes avoid running water into the base of the brush. Doing so can shorten the lifespan of your brush by weakening the glue. Use a gentle shampoo and swirl the brush in your palm to clean. Rinse until all soap is gone. Allow brush to dry completely and reshape bristles if necessary. Store your brushes upright in a cup or in a brush roll. Thoroughly wash brushes every month or two and use a spray brush cleaner for more frequent cleaning.

EYELASH CURLER CARE

Rubber pads line the inside of eyelash curlers in order to protect your lashes. These pads can wear out or break apart. When this happens it is important that they are replaced. Some curlers come with a replacement set. If yours did not it's a good idea to purchase some to keep on hand. Wash with water and an antibacterial soap and pat dry.

SPONGE CARE

If your sponge is high quality it can be washed many times before needing to be replaced. These sponges can hold lots of bacteria so washing them frequently is super important. To clean your sponge run under warm water and use a few drops of mild soap or shampoo. Rinse your sponge until all the makeup is completely removed. Allow sponge to dry. Sponges should be cleaned regularly to avoid germs.

TWEEZER CARE

If and when your tweezers become dull they won't be as effective at removing hairs. When this happens you can get them sharpened or purchase a replacement. Wash with water and an antibacterial soap and pat dry.

PRO TIP

Keep your compact cases looking fresh and clean by wiping along the edges with a cotton swab.

MAKEUP BRUSH CHEAT SHEET

PRETTY AMAZING

We are pretty stoked about the outstandingly talented and truly beautiful people who cover this section of BE WISE. We asked some of our favorite people, bloggers, and artists, to share their thoughts on BEAUTY. Read on for their insightful responses and more awesome beauty tips and tricks.

photo || Erica Davidge

BLOGGERS

photo || Kate Doherty

AMY AND KATE

AMY

Beauty is a universal word and concept that is accompanied by many different definitions. To me, beauty is what you find appeasing and aesthetically pleasing. Beauty is being confident within yourself and having that exude in your clothes, attitude, and actions. Beauty can be as grand as something that takes your breath away or something as small as making you smirk when looking at it. Beauty is something or someone engaging your senses in spectacular ways. Beauty is lovely and wonderful and all those great adjectives you can think of. Beauty is in everyone.

KATE

I've always enjoyed being surrounded by beauty. Of course, everyone's definition of what is beautiful is different. I find a lot of beauty in details. I find beauty in light from the sun and how it illuminates objects and people. I find beauty in music that makes me close my eyes and move my head from side to side. I think beautiful people are those who take good care of themselves, radiate happiness, and surround themselves with daily inspiration.

WWW.AMYANDKATE.COM

THE WHITNEY PAIGE

"The beauty of a woman is not in a facial mode, but the true beauty in a woman is reflected in her soul. It is the caring that she lovingly gives, the passion that she shows." - Audrey Hepburn

Wise words from Audrey Hepburn. A women of true beauty inside and out. In the world today, it is so easy to get caught up in all the glitz and glamour of the hottest makeup and trends. But there is much more to beauty than a made-up face and stylish clothing. What matters the most is what's inside. If you have a caring heart, that will shine outward from within. Showing beauty that a pretty face alone can't show.

Now, don't get me wrong, I do have a deep love for makeup. I believe it is an art; a way to show originality, and to enhance your already beautiful features. But it is not to hide behind. Each person was made uniquely and beautifully. Beauty to me, is loving yourself in your own skin. How you were made. Because you are what this world needs. Not a carbon copy of someone else. And I just hope you know how truly beautiful you are.

Like I said before, makeup is a great way to enhance your beautiful features, so here are a few beauty tips from me to you!

It's that time of year, where your face gets really dry from the cold. And who wants scratchy dry skin? Not me! One of the best remedies I have found for this is Coconut oil. I put a small amount all over my face before applying any makeup to keep my skin from drying out, and to give me a nice natural looking glow. A little bit goes a long way with this stuff though, so make sure you don't get too much or your face will look super oily.

Another tip I have for this time of year is for making your lips nice and smooth. I don't know about you, but my lips start peeling about this time. So to get rid of the excess skin, I exfoliate with sugar. Yes, sugar! All you do is get a hand full of sugar, get it wet, and gently exfoliate your lips. Once you rinse, they feel as smooth as velvet! You can also use sugar to exfoliate your entire face. I usually do this before going to bed, or when I wake up in the morning. Just make sure you aren't scrubbing too hard.

Just remember, beauty is internal, but that doesn't mean we should just roll out of bed and head out for what we have planned for the day. It is also important to take care of ourselves, and present ourselves as the classy ladies/gents that we are!

As Always in Neverland, Whitney Paige

FOLLOW WHITNEY @
IG: @thewhitneypaige

WWW.THEWHITNEYPAIGE.COM

MARSA LEE

FROM THE THE DAYLEE JOURNAL

Hey there! I'm Marsa. Wife, hair stylist, and fashion enthusiast. I am in no means an expert when it comes to fashion and beauty but it's definitely a fun hobby to have. I was raised in the beautiful state of Hawaii, and now am residing in the Seattle area with my sweet husband. We love to eat and netflix it up to the max. Not even ashamed of it. I'm all about being thrifty and finding the best deals. But I also believe that some things are worth splurging on.

PRODUCT PICKS

1. BEAUTY BLENDER

The best way to apply your makeup. It gives an airbrushed finish and feels oh so soft on your face. Perfect for those who have sensitive skin that can get irritated from using a brush. I used to use this for applying foundation but now I mainly use it for concealer. It really helps to keep the thick concealer from caking up and also blends it into your skin perfectly.

2. YSL TOUCHE ECLAT FOUNDATION

It's pricey, I won't lie. But it's also the most beautiful medium to full coverage foundation I've ever used. It gives a luminous finish and makes your skin look flawless without looking cakey. If you have dry skin and you want that glow, this is your new best friend.

3. CLINIQUE HIGH IMPACT MASCARA

I usually use drugstore mascara but from time to time, I use the Clinique High Impact Mascara and let me tell you, it's the best. I've tried a few higher end mascaras that cost $20+ but honestly, I keep coming back to Clinique. It gives your lashes a ton of volume and also lengthens them which is exactly what I need. So why pay more for something that does the same job for less?

4. BOSCIA TSUBAKI BEAUTY OIL

This oil makes your skin feel amazing! I've always thought the whole "oil on your face" things was scary and weird. But now, I honestly can't go without it. A few drops in the morning and a few more every night before bed. Your skin will thank you! Truly an amazing product that makes your skin feel smoother, look brighter, and stay hydrated. I don't even use a moisturizer at night anymore. It's that awesome.

5. FRESH SUGAR ADVANCED THERAPY LIP TREATMENT

$25 for a lip balm? Um... That's ridiculous. I know. But guys! This stuff has changed my lips forever. I've always had chapped lips that looked horrible with lipsticks. That's why I always stuck to glosses. And even then, it had to be a sheer colored one. But now my lips always feel soft and squishy! (In a good way.) A little exfoliating a few times a week, then pop this baby on every night before bed. I wake up with soft happy lips and now I can wear any lipstick I want without worrying about what my lips look like. It's an extremely soft formula so you don't need to load on a whole lot either. I promise you'll love it!

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FOLLOW MARSA @
IG: @hey.im.marsa

WWW.HAPPYLEELIVING.BLOGSPOT.COM

SARA RASH

I would define beauty as being confident in the skin that you are in. I think it is hard in this social media era to remember that everyone has flaws. We only see the filtered and edited versions of people and we forget that they are humans just like us. Once I learned to accept my own flaws, I then began to understand how beautiful I truly am. I know this all sounds so cliché and easy, but it took me a long time to accept myself. So much of what we are attracted to in other people is because of who they are on the inside. The people I surround myself with are not in my life because of their physical appearance, they are in my life because they are warm, and lovely, and bring joy into my world. Once you realize that is all that the rest of the world is searching for too, you learn where you need to focus your improvements. We spend all this money changing the outside of us, but that isn't the part that people care about. It is all about focusing on changing the inside of you, becoming a good person. Once we can do this within ourselves, then we can truly feel comfortable in our own skin. I know these are ideas that you have all heard before, but once you really accept these things as a lifestyle instead of just a concept, it will change the way you view beauty and the world in general.

FOLLOW SARA @
IG: @saralrash

WWW.SARARASH.COM

OLIVIA BETH GOCHNOUR

photo | tessa barton

TRUE BEAUTY

As I grow older, I more and more realize how skewed my perception of beauty was while growing up. Throughout Junior High and the majority of High School, I believed true beauty meant having long thick hair, being thin, having a zit-free face, wearing all name brand clothes, and having a mouthful of pearly white teeth. I believed it meant having a huge group of friends to hang out with on the weekends, go to lunch with on the weekdays, and to text all day and into the night with. It meant never sitting by yourself, always getting asked to the dances, and never feeling left out. Unfortunately for me, without even realizing it, I had it ALL wrong.

I don't believe I had one huge, impactful, turning point event that made me realize my perception of beauty was wrong. I think it was rather experience after experience that led me to switch up my entire outlook on life as well as the topic. The more I associated myself with the people I believed were the most "beautiful", the worse I felt about myself. I constantly felt as though I wasn't good enough, my confidence was decreased, and I felt exhausted from always trying to keep up with the crowd.

Luckily for me, I have realized what true beauty is for me now. Most of that probably came with getting older, graduating from High School, stepping outside of my hometown, finding a close group of trusting friends, and prioritizing what I do/don't want in my life. The more I put true beauty inside of my life the happier I feel all around. Finding my personal true meaning of beauty has changed my outlook all around. To me, true beauty is loving people unconditionally no matter how they may treat you. Beauty is accepting people for who they are. Beauty is making each day better and realizing no one is perfect. Beauty is looking at yourself in the mirror and realizing you are valued and important.

Although most people only believe true beauty is on the inside... I disagree with that. I believe beauty is 80% on the inside and 20% on the outside. Before you judge my statement too quickly let me explain myself... On the inward side, beauty comes with within your heart. It is how you feel you want to express yourself and actually BE as a human being. It is how you choose to treat others and decide what you want to become in your lifetime. However, your outside appearance and countenance as a person counts more than you know! To me, outward beauty is all in your smile and how you carry yourself. I believe that smiling is one of the most beautiful, contagious things in the world. So when you can, SMILE! You never realize how much you can make someones day simply by looking at them in the eyes and smiling.

FOLLOW OLIVIA @
IG: @oliviabeth

WWW.WILLIVIA.COM

WILLIVIA

DAILY BASICS

photo || tessa barton

1. Brush: Dry Bar round brush SEPHORA

2. Eyeliner: Long-Wear Gel Eyeliner NORDSTROM

3. Lipglass: MAC 'We're Back' NORDSTROM

4. Face: NARS 'The Multiple Stick' NORDSTROM

5.Under eyes: Mac Studio Sculpt Foundation NORDSTROM

6. Lip Gloss: YSL #4 NORDSTROM

7. Deodorant: Donna Karen Cashmere Mist NORDSTROM

8. Shampoo/Conditioner:Pureology fragrancenet.com

9. Chapstick: Baby Lips DRUGSTORE

10. Mascara: Dior Show NORDSTROM

11. Spray: Surf Spray BLOOMINGDALES

WWW.WILLIVIA.COM

photo || Jerry and Lois Photography || www.jerryandlois.com

ALLYSON ROWE

MISS WASHINGTON USA 2014

Allyson Rowe, who also holds the title of Miss Washington USA 2014, grew up in Eastern Washington in the city of Spokane. She is a classically trained pianist who writes worship music and leads worship at her local church.

