



grace

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**NEWS RELEASE**

## **BABY BOOMERS CHOOSE CLASSIC**

SERVICE HELPS MIDLIFE WOMEN TO AGE GRACEFULLY

**TORONTO:** A service designed to help midlife women feel fit, fabulous, and boardroom-appropriate has been launched in Toronto. Created by fitness trainer and makeup expert Deborah Williams, GRACE takes a holistic approach, encouraging clients to embrace beauty inside and out via the stepping stones of image and fitness.

With twenty years experience of makeup for TV and film, plus a degree in physical education from McGill, Deborah couldn't resist the opportunity to fill a gap that she noticed among women of a certain age. "As we get older, women realize that fitness and beauty go hand in hand. We know we have to do things differently, and smarter, and that aging gracefully is about embracing and embellishing. But many don't know where to start."

Whether clients come to her for individual lessons or consultations, in-home parties, or corporate seminars, Deborah finds they are happy with the extra boost to confidence from even a simple update to their look. With experience in fitness plus the makeup expertise, it seemed a natural fit for Deborah to launch what amounts to a mini midlife makeover service. "Some clients come to me for fitness first and are intrigued by the prospect of a new look and others start with the makeup lesson or application and realize that looking better and feeling better are part of the same process." However it happens, news of what GRACE can do to improve the midlife blues brings many new clients to her small studio in the Beach area of Toronto.

"Most forty-something women know that showing up at work in the mini skirts they wore to college or in their daughter's skinny jeans might hamper promotion prospects. But they still use the same heavy eyeliner or lipstick and blusher combo that worked when they were twenty. In less than an hour, I can show a client how to look elegant and trendy, yet professional. Women often wear too much makeup or nothing at all and end up presenting a sad or a drab face. A new palette is usually all it takes to make them look brighter and younger."

Color analysis is not new, but Deborah finds clients are pleasantly surprised when they see the difference the right color does for them. "Once you know whether you're cool or warm, you're able to select the right shades and undertones to highlight your best features."

Trained in the makeup and wig program at the Canadian Opera Company, Deborah has fluffed her makeup brushes over such famous faces as Kelly McGillis, Lauren Holly, Helena Bonham, and Margot Kidder. She has also worked with Oscar-nominated Graham Greene, Leonard Cohen, and Omar Shariff, plus the co-hosts of *So Chic*, and continues to work in TV and film.

“Women at both ends of the baby-boom generation are disconcerted by the aging process on their faces and bodies.” That’s why Deborah works on the whole package and backs it up with personalized fitness training and teaching at a local gym in The Beach for many of her makeup clients, and vice versa. This mix ensures they feel as good as they look. “The health benefits of exercise are so measurable and they show from the inside out.”

GRACE uses and Deborah represents the mineral-based Jane Iredale makeup and skin care line. Normally available only through spas, this was developed originally for rosacea and acne. Its anti-inflammatory properties make this makeup good for the skin. Deborah provides detailed guidance so clients can achieve their new looks themselves, but many return for regular appointments and to stock up on Iredale products. GRACE prices vary, depending on the service, but the cost per person for a group party or session runs about \$25.

“GRACE is not only about makeup. It’s about how good you feel about yourself when I’m done. That is my guiding principle,” Deborah says. And judging by the fast growth in her customer base from word-of-mouth referrals, the women who come to Deborah to learn about maturing gracefully, and graciously, feel very good about themselves.

**For more information, contact:**

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