

**FOR IMMEDIATE RELEASE:**

**Contact:** Pure Publicity  
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## **Discover True Beauty Inside Out Beauty Tips for a Healthy, Holistic Life**

(Orlando, FL.): As a society, most women believe they can attain true beauty by forcing themselves into the mold of the images that saturate the media or through cosmetic surgery enhancements. It's no surprise that 90 percent of women between the ages 18 to 64 say they would like to change something about their appearance, while 75 percent of teenage girls are not happy with their bodies.



Beauty columnist, aesthetician and make-up artist **Shelly Ballestero** struggled for years with her self-image, but once she allowed God to transform her thoughts and perception, her life was changed. Ballestero has taken her experience in the health and beauty industry and written ***Beauty by God*** (Regal Books, January 2009) for women who want to feel beautiful and reveal a healthy inner-self. This comprehensive book balances spiritual principles with detailed beauty and fashion tips necessary to lead a healthy, holistic life (mind, body & spirit) and feel beautiful from the inside out.

Ballestero shares a wealth of beauty and style advice on healthy eating, simple skincare, affordable fashion styles and other lifestyle and beauty topics. She includes advice from celebrities, quick recipes for food and skincare products, research to support her claims, money-saving tips, suggestions for going “green,” and a comprehensive resource for finding recommended products. *Beauty by God* shares lifestyle advice on areas including:

- Non-surgical tricks to looking younger
- Beauty product warnings: Information on toxins, expiration dates and harmful ingredients
- Skincare 101: How to de-puff, moisturize, apply makeup and decrease the aging process of your skin
- Create a home spa treatment with common kitchen ingredients
- Makeup tips in five minutes or less and hair style secrets
- Fashion advice for every body type: styles, colors and accessories
- Quick ideas for organizing your clothes and closets
- How to host a “Discover your passion pathway party”
- Grooming hints for the man in your life

*Beauty by God* was written for women who have a desire to improve their lives through easy-to-follow guidelines with simple ways to care for their God-given bodies. A free instructional DVD companion is available for readers of *Beauty by God*.

Shelly Ballestero is an inspirational beauty coach, aesthetician/makeup artist and an herbalist. She's a graduate of the prestigious International Academy and Joe Blasco, one of the top makeup schools in the industry. Shelly has taught the art of makeup through workshops and is a freelance writer for several publications. She lives in Florida with her musician husband Angelo Ballestero, and their two sons. For more information about *Beauty by God*, visit [www.shellyballestero.com](http://www.shellyballestero.com).

*Beauty by God: Inside-Out Secrets for Every Woman* by Shelly Ballestero. Regal Books, ISBN-978-0-8307-4684-2 Price: \$14.99

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## **Suggested Interview Questions for Shelly Ballestero:**

1. What are some common struggles women face regarding self-image?
2. Tell us a little about your professional background in health and beauty. How did you become a makeup artist?
3. What are some ways women can block out the media's negative messages about beauty?
4. What is some cautionary advice regarding hazards found in beauty products, kitchen supplies and cleaning products?
5. Most women are concerned about the effects of aging. What are some simple tips for looking or feeling younger?
6. What kitchen and baby products can be used for beauty treatments?
7. Can you give us some quick tips about skin, eye and hair care?
8. What are some suggestions for a closet intervention?
9. What are some quick tips for women regarding grooming their man?
10. What verse(s) of Scripture could you suggest as a guide for women who want to begin this journey of becoming beautiful from the inside out?

## **Interview Topics for Shelly Ballestero:**

1. Describe the difference between the world's view of beauty and God's view of beauty and how each affects a woman's self-perception.
2. Affordable beauty secrets from a makeup artist.
3. Beauty care during winter weather: hair, skin, lips and hand treatments during cold weather.
4. Skin care (exfoliating, toning and moisturizing) for every skin type (sensitive, dry, oily, combination or acne prone skin).
5. Non-surgical tips for looking younger /Winning the war on wrinkles
6. How long to keep your beauty products/toxic ingredients in your makeup.
7. Green tips for your home: Beauty products, kitchen cook-ware, non-toxic cleaning products, air-purifiers, plastic bottles and containers. Understanding certified organic, organic (not certified), natural, free-range and grass fed.
8. Hair care: cleansing and moisturizing. Styling for your hair type, personality and face shape.
9. Organize your closets: coordinating your clothes, hangers, shoes, belts and handbags.
10. Dressing your body type: circle, triangle, cone, rectangle, or hour glass.
11. Wearing the proper jeans: understanding fit, cut and waist.
12. Caring for your eyes, lashes and brows: primer, eye liner (powder, liquid, pencil) shadow.
13. Turning your kitchen into a spa: coffee grounds, yogurt, lemon juice, olive oil, eggs, white vinegar, honey, oatmeal and baby food.
14. Renew your life: ideas for reading, speak positive, biblical truths to yourself, change your self-view, laugh, avoid comparison and overcome fear, frustration and discouragement.

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## **Praise for *Beauty by God***

Whether you are a supermodel or a mother, teen or schoolgirl, we all want to be beautiful. In an honest, practical, organic way, Shelly Ballestero helps women acknowledge the struggle that we all deal with inside ourselves and that true beauty is a combination of mind, body and spirit. BBG offers useful health and beauty tips to pamper your body and soul- plus interesting facts and information about the beauty industry we all should know.

**Kim Alexis -Supermodel, Author and Actress**

Your life and beauty issues have just been simplified! No longer must you choose between healthy or harmful cosmetics or inner or outer beauty . . . you can have it all! *Beauty by God* is an amazing compilation of spiritual insight and practical hands-on advice. It is time God's daughters walked in all the beauty, health and strength He has for them.

**Lisa Bevere - Speaker and Bestselling Author**

In *Beauty by God*, Shelly takes us on a fantastic journey that bridges our spiritual walk with God with the outward blessings of living a healthier lifestyle. This book is a must-read for every woman who seeks to grow deeper in her faith and learn practical tips to look and feel her very best.

**Candace Cameron-Bure - Actress (Full House, The Wager)**

*Beauty by God* is a great book for women and encourages them to be beautiful on the inside and also on the outside. Our bodies are the temple of the living God, and we need to do our best to take care of what the Lord has given us. This book is jammed packed with godly ways of thinking and useful tips and will truly inspire us to be all that we can, spirit, soul *and* body!

**Shannon Niquette Ratliff- Author and Runner-up on *America's Next Top Model***

Being in the public eye means that I need to try and look my best. So why do I feel guilty when I spend time on myself? *Beauty by God* helped me to see that it is okay to take care of the outside as well as the inside. *Beauty by God* is a handbook for us girls—what a wealth of information! I'm keeping it close by.

**Jaci Velasquez – Award-winning Christian recording artist**