It was during a season of complete isolation the Lord spoke to her and gave her the Word "Put The King on the Throne". Ever since that moment, Allyson's life has been dedicated to placing Jesus Christ above all things, no matter the cost. Having overcome self-image issues, eating disorders, and a long-term abusive relationship, Allyson is passionate about showing others that they too can walk fearlessly in boldness and purity. She carries a reckless abandon to stand up against perversion and refuses to bow down to the lies of this world.

In addition to preaching the Truth of Jesus Christ, she plans on opening orphanages for human trafficking victims, homes for battered women, and essentially wants to raise up an army of Esthers that will run in purity and boldness in who God has called them to be.
Esther 4:14-16 "14... And who knows but that you have come to royal position for such a time as this?... 16 And if I perish, I perish."

PRETTY IS WHAT YOU LOOK LIKE, BUT BEAUTY IS WHO YOU ARE

I get judged constantly for the way I look and spreading the Truth of Jesus Christ. I hear daily that people can't receive from me because I wear makeup and have blonde hair. People are constantly saying I have veneers, lip injections, my eye lashes are fake and I look like a plastic Barbie. Talk about insulting! It is so sad that society can't identify true, genuine beauty. Instead, they pick apart people for looking the way GOD made them to look! They say that because I've competed in a pageant, I'm vain and hypocritical for standing on purity and modesty. I can't tell you how much this breaks my heart.

Pretty can turn heads, but pretty is not enough. Beauty? Beauty can change the whole world. Pretty is what you look like, but beauty is who you are. Beauty is what God has placed inside you. Beauty comes from your Creator. He designed you as a masterpiece to exude His glory! Everything about us is specifically thought out, designed and created in His image. We are created ON purpose, FOR a purpose, JUST the way we are. Pretty lifts spirits, but beauty makes them soar. Be bold! Put your beauty into action! Everything you need is already inside, and once you realize it, there is no limit to what you can do.

Here's the TRUTH: God is raising up young women who aren't afraid to walk in the FREEDOM of who God created them to be, AND stand on purity and Truth. God didn't crown me Miss Washington USA 2014 to be a "Beauty Queen". He crowned me Miss Washington USA 2014 to be a living EXAMPLE. True beauty is walking in the fullness of God in HIS image, regardless of your physical features.

FOLLOW ALLYSON @
IG: @allysonmrowe

WWW.ALLYSONROWEMINISTRIES.COM

KORI THOMPSON

My name is Kori Thompson. I am a wife, mom to two handsome little boys, and a hairstylist. I love being a mom and never knew I could feel so much joy and love for these little souls! I also love being a hairdresser and working out of a salon on the side. I love helping make others feel beautiful! About 8 months ago I decided to start up my blog to focus on real beauty. As a hairdresser and being in the beauty industry it's easy for me to get caught up in looks. I struggle with insecurity (like a lot of other women) and wanted to do something different to try and help me remember what real beauty is. So I started my blog where I share little tips on hair care and makeup, show some of my work I've done, but most importantly spotlight women. I love learning what these women have to offer and love hearing and sharing their stories. We are all beautiful and our shells don't define who we are! It's the things we have gone through, the stories that are inside, and how we get through trials that define us as humans.

When I help others is when I feel most beautiful! I feel like this is my calling and its taking what my talents are to help those around me! I hope to be able to share more beauty with the world and to make a small difference in how we feel about ourselves!

WWW.BEAUTYBYKORI.COM

FOLLOW KORI @
IG: @beautybykori

XO MRS. MEASOM

I am a firm believer that we can be our own worst critic. Growing up, I made a constant effort to be kind to people, and to be friendly. As I got older, I focused on helping people see the beauty in themselves. I became so good at seeing the grace in other people, that somehow I forgot about my own self worth.

I became lost in all the complementing. When I told people how beautiful their outfit was, or how smart they were, I started realizing that maybe I wasn't as stylish as them, or as bright as they were. I began comparing myself to others. Eventually, and with the help of so many wonderful people in my life, I realized that I was valuable and special in my own way.

Your relationship with yourself is the most important relationship of your life. Once you start to love yourself, not only will you feel beautiful, but you will also notice the beauty in others, and together that is where true happiness and beauty can blossom.

FOLLOW MRS MEASOM @
IG: @xomrsmeasom

WWW.XOMRSMEASOM.COM

EMILY LUCIANO

The first thing I think of when someone asks you " What is Beauty?" I think of what truly makes that individual confident and beautiful feeling. Beauty to me is a combination of a lot of things such as, feeling confident and wearing that something that makes you stand out and feel just amazing! A few things that I do to achieve that feeling is wearing the right foundation for your face and putting on that outfit that leaves you feeling confident for the day or night.

For myself, I wear MAKEUPFOREVER liquid foundation and I have never been happier with the results. The foundation is a little thicker so that it covers the blemish areas but I find it so light weight on my face that I can never actually feel it on throughout the day and night. I always apply a powder after just to keep everything in place and I couldn't do that without my favourite MAC product called studio fix pressed powder.

Beauty can be defined by anything really it is just how you feel which defines it for yourself. A little secret that I like to share to some is that it is not about wearing expensive pieces and having the best of the best yet it is how you wear it and pair with for an outstanding look. Most of the outfits I wear are thrifty pieces that I put together and not one person would ever know because I always feel so proud of what I find.

Some tips and tricks for feeling beautiful is to have ambition and do what you love to do. Wearing that favourite item in your closet can change your attitude on almost everything and I know that because when I want to feel beautiful I put on my faux fur light pink coat. I have a funny little story to share about this coat of mine – when I was walking around in the mall, a few young boys behind me having their laughs and called out " look at that fashion freak" and kept walking. When I heard that, I actually giggled, glanced back a smile and kept strutting myself in my favourite faux fur coat (Tip: Wear what you love!)

FOLLOW EMILY @
IG: @emily_luciano

WWW.LOVELYLUCIANO.COM

BRIT ANDRUS

Hey there peeps! My name is Brit Andrus, and I'm a Utah model and blogger. Being a part of this particular industry can be rough... It's a highly competitive, dog eat dog type of industry. There is a lot of pressure to look, act, and be perfect in every single way. You're constantly told things to become more beautiful, such as work on your figure, wear cleansing masks, whiten your teeth, tan, market yourself, etc. The stress of becoming beautiful in everyone's eyes can literally break people. I've seen it happen numerous times, and it honestly breaks my heart.

I have a secret of how I survive in this industry. A secret of how I stay beautiful, and let others see my beauty. My secret to booking jobs and attracting people. It doesn't come from cosmetics, extensions, medical procedures, a tiny body, white teeth, or tan skin. It comes from inside. True beauty shines from within. When you are confident and you know who you are, show it. Let your soul surface onto your skin.

Think of every person you've ever admired or idolized. Think of their qualities, and what attracts you to that person. They might look beautiful, but I'm willing to bet what they have to offer as a living being is a million times greater than their outward beauty.

When I go to an audition, or when I'm getting ready for a photoshoot, I think of all the qualities I admire in myself. I think about what about me is unique, different, and what I love about me. Thinking this way before an important event helps me stay relaxed and be myself. Then, once I'm auditioning or behind the camera, I just let myself pour out. I show them all the good pieces that make up me. And together, we make magic.

Now don't get me wrong, taking care of yourself is a very important part of being beautiful. Our bodies are precious, and it should be a necessity to everyone to take care of them. Work them out, keep them clean, hydrate then, groom them, etc. When are bodies look nice and are taken care of, we will feel better about ourselves, become more confident, and increase our inward beauty. (It's like the ultimate beauty cycle spiraling up!)

I was once told that if we knew how much influence our brains had over our bodies, we could do anything we set our minds to. With that being said, think good thoughts about yourself. Raise yourself up. Every time you see yourself in the mirror, say out loud that you love yourself, and that you think you are smart, good, and beautiful. I promise you, after a while of hearing yourself say this it becomes more than words. It becomes a reality.

The last thing I have to say about becoming beautiful is simple but rings true. You need to be your own kind of beautiful. We all do. Do not try to look like the next Candice Swanepoel, Cara Delevigne, or Kendall Jenner. Yes, these women are gorgeous, but they already exist. It is better to be the best version of yourself then a wannabe version of anyone else. I know that to be true!

I hope these words have helped you and inspired you in one way or another. Becoming beautiful is something that I am in the process of myself, and won't stop till I get there. Be your own kind of beautiful. Create beauty all around you. And see the beauty in all things.

FOLLOW BRIT @
IG: @britandrus

WWW.BRITANDRUS.COM

CHANTEL PETTY

We have all heard the cliché about true beauty that states, "It's about what is on the inside". We are constantly told this, but what exactly on the inside makes a person beautiful?

A girl with true beauty doesn't worry about what the world thinks of her on the outside, but rather what she thinks of herself on the inside. She doesn't compare herself to everyone else, but instead focuses on cultivating the talents she has been blessed with. She looks beyond herself, and finds ways to enrich the lives of the people she comes into contact with. She finds beauty in the everyday, and provides an example for those around her. The way she feels about herself on the inside, is what she portrays on the outside. That is what makes her beautiful.

In order to see the true beauty within ourselves, we must live our lives in a way that makes us feel beautiful about ourselves from the inside. There are simple steps we can take to achieve this.

STOP COMPARING

In the world we live in today, it is so hard not to get trapped in the black hole of comparing ourselves to others. Everyday it is hard to go on Instagram and not think, "How in the world is her hair so perfect?" or "You went where on vacation?" When you constantly compare yourself to others, you will repeatedly become disappointed when you do not measure up. There is one small but very important detail we need to remember about social media: Social media is not someone's entire life. It is simply the highlight reel.

We have to remember this. Just because someone doesn't post about it, doesn't mean that they do not have hardships and struggles.

FAKE IT UNTIL YOU MAKE IT

Instead of looking in the mirror and getting down on yourself for all of your flaws, try and name three things you like about yourself. It may be hard at first, but it will eventually become easier. Do everything in life with confidence. Even if you do not feel confident, hold your head high and confidence will come. On days when everything is going awry, force a smile. I promise you will become happier—it's even scientifically proven. Sometimes faking it is the key to making it.

GAIN KNOWLEDGE & DEVELOP YOUR TALENTS

If you have always wished you were better at photography, cooking, organizing, exercising, or whatever it may be, GO GET BETTER. There are so many resources out there to help you learn virtually anything. Take an online class, read a book, or simply practice the skill. Whatever it may be, you are in control. Knowledge is one of the most beautiful things a person can have, and in this day and age, we have access to so much of it.

