



Seven Days to Sexy

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The truth is you're probably already sexy, because that's how you're made. But who doesn't want to be more irresistible? There are some physical attributes that are inherently sexy that you can capitalize on quickly, such as hair, skin, lips, and attire. And then there's attitude. Here is a woman's day-by-day guide to bringing out the sexy.

DAY 1

Scientists have found that in the 10 seconds of meeting a woman for the first time, the average man will spend over

half the time gazing at her mouth. If she has applied lipstick, he will find it difficult to look away. A dash of pink holds his attention for 6.7 seconds, and red keeps him fixated for 7.3 seconds! So, there you have it: It's lips before eyes. Consider Juvederm® injections to evert the lips and provide a fuller pout. When done artfully, the lips can be enhanced without looking unnatural. In order to provide time for swelling to subside, this procedure should be done on Day 1. Other options for a fuller lip include creative makeup application and lip plumpers, such as Sexy Mother Pucker®, available at

Barney's. Self-suction devices like Fulllips®, an Instagram movement initiated by Kylie Jenner, should be used in moderation. Regardless, pick out some bright red or pink lip color, such as High Tide from Troy Jensen's Beach Babe Collection, and voila! Sexy lips.

DAY 2

Sexy eyes are key. A trip to the MAC® counter or Sephora will allow you to avail yourself of friendly associates who are willing to do your makeup and teach you how to do it at home. Smoky eyes with

long lashes are stunning. Ardell® lashes from Rite Aid are easy to apply with Duo® glue. Another option is eyelash extensions. Various salons nearby offer this service. Some people develop allergies to the glue that is used, but overall, it is a popular option for making the eyes pop. A natural-looking definition of the brow can also really enhance your look. Try Jouer® Brow Definer. For the longer term, Latisse® helps you grow your own eyelashes and eyebrows longer, thicker, and darker. I would be remiss if I didn't mention my favorite injectable, Botox®, that can provide a little lift to the arch of the brow, taking your look from ordinary to bombshell. Day 2 is the day to do a "chemical brow lift" with Botox and to smooth out other lines in the upper face at the same time. It takes about three to five days to take effect, so Day 2 is perfect timing.

DAY 3

Choose your outfit. Be aware of the red dress effect: According to numerous studies, men find women in red shirts or dresses, and even in front of a red background, more attractive than the same women wearing different colors. According to Wikipedia, "the red dress effect is a phenomenon in which people wearing red clothing, such as a red dress, are perceived to be more sexually appealing than they are when wearing other colours. This effect is thought to act subconsciously, although its effect can be large." Also, consider wearing heels to give your legs an elongated appearance and slightly arch your back so your waist looks smaller. Studies show that the most appealing waist-to-hip ratio is 0.7, where the waist is 70 percent of the circumference of the hips. This is probably the reason behind the corset craze that was popularized by Kim Kardashian. Ann Chery®, a popular waist-training corset brand, is best used for a few hours a day and not while exercising. If you can, accentuate your waist. Regardless of what size or shape you are, decide which of your features are your best, and highlight them, but not all at once.

DAY 4

Studies show that a big smile with white teeth is extremely attractive. The condition of your teeth is a sign of your health. Visit your favorite dental professional and ask about teeth whitening. Another option I have found effective and used myself is Dr. George's Dental White system, available online at Amazon or drgeorges.com. Just a few treatments with this gel will brighten your teeth and enhance your megawatt smile.

DAY 5

How do you get sexier hair? Healthy, freshly blown-out hair, in and of itself, makes you feel more confident. Try Dry Bar or your favorite salon. You might toss your hair around more suggestively when it is "done." Sexy hair can be long, short, in an up-do, or in long layers, but it needs to be shiny, not brittle or dry, and not too fixed with spray. I recommend either Kerastase® or, better yet, the Olaplex® conditioning systems to restore a healthy shine. If your hair is damaged or shorter, consider hair extensions. Christie Brinkley swears by them and even has her own line, called Hair2Wear®. If you are blonde, get a few platinum highlights. If you are brunette, go a bit darker. Make a sexy statement with your hair. Get noticed.

DAY 6

Skin, being my favorite subject and the largest organ in the body, is important. Of course, clear skin is attractive, but most importantly, it allows you to be confident. Don't let one or two pimples make you feel sheepish. At our office, we provide Kenalog injections to reduce these monsters quickly, and we carry a cream that can nip breakouts in the bud. Besides that, our aestheticians offer red-carpet, no-downtime facials that can have you ready to be your sexiest self. When applying makeup, try a little high color in the cheeks to mimic a flush. Bronzers can also add a sexy glow. I love Chanel's Double Perfection for coverage and Laura Mercier's Shimmer Bloc for a smooth, dewy glow. For your legs, add some color with MAC's skinsheen leg spray, and for your décolletage, Dior's Airflash can provide some real-life airbrushing. Practice these makeup techniques in preparation for your big debut on Day 7.

DAY 7

The assignments for Days 1 through 6 were designed to increase confidence by helping you present your best self. Do the assignments that you feel need to be done—don your dress, apply your makeup, tsuj your hair—and then, let it rip! In other words, no more fretting and fussing and reapplying or second-guessing after the fact. The single most important aspect of sexy is confidence. Sexy behaviors that exude confidence include excellent posture, crossing your legs, making eye contact for one beat longer than usual, short-but-deliberate touching of the arm during conversation, dynamism, enthusiasm, and a witty sense of humor. If there is eating involved, eat with panache and gusto. The truth is that a woman can become sexy almost instantly as she dons her persona -- that layer of character and personality that is her, only bigger. The bodacious smile, the

confident saunter, the twinkle in the eye, and an unselfconscious laugh. After all the preparation mentioned, this is the final magic ingredient. Marilyn Monroe could walk along 57th Street and go unnoticed until she decided to "turn it on." "Shall I be her?" she would ask, and suddenly, with her voice sweetened and her special walk and giggle, droves of people would flock to her. Turn on your own unique version of Marilyn when the time is right, and voila! You are sexy.

Seven days to sexy. This article touches on some highlights—the tip of the iceberg, so to speak. We discussed lips, eyes, hair, smile, dress, and confidence. These are key features that I hope provide some tips and ideas. There are many more aspects of "sexiness" that the scope of this article does not cover -- not to mention men, who have a completely different set of sexy attributes that can be optimized. In the spirit of this article and as the saying goes, "Always leave them wanting more ..." I leave you here, in the hopes of meeting again on this subject.

Urban Dictionary definition:

sexy

1. An intangible attribute. You need not be model thin nor movie star gorgeous to be sexy. Sexy is the whole package, including that "certain something" that you can't quite put your finger on. Sexy may include the person's attitude, voice, attire and body language. ■

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