

WWW.ELIZABETHULLOA.COM



THE BEAUTY RITUAL



I INVITE YOU *to* EXPLORE
YOUR INNATE BEAUTY
and ENJOY *the* PROCESS *of*
DISCOVERING *your* RADIANCE

I know that creating a ritual can feel intimidating or like a waste of time and effort. We're living in chaotic times, our days are filled with real problems, so why should you even think about a beauty ritual?

It's a good question to ask, but I believe that we need to pause and care for our bodies and souls more than ever before. The more you care for yourself, the more beauty will radiate from within you.

It is my privilege to serve as your guide while you nurture your inner and outer radiance.

Your beauty belongs to you and no one else.

This is your time. This is your ritual. Enjoy.

xo

Eli

YOU HAVE BEEN GIVEN *the* GREATEST GIFT-
ONE *of* LIFE'S PLEASURES *is* DISCOVERING WHO
YOU ARE. *and* WHAT MAKES YOU UNIQUELY YOU

Know that you only become more beautiful when you sink deeper into what makes you whole. I'm not just talking about what's on the surface (we'll get to that too!) but understanding who you are inside and out will help you craft your beauty regimen.

WHERE TO START? BY ANSWERING THESE THREE QUESTIONS

WHAT ARE YOUR HABITS?

Be honest about the habits you are likely to keep. Are you the type of person that benefits from a daily routine, or do you need variety? Do you love luxuriously complicated steps, or do you prefer a pure and pared down routine? There are no wrong answers, only honesty.

WHAT ARE YOUR FAVORITE FEATURES?

If you can't think of any, then this step is especially important for you. What about you is innately beautiful?

WHAT DO YOU WANT TO CHANGE?

Change is good.

Consult an *Expert*

NO ONE DOES IT ALONE,
AND NEITHER SHOULD YOU!

Consulting an expert is a savvy investment that pays off – you will save money and time. The key is to find experts who will take the time to educate you on what is best for your unique features and to then keep what resonates with you and discard the rest.

Your makeup, hair, and skin care routine should be suited specifically to you in order to see results. And results are the secret to a beauty ritual that lasts!

Develop *Personal Style*

BEAUTY IS ALWAYS ORIGINAL.

Too many of us are paralyzed by the effort to keep up with trends – there is no reason to be a slave to the whims of fashion. Keep up with what's current (if you enjoy it) as a source of inspiration, but remember that the goal is to learn more about yourself and what makes you shine.

Don't be a passive consumer; write your own story.

Be *Open*

As you create your own beauty rituals to suit your wants and needs, be open to new ideas. Be flexible and experiment with new ways to apply makeup, let your creativity be sparked by the natural world.

There is much to learn from the purity of nature, there's fun to be had with the power of makeup. Feed your beauty creativity, nourish it, and be open to experimenting on your own and in learning from others.

Discipline

ONCE YOU'VE FOUND WHAT WORKS
FOR YOU, STICK WITH IT!

Even if you're the type of person that needs variety and flexibility in your ritual, I recommend being disciplined in doing something lovely for yourself every day. Whether your ritual is in the morning or in the evening doesn't matter – what matters is knowing you can trust yourself to care for yourself.

Health

THE BETTER YOU FEEL, THE MORE YOU GLOW.
THIS IS THE KEY TO A HOLISTIC BEAUTY RITUAL.

Keep your body healthy – Getting enough sleep and exercise, eating properly, and maintaining good nutritional habits may not sound glamorous, but they are essential not just to beauty, but to a well-lived life so it makes sense to work on it daily.

Most of us know to be careful about what we eat because we understand that food is nourishment, not just fuel. Likewise, what we put on our skin is nourishment for what is within. Think about what is healthy and good for you when deciding what will be a part of your beauty ritual.

Self-*Respect*

Always have tremendous respect for yourself and for the people around you. There is sacredness in love for self and love for others.

A positive mental attitude is the best incentive to beauty; If you love yourself and you love life, you can't help being naturally beautiful!