LOOK BEYOND YOURSELF

A beautiful person always looks for ways to help others. Service does not have to be a huge ordeal. We can find ways to serve others through small actions. Hold the door for the person behind you. Compliment the girl in line next to you. Take in your neighbor's trashcans. It can be something so small and simple, but it can have a huge impact on the other person.

STAY POSITIVE AND BE HAPPY

A positive person radiates from within. People are naturally drawn to them. Someone who is happy, laughing, smiling, and positive is more attractive than anyone who is negative, despite his or her "worldly" good looks. I can think of several instances of people who would not necessarily be labeled "beautiful" by the world's standards, but were so beautiful to me because of how happy and genuine they were.

True beauty is something that cannot be seen, but rather a presence that can be felt. Practicing these steps can help you learn to feel the true beauty that radiates from within you. Anyone can possess true beauty if they seek it. Stay happy, be positive, develop new talents, love others, and most of all, learn to love yourself.

FOLLOW CHANTEL @
IG: @chantel_petty
TWITTER: @chantelpetty

WWW.CHANTELEMMA.COM

HANNAH RICHINS

Typically when we talk about beauty tips and tricks we think of things like hair tutorials, make-up tips, body scrubs, fashion, etc. Those things are all wonderful and can definitely make you feel beautiful, but one of the best ways to feel beautiful is being healthy and taking care of our bodies.

Our bodies truly are a gift and once we recognize and appreciate how wonderful they are, we will want to do everything we can to take care of them. I've always struggled with a sense of self-worth, so the idea of treating my body like a gift was pretty foreign to me until recently. I would beat myself up over my mousy brown hair, my lack of athleticism, and the fact that I didn't think I had any "real" talents.

Overtime, I overcame this struggle. I realized one of the main sources of my insecurities stemmed from comparison. I compared my weaknesses to other peoples' strengths and saw how much I was lacking. I chose to view myself in a negative light instead of trying to discover the good. When I finally realized this, it was like an awakening for me and little by little, I began to develop confidence in who I really am.

I learned to love myself, including all the weird quirks that made me, me! Who cares if I don't have "talents" that I thought were important before.

I realized my talents were a little harder to recognize on the outside, but they were always there. I thought I had to sing, dance, be a sports star, or play an instrument to be considered talented. Now I know that being happy and kind are talents too!

I learned to appreciate my body and finally recognized what a gift it is! I can run, jump, climb a mountain, and hug my loved ones. Isn't that amazing? I stopped caring that my hair was a "mousy" color and stopped caring if I didn't have perfect make-up before leaving the house. I recognized that I was SO much more than what I looked like on the outside. I finally realized that I was beautiful because I was created by Heavenly Father and that my body is a precious, wonderful gift.

We can show our appreciation for this wonderful gift we were given by taking care of ourselves. As I gained self-confidence, I started to make little changes to my lifestyle and treat my body better. It's amazing how much better I feel! I feel stronger, happier, more energetic, and beautiful. I lost 30 pounds simply by taking better care of myself! I limited the processed food, added whole foods (fruits, vegetables, whole grains), and started exercising. Now I feel more beautiful than ever, and it's not because I'm "skinnier." It's because I finally respect and love my body and accept myself for who I am!

HERE ARE 10 OF MY NON-TYPICAL BEAUTY TIPS TO HELP YOU FEEL BEAUTIFUL, STRONG, AND HEALTHY.

1. Focus on the positive! Stop comparing yourself to others and only compare yourself to yourself. Try to be better than you were yesterday. That's all that matters!

2. Try to do something active for at least 30 minutes a day. That could be as simple as taking your dog for a walk or something more ambitious like an online workout video or a class at your gym.

3. Pick a time you are going to exercise every day and stick to it. No excuses!

4. Plan out your day. Keep a food diary or use an online app to not only see how much you are eating, but to make sure you are getting enough of the right nutrients and keeping the sugars and sodium to a minimum. I use MyFitnessPal and love how easy it is.

5. Find ways to track your progress other than weight. Weight only tells a tiny portion of your fitness journey. Can you finally do a push-up? Did you finally run a 10 minute mile? Are your jeans starting to feel loose? Do you have more energy?

6. Add more fruits and veggies to your day. Snack on an apple with peanut butter or humus and carrots instead of chips or crackers.

7. Drink water (and lots of it!) Instead of juices, lemonades, and soda. Those are loaded with sugar and calories.

8. Make simple changes. Try switching from white rice to brown rice, white bread to whole grain bread, and enriched white pasta to whole grain pastas.

9. Most importantly, keep a positive attitude and don't let yourself feel guilty if you skip a day of exercising or eat one too many cookies. It's okay! You're not in a race. One day, one week, or even one month of falling off the horse doesn't mean you can't get right back on and start fresh!

10. Don't eliminate your favorite foods from your diet completely—just moderate them! While losing weight, I still ate ice cream every night. The difference was in my portion size.

FOLLOW HANNAH @
IG: @hannahrichins

WWW.YOUCANTOOFITNESS.BLOGSPOT.COM

CECILIA HARVARD

I personally believe that the most important beauty secret I could give someone is to have confidence. Now this is something I have struggled with as long as I can remember. It isn't an easy thing for me and it's something I personally need to remind myself every day. However, when I am confident I look happier and am happier. Confidence begins with accepting yourself as you are.

If you love yourself and are confident in your skin those around you will notice that and won't even think twice about your worldly "flaws". Flaws are what make each one of us special and it's such a shame that society makes us feel as though we should cover up those flaws. No matter what the circumstance is, whether you have a face full of makeup or are completely makeup free you should accept yourself for you. Self-confidence is the best beauty product you can wear.

FOLLOW CECILIA @
IG: @ ceciliaharvard

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TREASURES AND TRAVELS

Treasures & Travels is a Vancouver based lifestyle blog created by three girls; Tegan, Lindsay, & Bethany. With a love for all things creative they daily share their favourite recipes, diy projects, outfits, favourite brands, beauty tricks, hair tutorials, and more!

There are moments when you feel beautiful, and moments when you feel not so beautiful. It is so easy for insecurities to bubble up inside of all of us. So, its important to ask ourselves the question, how do you measure your beauty? Are you comparing yourself to others- friends, celebrities, or who's most popular on Instagram?

There are different dimensions of beauty. There is outer beauty, which we recognize daily- on the streets, where subconscious judgements and thoughts about people constantly float through our minds about others appearance all day long. There is also beauty that is sometimes a bit harder to see, but very easy to feel. Kind words when you are having a hard day, a helping hand, even a small smile from a stranger can brighten your day. Beauty that comes from within someone, that is the beauty that truly defines us. That is the beauty we should fix our eyes on when we look at others. That is the beauty we should be comparing ourselves to, to challenge us to be better people. True beauty sparks feelings of joy in others. That should always be our focus!

We need to shift our focus from ourselves to others, like that Louis C.L quote, "The only time you look in your neighbor's bowl is to make sure that they have enough. You don't look in your neighbor's bowl to see if you have as much as them."

We are constantly being fed images of beauty, and often distorted ones at that. Which products are best, what clothes to wear to make yourself look and feel the best. We need to be careful at what we are looking at and what we are allowing to define us. At the same time, it is okay as women to treat yourselves to products that you love, and it is important to be healthy and mindful of the products you use. Our Mom (me - Lindsay and my sister Tegan) went through breast cancer a couple years ago, it really opened all of our eyes to the food we were eating, and the products we were using every day. Many products have so many awful chemicals in them that are so harmful to our bodies. Our Mom created a product line with her sister called Pink House Organics. All natural and organic products from dry shampoo (our favourite) to lip gloss, soaps, face make up and more. We learned the importance of healthy products and treasuring your body when it comes to what you put on it. It's not about the top brand, its not about the coolest looking products, its not about what is most popular, it is about quality and care. It's fun to enjoy products that make you feel fresh and beautiful, so make sure they are products that will benefit your body! We were all made with purpose and with care, so take care of your body, because you are so beautiful.

FOLLOW T AND T @
IG: @treasuresandtravels

WWW.TREASURESANDTRAVELSBLOG.COM

THIS ONE'S FOR YOU

BLOG BY BETHANY MENZEL

The way I thought about beauty definitely changed for me as soon as I had a daughter. As soon as I saw this completely pure being, brought into a world with so many skewed views and so many wrong ideas that would be put into her head that have been put into mine so many times. I started to think about how I wanted her to feel beautiful and I don't think that to make sure someone feels inwardly beautiful we have to ignore outward beauty. It's okay to want to look pretty, and feel pretty but it needs to the grounded with a confidence and knowledge of your worth. I don't think any of us can deny insecurities, either internal or external, are what causes us to put so much focus on the outward.

Establishing confidence and value in who we are, what we believe, and where our priorities are completely effect how beautiful of a person we feel. Whether or not we make it our goal each day to put that confidence in other people; building them up, putting them first, showing someone their value, simply complimenting and caring. That will make you feel so beautiful.

As girls we know the constant battle that we each go through of trying to feel beautiful. So we must remember each girls battle and do our best help, show her how she is beautiful and that will make her radiant inward and out.

Beauty Tips & Tricks:

-I try to wash my hair as little as possible but being a brunette I have the battle of trying not to look greasy and not all white and powdery from dry shampoo. I've started putting dry shampoo in all of my roots before going to bed, no need to rub it in, by the morning it's all absorbed. Problem solved.

-Mascara wands make a perfect eyebrow brush, I snag a couple they have put for samples whenever I'm in Sephora.

-M.A.C Painterly is my favourite product. I use it as a concealer, eye shadow base, and lipstick primer.

DELIGHTED MOMMA

To me beauty is about feeling confident in your own skin and embracing your imperfections. When you can fully love all of yourself that is beauty. As a licensed Esthetician, who has worked for doctors as well as owning my own esthetics business I can tell you that you do not need to spend hundreds of dollars on beauty products or treatments in order to get results. In fact, some of my favorite beauty products and treatments can be made or done in the comfort of your own home. Here are a few of my favorite go-to beauty tricks:

GET SOFT GLOWING SKIN:

Mix equal parts baking soda with coconut oil and massage into damp skin for 2-3 minutes. Rinse with warm water and follow up with a moisturizer. You will be amazed at how refreshed and youthful your skin looks after this treatment!

COMBAT ACNE:

Make a mask out of Organic Apple Cider Vinegar and Green Clay (this can be found at a health food store). Leave on for 15-20 minutes and then rinse with warm water. For best results use 2-3 times per week.

TREAT DRY HAIR AND SPLIT ENDS NATURALLY:

Combine a small amount of coconut oil with 2-3 drops of peppermint essential oil and apply to your hair really working it into your scalp and down through the ends. Twist your hair up in to a bun and place either a shower cap or a warm damp towel on your head. Leave on for 30 minutes and then rinse.

REDUCE PUFFY EYES:

Place cotton pads soaked in cold witch hazel over closed eyes for 5 to 10 minutes. Bye bye bags!

FOLLOW LINDSAY @
TWITTER:@Delightedmomma
FACEBOOK: facebook.com/delightedmomma

WWW.DELIGHTEDMOMMA.COM

LEXI COLLINS

BEAUTY IS ...

When I think of the word beauty, so many thoughts come to mind. There is outer beauty and inner beauty and in my opinion, your inner beauty leads to your outer beauty.

