



Janis Spindel is the author of *Get Serious About Getting Married* and *365 Proven Ways To Find Love In Less Than A Year* and Founder of Janis Spindel Serious Matchmaking, Inc. After twelve years she is responsible for over 760 marriages! Before taking on a man as a client, she requires him to take her out because it shows her how a man thinks, acts, and will most likely treat a woman when they are on a date. She has been to breakfast, lunch, and dinner with more than 7,600 men during which time she has learned what makes men tick and what they want in a woman. www.janisspindelmatchmaker.com/about.htm

Janis, what are the top three qualities that men look for in a woman?

- Great looks
- Thin body
- Younger than they are (but not necessarily “young”)

What should be a woman’s top priority when reentering the dating game?

You should do everything to look your personal best. I believe that every woman, no matter her age, can look age-appropriate, “youthful,” and sexy. You have to take the time to learn how to enhance your best features, minimize your figure flaws, and wear the right makeup and hairstyle for your face and age. Creating an attractive look by enhancing your best features needn’t be time-consuming or fussy. Your style and beauty routine can and should be fairly simple. Men don’t like a lot of frilly, complex clothing or makeup that is applied with a heavy hand.

Should you hire an Image Consultant?

Hiring a style pro is one of the most important investments in yourself that you can make. A well-trained style expert can help you develop and enhance self-confidence by improving your overall appearance.

What about hairstyle and color?

Your hairstyle can both date and age you. Avoid over-processed styles that require lots of “product.” Color should look as natural as possible – and it’s worth seeking professional advice on cut and color, as it takes time to reverse hair mistakes.

What do you think is one of the most important aspects of appearance improvement?

Teeth whitening – because discolored or yellow teeth are unattractive and a turn-off to the opposite sex. White teeth also make you look younger.

What is one of the first parts of the body to show age?

Skin...you should never skimp on your skin care and men love beautiful skin. A good dermatologist can recommend a prescription-based skin care regimen that will make a difference in your skin’s health, feel, texture, and overall appearance and advise you on treating skin problems.

What about plastic surgery?

If you believe that there are aspects of your features that are holding you back from looking your best, it might be time to consult with a plastic surgeon. There is so much new technology and a lot of cosmetic surgery has become less invasive and requires a shorter recovery time.

Why do you recommend a professional makeup artist?

Professional Makeup Artists can teach you a flattering and efficient technique of applying makeup. A good makeup artist will introduce you to new looks, ideas, and products rather than a salesperson at a cosmetic counter who generally want to sell you as many products as possible.

What are men’s top appearance turnoffs?

- Dressing in a provocative manner on the first few dates
- Unshaven underarms and legs
- Over-processed, “big” blond hair
- “Hard” hair (over-sprayed or overuse of product)
- Unstylish, frumpy, out-of-date clothing
- Chipped and peeling nail polish