To be beautiful doesn't just involve getting ready for the day, it involves confidence and self-worth. Beauty is being 100% yourself! It's showing others that you aren't afraid to step out of your comfort zone every once in awhile. Being vulnerable is beautiful. It isn't something that people do very often. This is because it can be scary and can also be looked at as a flaw, when in fact it's a quality that should be valued. I think as we are vulnerable it allows us to show our true honest selves to others, vulnerability allows us to open up. Speaking out and being vocal when it isn't expected has it's own type of beauty within it.

Beauty is having a pure heart with genuine intentions. I think it all starts with thoughts, thoughts of yourself, thoughts of others, thoughts regarding certain situations. As you go throughout the day having negative or bad thoughts it can instantly put you in a bad mood, but when you do your best to stay positive and seek the best out of everyone you interact with it automatically makes your day better little by little.

Have confidence, self-worth, a genuine heart, be vulnerable and vocal. Be beautiful in your own way. As we develop our personalities and shape into the person we want to become within an outer beauty begins to shine.

FOLLOW LEXI @
IG: @_miss_lc

WWW.MISSLC5.BLOGSPOT.COM

PAIGE ARMINTA

Hello everyone! I am excited to share with you what beauty means to me. It may be a little bit different then what you're expecting. We live in such a crazy world where we as women are expected to look a certain way. I must say, it's really hard on us women. I could sit here and tell you what kind of mascara to use, how to contour and high light your face, or what color of lip stick to use that goes perfectly with your hair color and skin tone. I'm not the most professional in the beauty industry. Luckily, I am just a normal girl like the rest of you! So I'm going to give you some different kind of beauty advice!

I do brush on some bronzer in the morning. You bet I put on mascara on so I don't look so "dead", and yes I do tell you in a lot of my blog posts to use a pop of color on the lip to complete your look! I won't lie, I am guilty of all of the above. However, beauty to me is more then skin deep. Have you ever met someone who you would die to look like, then once you get talking to them you are super disappointed? Being beautiful on the inside is so inspiring and motivating. I know we have all heard this "spiel" so many times, but I can't express how much more important it is to be beautiful and bright on the inside. You will come to realize that what's going on in the inside will pour out and eventually beautify you on the outside. Do good for people. Let your pretty self shine and inspire others.

I know, I feel that pressure EVERYDAY to be perfect. I know how it feels to want longer hair, longer eye lashes, tanner skin, and a skinnier stomach. You guys... We are all so blessed in so many ways! Dig deep and find your true beauty. You are all beautiful! Now start believing it.

FOLLOW PAIGE @
IG: @paige_arminta

WWW.PAIGEARMINTA.COM

COMPANIES

photo: Kiet Tran||company:OKITO

OKITO

"FROM THOUGHT TO FINISH."

MODEL: Skye Mackintosh || PHOTOGRAPHER: Kiet Tran

The Okito Brand was founded by Creative director and Owner Gaby "Gabbana" Okito. Gaby was born in the Ivory Coast to parents originally from the Democratic Republic of Congo (DRC). In 2001 at the age of 10, his family migrated from Ivory Coast to Logan, UT. He was heavily involved in soccer and fashion from a very young age, when it came to picking a career out of the two fashion was a no brainer for him. The idea of the brand is to bring a new sense of designer products to the ordinary person at a more much reasonable price and to make every single piece from scratch. We are in the day and age where anyone can get up and screen-print a logo on a t-shirt and call themselves a brand. So the approach to the Okito Brand is far away from that. They source their own fabrics and put it all together from t-shirts to button ups. "There is so much beauty in a well dressed person no matter what age and gender. We see it as a sign of respect and mannerism."

"It was all from a thought and that thought was nothing until the actions were taken." That's what Gaby felt while creating this brand. "One day I showed my friend a sample piece that I'd made, and his reaction was something that stuck with me. He said "so you thought of this? You better finish it or it's nothing." That day the motto of the brand was born." "From Thought To Finish". It is a very simple quote, but it's something anyone can relate to. It takes a lot of confidence and drive to pursue something you really want. We all have an idea in our head of what we want, but how many of us are willing to put that thought into reality. Confidence is a beautiful thing, it's was what kept the Okito Brand going when the road in front was unknown. When their confidence started to grow, everything fell into place for them.

The brand was officially founded in Logan, UT in 2013. "We didn't know where to look; I did even know how to sew a button or even where to get tags made. But I thought if someone else did it, then we can do it too. We started searching on online forums, emailing as many people that we could about starting a business and hoping to get some sort of guidance." Quickly, they realized that no one was going to give them any tips on how to do it, because in the apparel business different things works for different people, and there is no general formula how to gain popularity or success.

"The only way we were going to distinguish ourselves from other brands was going to be our originality." Originality is what comes to mind when you take a look at the brand. Their logo is an animal that's nothing from ordinary. It's called an Okapi, and it's a unique and only found in the Democratic Republic of Congo (D.R.C). It's a mix between a zebra and giraffe. They are classified as an endangered species. It is believed to only have about 10,000 in the wild. "We did not just pick the okapi animal as a random symbol, but as a representation of our roots, the rarity, singularity and exclusivity of our brand and products."

FOLLOW OKITO @
IG: @okitobrand

WWW.OKITOOKAPI.COM

BEAUTY REDEFINED

Lindsay Kite and Lexie Kite, 28-year-old identical twin sisters with PhDs in the study of media and body image from the University of Utah ('13) are the creators of BEAUTY REDEFINED. They have a passion for helping girls and women recognize and reject harmful messages about their bodies and what "beauty" means and looks like. Be sure to check out their website for more!

STEP 1.
RECOGNIZE

Recognizing harmful messages about female bodies is the first step to taking back beauty and health for ourselves.

STEP 2.
REDEFINE

Redefining the way we perceive our own bodies is the second step to taking back beauty and health for ourselves.

STEP 3.
RESIST

Resisting harmful messages about female bodies is the final continuous step to taking back beauty and health for ourselves.

FOLLOW BEAUTY REDEFINED @
IG: @beauty_redefined

WWW.BEAUTYREDEFINED.NET

Photo: Hunter Gillman || Model: Cassidy Cole (@cassidyecole)

models || alayna smith, taryn seymour

MARA JEWELLERY

FOLLOW MARA @
IG: @marajewellery

WWW.MARAJEWELLERY.COM

BONA•FIDE

adjective. 1. real, genuine

Lets get real- we are not perfect.

BE BONA • FIDE is a company started by two girls who have constantly compared themselves to that "perfect" social media world. After not seeing each other for years and keeping up on each others social media feeds, they thought one another's life looked like a breeze. When Nicole and Laura reunited and opened up about certain struggles they were dealing with, they both realized that there is a greater need for a community that shows a real and relatable side of life. This brought them to the launch of Be Bona Fide.

The social media world is often times about painting that perfect picture. Perfect kids, perfect vacations, perfect makeup, and so on. Nowadays with technology at our fingertips we are all striving to portray that flawless image of how we want others to view us.

That is not real life; having struggles is real life. Those struggles have molded us to the people we are today. When given the question from Be Wise Magazine: What does beauty mean to you? We thought this question relates so well with the message we want to portray. Beauty to us means finding your happy and being confident in your own skin. Beauty is not about appearance it's about how you feel on the inside.

We often get too focused on trying to make something beautiful without seeing the beauty that is already in front of us. Life is beautiful, yes, even the messy parts. When we are all comparing our day to day lives to someone else's highlight reel it is easy to feel envious and get down on yourself. Beauty is found when you have confidence in your story. In our society we tend to hide our struggles, but what we don't realize is when we do share parts of our lives that are behind an image, there is a community that can relate and help lift each other up.

We strongly believe that we should never be ashamed of our individual stories, because you never know who it will inspire. Join us in this movement and help us to promote the bona fide side of life.

Now we want to know what makes you real! Embrace your messy beautiful and tag @bebonafide #bebonafide and check us out at www.bbonafide.com

WWW.BBONAFIDE.COM

FOLLOW BONAFIDE @
IG: @bebonafide

HANDMADE JEWELRY

AMY CORNWELL

"CELEBRATE LIFE'S EVENTS"

WWW.AMYCORNWELL.COM

FOLLOW AMY @
IG: @amycornwell

MODEL|| Kaitlyn Williams

good hYOUman

Model: Alejandra @niyamodels || Stylist: Joseph Knoop

THE STORY BEHIND THE BRAND

The day that changed my life...I slowly opened the door to the hospital room to see that my mom and my grandma were assisting my dad. He was embarrassed and I could see it, almost like he was letting me down. I closed the door and walked to the end of the hall to a corner. I paced back and forth. It was the worst thing I had ever felt. I couldn't breathe. All I could say is "not my dad...Please don't let my dad die." It was the worst feeling I had ever felt. My brother walked over and tried to calm me down but I couldn't stop pacing. Everything was moving so fast, "This is not real. What about my mom? Please NO." I was so angry and scared. The nurse came over and the first thing I asked her was, "Tell me he's not going to die today, please." She said "he won't." Eventually we all went down to the ICU. Our whole family was in the room while he battled his up and down heart rate. We made a bed to sleep on the floor which they said we couldn't do, but there was no way we were leaving his side. It was around 11:00 and me my mom my brother and my brothers wife were the last ones, the rest of the family was coming back in the morning. We camped around him and held his hands. A little while later a doctor came in and checked up on my dad. He looked into his eyes with his little flashlight and looked at us as if "no one told you yet?" A couple minutes later my dad's heart rate began to slow down. I walked out of the room into the hallway. "This isn't real." Not my dad...not my family...please." I heard the door close and looked back down the hall. It was my brother. That was it. I knew he died. David Novek. The greatest man you could meet. Gone. I had to walk back in to help everyone gather his belongings. I grabbed his shoes. What do we do now?

I started this company in memory of my dad, the man I strive to be, the man whose memory will never be forgotten.

- Brett Novek || If you would like to share your inspirational story, please send it to mystory@goodhyouman.com

FOLLOW GOOD HYOUMAN @
IG: @goodhyouman

WWW.GOODHYOUMAN.COM

ZELLA WOODS

WHAT IS THE HEARTBEAT BEHIND YOUR SHOP?

My grandmother has always been with me. She passed away several years before I was born, but she has always been with me. She is Zella Woods - the original inspiration and namesake for Zella Woods Designs. Growing up I always loved how glamorous she looked in pictures. She wore aprons, black-rimmed glasses, a single strand of pearls and a beautiful diamond solitaire ring. All simple pieces but she wore them with such elegance.

Now there is my daughter, the other Zella that one day I will pass my jewelry onto and I want it to be filled with meaning. I want her to understand the love that goes into making things by hand. I want her to see even the smallest details in life, like the jewelry you wear, are an opportunity to honor God.

As the owner and sole force behind Z|W, I hope to make jewelry that people treasure like memories. I stand somewhere between the vintage glamour of the original Zella and the next generation to carry her name - and I choose to translate that lineage of love through jewelry.

WHAT IS THE NEXT BIG DREAMY GOAL FOR YOUR SHOP?

The unconditional love a mother feels for her child is a universal language all it's own and Z|W the baby collection is where we have introduced our first global initiative. I source a limited selection of handmade goods from women artisans in impoverished regions, allowing their trade to help support the families they love. This is where my heart ultimately hopes to see Zella Woods Designs grow and enrich the lives of others to empower change.

ZELLA WOODS

Model: Britten @niyamodels || Stylist: Joseph Knoop

TALITHA KOUM NECKLACE: $53.00
Mark 5:41-42 NIV

41 He took her by the hand and said to her, "Talitha koum!" (which means "Little girl, I say to you, get up!"). 42 Immediately the girl stood up and began to walk around (she was twelve years old). At this they were completely astonished.

Jesus has raised this dead girl back to life. He meets me where I am and breathes new life into my heart. He calls me forward; knowing my weaknesses, loving me in my brokenness, and carrying me through all circumstances. He calls me His 'little girl' and He calls me to new life.

ABIDE BRACELET: $35.00

a·bide
verb. 1. to wait for : await. 2. (a.) to endure without yielding : withstand. (b.) to bear patiently : tolerate. 3. to accept without objection.

John 15:10-12
10 If you keep my commands, you will abide in my love, just as I have kept my Father's commands and abide in His love. 11 I have told you this so that my joy may be in you and that your joy may be complete. 12 My command is this: Love each other as I have loved you.

1 John 2:5-6
5 But if anyone obeys His word, love for God is truly made complete in them. This is how we know we are in Him: 6 Whoever claims to abide in Him must abide as Jesus did.

FOLLOW Z|W @
IG: @zellawoods
FB: Zella Woods Designs

WWW.ZELLAWOODS.COM

MAKEUP AND HAIR BY MICHELLE

FOLLOW MICHELLE @
IG: @makeupandhairbymichelle

There is nothing more important than knowing your self worth. Every day teenagers, especially girls, are self-conscious about how they look because people are telling them how they should look and feel. But it is for YOU to decide.

Beauty is only skin deep. A lot of celebrities are beautiful on the outside but not always attractive on the inside because of the things they say or do. We need good role models in our society that portray the same beauty inside.

We need to know that we are worth something and are very special. Overall, at the end of the day, it is how you feel about yourself inside that matters most.

BEAUTY TIPS FROM MICHELLE

Finding the right foundation for your skin type is one of the most important parts in your make up routine. A lot of people don't know they can go into Ulta, Sephora or the cosmetic counters at the mall and be educated by their makeup artists. They will even give you samples of certain lines so you can see how it looks on your skin in natural light or lighting in your own home. You need to consider if you have dry or oily skin and if your tone is more cool or warm. The makeup artists will put a few different shades on your jawline and see which one blends in the best.

There are many different ways to apply foundation. The most common ones are, brushes, sponges and your fingers. Depending on which one you prefer, make sure they are always washed and sanitized before each use. Bacteria can slip in there easier than you think.

WWW.MICHELLEBURNETT.ORG

ARTISTS

photo || kara nixon

ANGELA MUKUL

Angela Mukul is an upbeat, pop singer-songwriter who describes her sound as "pop with a touch of soul". She's been performing live as a solo artist for over 10 years, in addition to recording in studio on both her own tracks and those of others. Read on for her unique take on beauty as well as some of her very favorite beauty tips!

"Beauty" is an interesting element to write about. It is so difficult to really pinpoint what it is, but everyone knows what the term means when it is spoken. I think that we all picture something a little different when we think of beauty and that in and of itself is beautiful to me! There is no limit or range to what we can find beauty in. When speaking of beauty in regards to us as individuals, I think one of the greatest elements is confidence, confidence in who we are as a person from the inside out. If we know in our heart what we stand for, what we believe in, what we are pursuing, and always remain thankful for what we have, beauty will naturally be reflected in our aura, in our smiles and in our interactions with others. True beauty is shown to the world through your smile, laugh and unique personality. It doesn't end there, but I think it is a start in describing beauty! We are all beautiful and we must let that beauty shine out!

ANGELA'S BEAUTY TIPS

EYEBROWS! I get mine threaded and it helps me feel confident about myself. Each time I leave a threading appointment I feel like a new woman!
EYELASHES! I always curl mine. It makes me feel more feminine and awake. I love L'Oreal Voluminous mascara in carbon black to hold that curl in place and brighten up my eyes.
EXERCISE! I can tell the days I exercise in the morning and those days when I don't. When I exercise in the morning, I start my day positive and with my waking hours focused on aligning myself for the day. That feeling makes me feel beautiful and we know that feeling beautiful translates into exuding beauty to world too ;)

FOLLOW ANGELA @
IG: @angelamukul

photo || Kate Doherty

WWW.ANGELAMUKUL.COM

MERCY RIVER

FINDING THE LOST LITTLE GIRL

beYOUtiful:

FINDING THE LOST LITTLE GIRL AND EMBRACING THE CHAMPION

by Whitney Permann from MERCY RIVER

I was a fantastic little girl. I read voraciously–especially Nancy Drew detective mysteries. I played in the mud and climbed trees with my brother. I wrote boxes of stories and composed music at the piano. I rode 4-wheelers and made secret hideouts. I liked myself. I was confident, kind, and funny.

And then I hit Jr. High. I remember VIVIDLY walking into the doors my first day of Jr. High and realizing–in a panic–that I had bought all the wrong clothes. I have never had a natural sense of "style," and the first time I recognized it as a social problem–the first time I recognized it AT ALL–was in Jr. High. I became self-conscious. I stopped reading fiction and started reading beauty magazines. I stopped playing outside and started talking on the phone. I fumbled to put on makeup and dress "right."

At the end of that year I tried out for cheerleader, because that's what all my friends were doing. I made it, and the VERY next weekend I was invited to a party thrown by the most popular girl in the school. This girl had never even glanced my way before I "was" a cheerleader. I remember noticing the irony in this–the loud hypocrisy of it all–but the attention felt nice.

After this my best friend from elementary school and I drifted apart. I put on a cheer uniform and started hanging out with girls who were obsessed with makeup, clothes, and boys. My best friend put on black clothing and started hanging out with girls who did drugs.

The little girls we both used to be–our confident, bright, imaginative selves–had been lost.

Isn't it obvious? Satan knows what he's doing. If he can get a girl to abandon her vibrant childhood self (who she truly is) and tempt her to be something she's not, that girl will become unsure, withdrawn, self-critical, and obsessed with her status and body. That girl then grows to be a woman, who continues to struggle with self-worth and cultural stereotypes as an adult. And what does this do to HER daughter?

"OUR CONFIDENT, BRIGHT, IMAGINATIVE SELVES– HAD BEEN LOST."

Photo||Macy Robison

MERCY RIVER

"AND THERE, IN MY SWEATS, WITH A DISHEVELED PONY TAIL AND BAGS UNDER MY EYES, I FELT TRULY BEAUTIFUL."

Thank heavens–thank HEAVENS–that Satan isn't the only one in this fight. James E. Talmage said, "The world's greatest champion of woman and womanhood is Jesus the Christ." (Possibly one of my favorite quotes EVER.)

He knows who we really are. He knows what we are capable of. And He knows how to help. His gospel offers perfect protection against Satan's deceptions. Our Greatest Champion stands ready to pull us out of this worldly mess, and to show us how magnificent we are in His eyes. When we follow and trust Him, we gain a radiance that literally shines in our countenances.

The other night at bedtime I asked my seven year old son what he liked about me. His response? "You're p-r-e-t-y." (Gotta love first grade spelling.) "And you're n-i-s-e. And, you're s-m-r-a-t." All at once, I saw myself through his point if view–pretty, nice, and smart. And there, in my sweats, with a disheveled pony tail and bags under my eyes, I felt truly beautiful.

I realized something that night–I realized I feel the most beautiful when I am feminine. And I don't mean feminine as in wearing frilly dresses and high heels and lipstick. I mean feminine as in being nurturing and kind. As in...using my femininity the way God intended it to be used. Not to attract or impress, but to nurture, care for, and lift others. To be kind and gentle and good and chaste.

Margaret D. Nadauld said, "Women of God can never be like women of the world. The world has enough women who are tough; we need women who are tender. There are enough women who are coarse; we need women who are kind. There are enough women who are rude; we need women who are refined. We have enough women of fame and fortune; we need more women of faith. We have enough greed; we need more goodness. We have enough vanity; we need more virtue. We have enough popularity; we need more purity."

When I use my divine feminine gifts in these ways, I can't help it. I feel lovely.

I'm happy to report that now, as a grown woman, I have reconnected to my little-girl-self. Music never left me (perhaps that was the grounding tie), but I am now back to reading like crazy, playing in the mountains, and liking myself. I have also learned to trust that I am beautiful to the Lord–and following His plan and being a "feminine" woman of God makes me radiant.

What about you? Have you found her yet? That little girl you used to be? Connect with her and embrace your TRUE self! Then, allow the Savior to lift you out of Satan's webs. Loving the real YOU, embracing your divine femininity, and striving daily to become more like the Savior, will bring you deep happiness.

And that is truly beautiful.

SANDRA TURLEY

BROADWAY STAR, RECORDING ARTIST FOR SHADOW MOUNTAIN RECORDS, PERFORMER, WIFE, MOTHER.

INFINITE BEAUTY

I am a singer.

The nicest thing you can say to a singer is that they have a beautiful voice, right? And yet, a piece of me aches inside when this kind and generous compliment is given me.

May I explain?

My voice, though I hope pleasant to listen to, is merely the vehicle for the messages of the spirit. Messages of the spirit are of deeper import than can be shared simply through hearing the sound of a singing voice.

Likewise, our bodies, though we hope them to be pleasant to look at, are merely the vehicles for our spirit. A spirit of deeper import than can be shared simply through looking at the outside vessel.

One of the most beautiful spirits that I know is housed in a vessel that I have watched many many turn away from simply because of her large size. When I first met her, she was well over 300 pounds. She worked as a dresser at the Broadway theater with me in NYC when I was performing in Les Miserables. We road the subway home together nearly every night. As we got on the train, my friend would look for a seat, but she would need 2 ½ seats for herself. I would watch people turn away and even roll their eyes at her. My little heart would beat so fast as I thought, "If you only knew the beauty that is inside this body from which you turn away." Over the years, she and I spent some of the most tender and honest moments that two souls can share as we helped each other grieve the loss of pregnancies and babies. She is filled with a wit and wisdom that brings quick, insightful conversation and a lot of laughter. Her size has changed since I first met her. Physically, she is half of who she was years ago on the subway, but her spirit is just as large - even larger!

Finite beauty is experienced on the outside: a beautiful voice, a gorgeous face or an incredible body. Finite beauty is given more verbal credit and compliment than infinite beauty, because it is easy to notice and simple to compliment. Infinite beauty isn't as easy to compliment because we have to be ready to feel it and brave enough to verbalize our feelings. Infinite beauty is felt deep in the pillows of our soul - a comfortable place where the spirit resides, confirms truth and shares glimpses of the beauty of the eternities.

When you do what you do best, it is indeed beautiful. If you write poetry, the rhyme may be beautiful. If you run marathons, your stride may be beautiful. If you care for patients, your skills may be beautiful. If you teach students, your technique may be beautiful. But infinite beauty, the kind that changes the trajectory of another person's spiritual path, comes in the emotions felt by the person reading your poetry, running beside you, receiving your care, learning your lessons. To feel and receive this type of spiritual beauty from another soul is so much greater than to see physical beauty. Spiritually beautiful experiences last with us forever - infinitely.

So the next time we find ourselves thinking that something or someone is "beautiful," consider what type of beauty we are feeling and admiring. Consider the credit we give to this beauty. If we give credit only to the finite beauty that we perceive, then we miss numberless opportunities for the spirit to share with us true, life-altering, even infinite beauty.

FOLLOW SANDRA @
IG: @sandradturley

WWW.SANDRATURLEY.COM

ERICA DAVIDGE

Normally I am not one to spend much time on my makeup/beauty regime but I do have a few go-to tricks to help me attain that effortless natural look while I am traveling, snowboarding or at the beach. The main thing I try to take care of is my skin, bouncing back and forth from humidity to a dry climate can really wreak havoc on my skin. The product I use the most is rose water spray for my face. It helps keep my skin clear and baby soft. Then I will put on some lotion as well, either a coconut or almond based lotion works best. I usually buff/scrub my whole body at least once a week, then keep it moisturized as much as possible. And always remember to wear sunscreen when you are outdoors for most of the day, no one looks good with a sunburn.

The next big concern of mine is my lips... I have to keep them very hydrated especially while in the mountains. My new favorite lip balm is Glossier's Balm Dot Com ... this stuff is amazing, and you technically can use it on any skin that is super dry. Sometimes I like to put it on my eyelids for that extra dewy model look. If I ever want to add some color to my face I just use a NARS multiple in either Maui or Orgasm on my lips, cheeks, and eyes. Just add a brush of mascara and I am good to go.

Lastly my hair is something I normally don't mess with too much. I always let it air dry and occasionally run some glossing product through it when it is damp to help keep it extra conditioned. It is also really important to exercise often, eat well, and stay hydrated. Each of those things are really the key to looking your best throughout your entire life.

FOLLOW ERICA @
IG: @ericadavidge

WWW.ERICADAVIDGEPHOTOGRAPHY.COM

RACHEL HASLAM

I started taking photography classes in High School. I remember it was the one class I really looked forward to going to, where as for others, it was the class they frequently skipped or sluffed because it was an "art" class. I absolutely loved watching the images appear on the paper in the developer, it gave me a thrill. I struggle with drawing, painting, and most other forms of art...so being able to create something behind a camera lens gives me the satisfaction in my life that I long for.

I now have my own photography business and I mostly stay in the range of portraits, style, and fashion...I really enjoy working with people. The human figure is a beautiful canvas. It's amazing what images you can create with various models with all types of looks unique features, and different styles of lighting. As cheesy as it sounds, the possibilities with what you can create really are endless. My photographs are usually somewhat simple, I love the simplicity of beauty.

FOLLOW RACHEL @
IG: @rachelhaslam

WWW.RACHELHASLAM.COM

LUKE RAYMOND

Beauty is what makes you genuinely happy and when you feel alive simply by being yourself rather than trying to impress others and fit into crowds you don't belong in. Beauty is confidence. Instead of saying "They will like me", you say, "I will be fine if they don't."

FOLLOW LUKE @
IG: @luucaaaaaas

HUNTER GILLMAN

What is beauty? How is such a diverse and unknown question ever supposed to be answered. Beauty is such a truly personalized variety of perspectives from each and everyone's eyes. We all see beautiful things in our lives, some hidden and some outrageously prominent. The trouble is seeing the potential in all things as beauty. Something simply beautiful such as a freckle, a part of yourself that you cannot change. A small beautiful mark upon your face making an individual out of you.

Since the time we are young, we are shown beautiful faces, bodies, & role models. Growing up watching what they "say" is true beauty, what they want us to think we should be. Can you stand up and say that when you look in the mirror, you can see all your imperfections as the things that make you,YOU. We cannot let ourselves be defined by what they want us to be, we are born who we are and how we look. You are beautiful, and if you cannot see that, look at yourself in the mirror and tell yourself everyday that you are beautiful, believe it, embrace it, love it.

As a photographer, it's my job to capture the true beauty of every person I go on a shoot with. Throughout my experience I have the honor of truly seeing people as they are. I have met many people along my journey, and each one has taught me something new. How beautiful a smile can be, how deep you can actually see into the eyes of someone, how a beauty mark, or maybe a little gap in their teeth can really define a personality. I try to capture beauty in all that I see, and being a photographer has really made me appreciate the small things, a family dinner with laughs and smiles all around, a deep red and orange sunset, a warm cup of hot chocolate on a cold day. Beauty cannot be defined, it comes in many shapes and sizes, colors and unpredictable moments. Everything, everyone is beautiful in their own way, no person in the world is exactly the same and there should never be a moment when we aren't embracing that.

FOLLOW HUNTER @
IG: @huntergillman

JACI MARIE SMITH

I'm sure you have heard the quote "beauty is in the eye of the beholder." It may be cliché but to me it's so true. Everyone thinks different things are beautiful. To me, capturing moments is beautiful. As a photographer, I am lucky enough to do that every single day. Whether I am shooting a model all dolled up, a newborn baby yawning, or a groom seeing his bride for the first time; I adore it all. I love the beauty and emotion photographs can capture. It is a way to remember a moment that would otherwise likely be forgotten.

FOLLOW JACI @
IG: @jacimariesmith

WWW.JACIMARIE.COM

MARIA CAMILA

The people that have shaken me and made me look twice for their beauty have not necessarily been the most picture perfect people. We get caught up in what the media tells us beauty is. Companies make millions of money off of our physical insecurities. As women, we are constantly being reminded that we need to have fuller lips, smaller waist, bigger butt, whiter teeth, longer lashes and more in order for us to feel good about ourselves. We are constantly being told that our value is based on physical appearance. However, the truth is the most beautiful individuals I have come across struck me because of the love they had for others and the love they had for themselves. The most beautiful people carry a smile on their face and love themselves for who they are and not beat themselves for who they are not.

As a photographer who caters to young women, the last thing I want to do is make women feel insecure. As creators of how we see the world, it is our responsibility to show healthy images of beauty. It is ultimately important to have good role models for young girls to look up to. I admire anyone who has creative control that pushes for real images of women. We, myself included, get so caught up in the numbers on a scale that we forget that beauty comes from within. Beauty starts in the heart and how we see ourselves. Learning to love ourselves just the way we are.

FOLLOW MARIA CAMILA @
IG: @ caaamilaaaaaa

WWW.MARIA-CAMILA.COM

I find beauty in simplicity. I think it is beautiful to live a simple and frugal life. Minimizing and simplifying our lives helps us focus on the things that are most important to us. I think it is beautiful to just accept someone for who they are, and not expect them to change or conform. I think it is beautiful to feel comfortable in your own skin. It makes me sad that most women only feel beautiful after applying their morning makeup. You are beautiful when you are happy, so forget what the world tells you and do what you love. You will feel beautiful, and it will radiate to everyone around you.

SCOTT HICKENLOOPER

FOLLOW SCOTT @
IG: @ scotthickenlooper_

WWW.SCOTTHICKENLOOPER.COM

BETWEEN THE LENSES

Being confident is definitely not my forte, I have 101 things that can easily knock my confidence level down 10 notches. To be honest, I am flawed, just like everyone else. I know it's a lot easier for others to say to you "Be confident in your own skin", but how can you if you're drowning in all your insecurities? Trust me, it only gets better from here on.

Here's what I've learned while trying to boost my confidence and feel confident in my own skin:

THINK POSITIVELY

I know it sounds unachievable to be positive every second of the day, especially when you feel the weight of the world crushing down on you. It is okay to harbor negative thoughts once in awhile, because that's the way things are, but you must learn how to control your thoughts. Thoughts are like dominos, one positive thought leads to another positive thought. However, one negative thought also leads to another negative thought and everything will start to crumble. So be sure to control your thoughts and not let it control you.

LEARN TO LOVE YOURSELF

Everyone is flawed, but what you see is the perfect side that they choose to show. Don't go wishing that you were someone else, because you're much better off being yourself. Know your strengths and weaknesses, and honor your strengths.

HANG OUT WITH FRIENDS WHO MAKE YOU FEEL GOOD ABOUT YOURSELF

Friends that bring you down are not your friends, always remember that! Friends are meant to support each other, and if they can't do something so simple as to make you feel good and comfortable, kick them to the curb.

At the end of the day, I am thankful to be alive and healthy. Sure, there are times when I would wish I could be someone else but the truth is, you can't change who you are. Be kind to yourself! The only thing you can do is learn to love what you have, before they become something that you had.

FOLLOW Cëe
IG: @ ardaisy_

MARKUS MJAALAND

"Can beauty be defined by age, gender, color, body shape or size? The answer is no, and that is what I like about it. As a photographer, I can reveal the beauty of a human being or a scenery in the way I want. There are no boundaries. I am free to create beauty, and I can do it my way."

FOLLOW MARKUS @
IG: @markusmjaaland

SAMANTHA LANDRETH

To me, beauty is very subjective. It can hold a thousand different meanings– it could be natural skin with a thousand freckles, long blonde eyelashes & naturally curly hair– or pastel pink hair, twiggy-esque mascara & glitter eyeshadow, or even a look into the character of a person and the way that their personality shines through their face. I think that beauty is unique to every individual. However girls want to express themselves and prefer to view themselves is completely up to them.

I tend to be a fan of pretty pastel-colored hair and think that that can be as beautiful as any natural brunette that could walk down the street. I feel as though detailed, intricately-done makeup is an art as well as styling hair. The stylist who takes the time to create these looks is in a way, like a painter with a canvas, where the canvas is you. I respect the ability of makeup artists as well as individuals who can do makeup beautifully on their own as well. I think it can be lovely.

When I photograph subjects, I want to enhance their natural features and genuinely-illuminated smiles or bright eyes. I strive to capture moments that allow individuals to feel beautiful and perhaps, look at themselves from a whole new perspective.

FOLLOW SAMANTHA @
IG: @samlandreth

WWW.SAMLANDRETH.COM

KARA NIXON

"2015 comes with all sorts of changes. The world views it as a new start, a new beginning... But who truly says we need a new year to make a change? Maybe you've already been unsuccessful at one or two of your new year's resolutions... Well that's okay because you can start again at anytime. There is no set timeline for when you can or cannot make goals and resolutions. Make a resolution or a goal and go for it, no matter what time it is or how many times you have failed. True failure is only those who don't get back up and try again, so keep trying because you will get there."

FOLLOW KARA @
IG: @kbdawg

WWW.KARANIXON.COM

TYSON FRENCH

Beauty is anything YOU want it to be. I honestly, whole heartedly believe that everyone has their own beauty. For me, beauty is having a positive attitude even when nothing is going your way. Beauty is being able to see past people's imperfections and see how amazing they are on the inside. Beauty is showing others you care.

FOLLOW TYSON @
IG: @tyfrench

WWW.TYSONFRENCH.COM

VINCENT BROD

A lot of beauty comes from the inside and influences the outer appearance of a person. A pretty face is nothing without a happy smile, interesting facial expressions or eyes that have a special spark. Beauty comes in all different forms and for me there is no certain beauty standard. If I choose whether to shoot with a person or not I try to see what is behind their face. Shooting pretty people is okay but taking pictures of a really beautiful person is capturing a character and a strong personality.

FOLLOW VINCENT @
IG: @vincentbrod
FB: facebook.com/vinecntbphotography

WWW.VINCENTLEPHOTGRAPH.BLOGSPOT.COM

VAKSEEN

We are so impressed by this incredible artist and his view on beauty. He has transformed his thoughts into visually provoking pieces of art that we cannot get enough of.

"I love how subjective beauty is. Do we honestly think about someone's heart and soul when you hear that word? We've been trained to associate beauty with visual perfection. Ironically, it's really the crooked smile or the big nose that make you "perfect". I think self love and confidence are what truly make you beautiful. Beauty is imperfection...The natural flaws that make each of us genuinely unique. Beauty is loving yourself as the unique work of art God created.

I've always felt they were God's greatest creation, so my work evolves around women, their natural allure and the insecurities or confidence created by Pop culture. Simply stated, my work is a reflection of society's idolization of beauty. I can't imagine being a woman in this world. Everywhere you turn you have these "perfect" images that are supposed to represent an image every woman can relate to. Everything has to be perfect. But if you're not perfect, there's always plastic surgery, Botox, makeup, jewelry or fashion accessories to provide some sort of remedy. With that foundation, I use high end fashion magazines to clip and surgically collage the perfect pieces together to bring my creations to life. From here I recreate everything and paint these beautifully insecure souls onto the canvas. My work is simply a reflection of the surreal, superficial times we live in."

FOLLOW VAKSEEN

IG: @vakseen
TWITTER: twitter.com/Vakseen
FACEBOOK: facebook.com/VakseenLLC
SOCIETY 6: society6.com/Vakseen

WWW.VAKSEEN.COM

INSIGHTS FROM OUR INTERNS

We have the greatest team and are thrilled to introduce our newest interns! Read on for their thoughts on BEAUTY. If you want to be a part of the BE WISE Team email us at BEWISEMAG@GMAIL.COM. We would love to have you!

photo || Maria Camila

MAKEUP TIPS AND TRICKS

BY ALAYNA SMITH

When it comes to makeup, there are no specific rules or guidelines to follow. When doing your makeup it's all about what you're comfortable with and what you believe looks best. But with that being said, there are certain tips and tricks you can use to ensure an easy and natural application.

BROWS

1. Less is more- the less product you use on your eyebrows the better and always blend it in, because it's easy to go from having the look of full eyebrows to having the Nike swoosh's as brows.

EYES

1. Stay neutral- to avoid looking like you just stepped off of a time machine that came from the 1980's, it's better to just steer clear of bright, harsh colors. Instead, use neutral colors like different shades of browns to look natural.

2. Use eyeshadow as liner, too- if you want to define your eyes even more without it looking too harsh, use shadow wet or dry, depending on the look you want, to make your eyes pop! An extra plus is that the eyeshadow doesn't usually run and your saving money by not having to buy eyeliner!

*If you want to use a liner that is long lasting, but don't want to spend the money, use a basic kohl eyeliner pencil and melt it a little bit with a lighter and it will stay until you wipe it off. Warning: Make sure you let the eyeliner cool for a second before using it to avoid burning yourself, cause, ouch!

FACE

1. Match Your Foundation- to make sure that your foundation looks natural and matches with your skin color, never go darker. If anything, go a shade lighter, because after you warm up your face with blush or bronzer it looks perfect.

2. Blend, blend, blend- bring your foundation down to your neck and blend around your chin and your ears to avoid lines from your foundation.

3. Don't forget to match your face powder, too- when you are setting your foundation and your powder is lighter or darker than your foundation it can make your skin look ashy or muddy. So make sure your powder is the same color as your foundation so that you can avoid looking like a ghost or a member of, Jersey Shore.

4. Don't look like a clown- When applying blush don't use a heavy hand and use natural tones of peach and pink to look like you got some sun, not like you belong in, Cirque Du Soleil.

I am not by any means, a makeup professional, and if you do anything that I have considered a "makeup don't" more power to you! It's just my personal experience that less is more and it's looks best when makeup is applied in a more natural way. But, everybody likes to wear their makeup a different way, and if you like to wear neon green eyeshadow with purple lipstick, go for it.

FOLLOW ALAYNA
IG: @alaynalaur3n @

Who better to take advice from than the world's most classy lady, Audrey Hepburn? No one could have said it better when she said, "For beautiful eyes, look for the good in others. For beautiful lips, speak only words of kindness. And for Poise, walk with the knowledge that you are never alone."

Being beautiful is not merely what's on the outside, but rather what is within.

Disclaimer: A little make up to enhance natural beauty can still go a long way, but regardless of outer appearance what makes YOU unique is your inner self and believe it or not being unique is beautiful.

I was diagnosed with skin cancer on my forehead this past September. What I thought was going to be a small little surgery ended up turning into a three inch scar across my forehead. I had no idea how big the wound was until I took my bandages off, and needless to say I was traumatized. I was self-conscious of it—because people DID stare and rarely did they allow me the chance to explain. That was when I learned what being beautiful is truly about. I finally came to the point where not only did I stop worrying about having a huge scar across my head—but I started to OWN my scar. It became my battle wound. Now I tell jokes about how I should have requested the cut to be in the shape of a Harry Potter lightning bolt. Or when my scar is giving me pain I joke that Voldemort is near. Either way, now it is just a part of who I am—I wouldn't be the same without it. In fact, I never have my scar edited out of any of my photos because if there is a picture of me without my scar, it certainly wouldn't be a picture of me at all.

Being beautiful comes from, exactly how Audrey put it, being compassionate to your peers by looking for good in others or speaking kindly of others. True beauty emulates from happiness. Happiness is derived from caring, serving, and loving others.

Another key ingredient for inner beauty is confidence. Confidence in your self is crucial.
How do you go about getting more confidence?

First of all, know that every single girl in the whole world wishes that she, too, could change something about herself. Second, no matter who it is, everyone compares themselves to others—its natural, but you have to try your hardest to quit it. If you are constantly tearing yourself down—others will start to believe you. Third, be positive! That is easier said than done, I completely understand, but being positive lifts up your mood, as well as the atmosphere with the people surrounding you. Just think about it, everyone loves hanging out with that one friend that is always in a great mood and always willing to do fun things. That leads into number four, be the person you would want to befriend. Try to set a goal to make one person's day better each day. It could be as simple as helping someone pick up something they dropped, or even saying hi to someone who looks lonely. It doesn't have to be huge, but you never know how one small act affects another person.

I assure you that if you are constantly seeking ways to show compassion to your peers (speaking kind words, looking for good in others, brightening up some ones day, etc) you will find less time to worry about flaws that you find within yourself, and in that cycle you will find confidence. And with that confidence, you find inner beauty.

FOLLOW TARYN @
IG: @tarynn_lynn
FACEBOOK: facebook.com/tarynnlynn2

WITHOUT MAKEUP

BY KAYLA STASTNY

FOLLOW KAYLA @
IG: @kaylastastny

I started wearing makeup when I was twelve years old, I was taught it was part of the gateway into womanhood. My mother wears makeup every day as part of her morning routine – in fact, I rarely see her leave the house without it. "You feel good about yourself when you take time to make yourself up." She used to tell me. And really, she's right. Putting on makeup to enhance my natural features – dark eyes, full lips, tanned skin – it makes me feel put-together, complete, and ready to put my best foot forward. However, I've felt lately that I rely a little too much on my "made up" face for everyday wear, and decided to do a little experiment: a few days without any makeup. My rules were this: NONE. No foundation, not even a touch of mascara – I only allowed myself lip balm and moisturizer.

Obviously, the first thing I noticed was, "I can rub my eyes without consequences!" It sounds silly, but really, it's quite a nice little perk. Secondly, I noticed that I wasn't as self-conscious as I expected myself to be. I chatted with the man that changed my oil, I checked out books from the librarian, I had dinner with a friend. None of them looked at me any differently or treated me any differently than they would have on a day with a full face of makeup. My good friend didn't even mention the fact that I was bare-skinned, and by the end of the afternoon I had nearly forgotten that my physical appearance was not what I'm used to.

It wasn't until the second day that I realized the amount of relief I felt at not having to apply my makeup. Instead of doing that, I cleaned my apartment one morning. The other morning, I spent my "primp" time reading. (Both admirable uses of my time, and far more relaxing ways to spend my mornings, in my opinion.) It felt nice to have a break from primping – it's a lot of work!

What I Learned: My husband and I briefly discussed the absence of makeup, and he taught my biggest lesson from this experience. He told me very plainly one day, "Kayla, you really don't look as different as you think you do." I tend to focus on my blonde eyelashes, my blotchiness, my under eye circles – but ya know, I don't think anyone else does. This helped me come to the conclusion that perhaps I'm harder on myself than I should be (physically, as well as all other aspects of life) – perhaps we all need to give ourselves a little more credit for our strengths and give a little less precedent to our flaws. We're all cute, even without makeup. Let's all focus on our big eyes or high cheekbones or bright smiles – not our zits or freckles.

The second lesson I learned was to be more genuine. It's easy to hide behind a face of makeup and, in a domino effect, try to be someone more flawless or perfect than we are. When I showed up places without anything on my face, it's as if I was saying, "here I am, this is it." And I learned to be confident in that. Makeup and being genuine don't always have a correlation, but going without helped me to see that perhaps I need to be a little more real with myself and remember that it is what's underneath that is the most beautiful.

And lastly, I learned that it's OKAY to go a day without makeup every once in a while. It's okay to not care what you look like all the time, and it's okay to say "forget makeup!" Sure, it might not be on a weekly basis, and maybe I'll only go sans foundation on my days off. But you guys, try it out once in a while, and let us know at BE WISE how it helped you focus on your inward beauty. It feels GOOD, I promise.

HOW TO FEEL BEAUTIFUL IN 3 EASY STEPS

WRITTEN BY KAYLA STASTNY || PHOTOGRAPHY BY LUCAS RAYMOND @LUUCAAAAAAS

TAKE GOOD CARE OF YOURSELF

Our bodies are a beautiful gift, and when we treat them with respect, surely we will get more out of them. Eat healthy foods, stay active, and rid yourself of habits that are destructive. (And yes, not getting enough sleep can count as a bad habit!)

Take good care of your skin, stretch your muscles, & eat your vegetables. Not only do these things help contribute to your overall beauty, but you feel so much better, and it reflects from the inside out! When you feel better, you are able to accomplish more, and then feel even better about yourself – it's a snowball effect.

As our bodies age in the coming years, we will be thanking ourselves for taking good care now. Making better choices like getting enough sleep and passing on junk food is an investment, and it takes commitment. But the payout will come, and it will have you feeling great!

COMPLIMENT YOURSELF – AND LET OTHERS DO THE SAME

Take time to appreciate the things you love about yourself – and try to look at yourself with the same loving, forgiving eyes in which you see others. (Isn't it funny how easy it is to compliment someone else, but complimenting ourselves is such a challenge sometimes?) On the other hand – it's easy to brush off compliments from others and chalk it up as someone "just being nice."

I often find myself rejecting their compliments by saying, "I really am not doing that great," or "my hair hasn't been washed in days – if you think it looks good, it's an illusion!" etc. etc. In reality, it's OK to absorb compliments from others and appreciate that boost of confidence. (It usually makes the compliment-er feel better, too!)

A great and positive exercise to do with your significant other or good friends, is to take some time & list the things you love about each other. This gives you an opportunity to appreciate the good qualities in others – but it also allows you to recognize the great things about YOU. Take that list home with you and re-visit it when you are feeling down. Celebrating the good about yourself is always a good idea.

ACCEPT AND LOOK ELSEWHERE

Accepting ourselves for who we are – our strengths and our areas that could use a little improvement – is so important to help us feel beautiful. And although it seems counter-intuitive, focusing attention outward can help us feel more at peace with ourselves, and so my final piece of advice is this: go serve others, go find a purpose, go work hard, go have wonderful relationships, go make something of yourself. Your value as a person is very intertwined with feeling beautiful – and so increasing that value makes us more beautiful, to others and ourselves. Oh, and lastly – smile! Everyone looks better when they smile.

FOLLOW KAYLA @
IG: @kaylastastny

OUR INSPIRATION BEHIND THIS ISSUE

THIS GIRL INSPIRED US TO CREATE AN ISSUE OF BE WISE COMPLETELY DEDICATED TO BEAUTY. READ ON TO LEARN MORE ABOUT THIS GIRL AND HER INCREDIBLE STORY.

MY IMPERFECT SELF

by ashlyn ririe

I SAT ON MY BED with my feet dangling off the side and looked out my window pondering my life and where I've come. My eyes shifted from the window to gaze at my two hands that rested on my lap. I lifted my hands up and placed my palms together seeing the differences in shape and size. Tears immediately began to swell up in my eyes as I looked upon the very hand that God had specially created for me.

I was born with symbrachydachtyly: a condition in which one is born with missing (or small) fingers. The causes are unknown.

BUT I KNOW.

Some years ago, I had a milestone experience that has shaped me into who I am today...

8th GRADE: I sat on the gymnasium floor stretching and getting ready for our exercise planned for that day. After my P.E. teacher finished calling out role for attendance, she announced our assigned groups for the activity. “Group 3!” She yelled. My name was called along with 4 other girls. I stood up to join their group when I noticed they were already huddled in a circle loudly talking about me. "We don't want her in our group. She's deformed. She will make us lose!" They glanced at me with discouraging deprecation in their faces and ran off to claim their gear. I stood there on the cold wood gymnasium floor pulling my long sleeve over my left hand feeling more alone than I could imagine possible.

“I STOOD THERE ON THE COLD WOOD GYMNASIUM FLOOR PULLING MY LONG SLEEVE OVER MY LEFT HAND FEELING MORE ALONE THAN I COULD IMAGINE POSSIBLE.”

As soon as my foot stepped in the door to my home, I ran to my bedroom and buried my weeping face into my pillows. "God... Oh God. Why me? Out of all the people... why me?" My self-pity allowed a list of discouraging thoughts into my mind. I was confused, heartbroken, sad, devastated, frustrated, and ultimately alone. After three hours of constant tears and feeling forsaken, a peaceful impression came into my mind, "get on your knees."

My heart pounded and burned with anticipation. I swung my legs over the edge of my bed and fell to my knees and lifted my head up to the heavens and began to weep. I stuttered, "Dear God... I need you."

In the moment where I thought the sun would never come up, I, who was convinced to be so-good-for-nothing, felt love, compassion, peace, and my burdens were made light.

DON'T EVER let someone make you feel as though you are not enough. The only one who will make you feel that way is you! You might feel as though you are not smart enough. Pretty enough. Skinny enough. Athletic enough. Funny enough. I could go on and on about all the "enoughs" there are in this world. I sit here typing this message to you with a scarred heart of the pains that "not being enough" can bring.

I have come to learn that it is not a matter of being enough but being you and becoming the best you can be. It's not about being perfect. It's about allowing God to perfect us in our shortcomings and imperfections. In times of heart-break, sorrow, and trouble we must not forget that the Lord is there watching over you. Times are hard and trials are prevalent - but the love and compassion that the Savior has for you will never dim. Follow and turn to Christ and you will find answers to your questions, peace to your discomfort, happiness amongst the darkness, and blessings continuously poured into your life.

“I MIGHT NOT HAVE A PERFECT BODY OR BE ENOUGH TO THE WORLD, BUT I DO HAVE HEAVENLY FATHER WHO LOVES ME - AND THAT IS ENOUGH.”

FOLLOW ASHLYN @
IG: @ashririe

#CHANGEYOURLIFECHALLENGE

Our darling friend Lindsey Joe from Handmadehealthy.com shared this challenge from Scott Stabile with us and we love it! With the new year ahead of us, now is the perfect time to start. There is so much more to *feeling* beautiful than just simply *looking* beautiful. This challenge is a fantastic way to focus on different and important aspects of our lives that can lead to true confidence and real radiating beauty.

photo || Lucas Raymond

CHANGE YOUR LIFE

#ChangeYourLifeChallenge is a life-changing, list-making process that aims to help you feel a little more grateful, a little more proud, a little more loved, and a little more inspired! The idea is pretty simple... take some time to really reflect and compile the 4 following lists:

WEEK #1

The Gratitude List: "What are you grateful for?"

There are so many things to be grateful for in every single day. Some days it might require a little more searching but there is always, always, always something to be grateful for. It is amazing how when we are more grateful for what we have, what we have is enough. This week create a gratitude list and focus on every detail of your life, big or small that you can be grateful for.

WEEK #2

The Proud Accomplishments List: "What are you proud of?"

It is okay to be proud of your accomplishments and realize how far you have come. Recognize your efforts and allow yourself to be proud. Make a list of the accomplishments you have had as well as future accomplishments you would like to have and work on reaching those as well. Set goals that will help you accomplish those dreams.

WEEK #3

The People You Love and Who Love You List: "Make a list of all the people you love deeply, as well as those who love you deeply. "

There are so many people who care deeply about you. Many who you may even overlook. There are also bound to be many people who you love, admire and even look up to. Make a list of those people and even consider writing a letter to them expressing how much they mean to you in your life.

WEEK #4

The Inspirational Mantras List: "Create a list with those words that have inspired you the most, that have helped you find perspective or have simply made you smile."

Create a list of words that inspire you and pick a few that you want to focus on. Pick qualities that you have as well as qualities that you would like to work on and improve in. Set goals to accomplish those words to become an even better version of yourself.

"THERE IS NO CHALLENGE MORE CHALLENGING THAN THE CHALLENGE TO IMPROVE YOURSELF."

FOLLOW LINDSAY @
IG: @linzjoerd

photo || scott hickenlooper

WHAT **BEAUTY** DO YOU SEE?

There is so much beauty in the world around us. We want to know what beauty you see around you. Use your camera or phone to capture images of beauty and use hashtag #bewisebeauty to share your images with us. We will pick our favorite image and the winner will be featured in the next issue of BE WISE Magazine!

PURCAHSE

BE WISE MAGAZINE IN PRINT

VIEW PAST ISSUES OF BE WISE AND PURCHASE IN PRINT ON OUR WEBSITE

WWW.BEWISEMAGAZINE.COM

CLOSING THOUGHTS

Throughout this magazine we have shared tips-and-tricks to help accentuate your physical beauty. There is nothing wrong with wanting to look our best. However, this does not mean that we think beauty comes from cosmetics. As we have stated before, at BE WISE we believe that true beauty really does come from within. That being said, one of the best ways to feel beautiful is by taking care of our bodies. Feeling confident and beautiful really is a two step process. First, we need to understand who we are and that we are of worth. Knowing that you are a child of God will not only help you to see and feel of your own beauty but should also inspire you to care for the body He has created for you.

Each one of us has been given an incredible gift from God. Your body is sacred and beautiful because it was created by your Heavenly Father. He knows you and He loves you. You are His child. He wants you to know that you are of worth. He wants you to feel confident.

Unfortunately, the world around us often makes this a very difficult task. It is easy to fall into the trap of feeling like you don't measure up to the world's standards of beauty. Please understand that you don't have to. You are beautiful simply because you are a child of God. You are beautiful because you were created for a divine purpose. You deserve to feel beautiful BECAUSE YOU ARE.

Countless hours and prayers went into creating this issue of BE WISE. We truly hope that as you read this magazine you will come to understand and feel of your infinite worth. We hope that you will learn to recognize how beautiful you really are. Most importantly we hope that you feel the love of our Heavenly Father. You deserve to feel of worth, you deserve to feel beautiful, and you deserve to feel of His love. Remember in all that you do, BE WISE.

photo || jaci marie smith

A SPECIAL THANKS TO OUR
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This magazine would not have been possible without all of these amazing people! We are incredibly grateful for all of their work and support! Thank you all so much! We appreciate each and every one of you!

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Brennen Vombaur
Kate Doherty
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Kori Thompson
Alesha Kunz
Lindsay Joe
Scott Stabile
Lucas Raymond
Hunter Gillman
Tyson French
Rachell McCloyn
Lauren Fisher
Rachel Haslam
Asia K.
Niya Models

Niya Suddarth
Shalice Schwemmer
Phoebe Davenport
Elise Russon
Kaitlin Kuhn
Abby S.
Kenya Thomas
Nina Lodico
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Daniella Carrera
Andrew Zepeda
Dasha Semina
Madison Savoie
Hello Hair
Jazmin Ferrante
Amy and Kate
The Whitney Paige
Marsa Lee
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Oliva Beth Gochnour
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Samuel Hallman

Paige Arminta
Gabriel Okito
Kiet Tran
Skye Mackintosh
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Beauty Redefined
Lindsay Kite
Lexie Kite
Bonafide
Amy Cornwell
Kaitlyn Williams
Alejandra
Joseph Knoop
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Britten
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Mercy River
Whitney Permann
Sandra Turley
Jaci Marie Smith
Maria Camila
Scott Hickenlooper
Between The Lenses
Cee T
Markus Mjaaland
Vincent Brod
Alayna Smith
Taryn Lynn
Anita Hallman
Kendahl Weiland
Mara Jewellery
Nicole Koehler

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BE WISE MAGAZINE

We hope and pray that this magazine has blessed your life even if it is only in a small way. Countless hours and prayers went into the creation of this issue and we hope as you read through it that you not only felt of our love but most importnatly the love of your Father in Heaven. He knows you, He loves you. You truly are a child of God with infinite worth and potential. Live each day with the knowledge of who you are and constantly strive to BE WISE in all you do.

If you enjoyed our magazine please go to our website: www.bewisemagazine.com for more inspiration.

GET FEATURED!

Would you like to be featured in our next issue of Be Wise Magazine? We are looking for models, artists, writers, and companies to feature.If you are interested in any of these options please don't hesitate to contact us! We would love to hear from you!

EMAIL: bewisemag@gmail.com