



One woman's
makeover is just
the beginning

a beautiful life

By Lindsay Thacker Maxfield
Photography by Heather Brown

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hen Diane Mark saw an ad in the newspaper to win an extreme makeover, she thought, "Why not?" She entered, never expecting to win. But, however nonchalant she seemed, her motivations ran much deeper.

Diane's mother passed away when she was 13 years old. "Being raised without a mother left me not knowing how to look my best," she says. Now at 43, she had been laid off from her job of 12 years. After applying for nearly 50 positions, her confidence had taken some serious hits. It seemed like now or never.

Shocked to learn she had been chosen for the extreme makeover, she thought, "Do I *really* look that bad?" Still, she felt the makeover wasn't just about looks. In her entry Diane wrote that she wanted to "show how these services can change an individual's self confidence." This was perhaps the reason she won.

Marie Bowcut, director of events for MediaOne of Utah (*Wasatch Woman's* parent company), organized the contest for the What a Woman Wants Show, where the makeover was revealed. "The goal was to make a difference in someone's life with an inside-out transformation," she says. Terry Sidford of Create Your Life Coaching, a member of the

makeover team, agrees. "We were looking for a candidate who was willing to make real changes." And Diane was.

"My philosophy is, 'Try it on,'" says Diane. "Give things a chance before you say whether or not they're for you." So for the next six weeks, the experts took over.

"At first it wasn't easy being the focus, and it was hard not to be cynical," Diane says. But when she met the team, she was taken aback by their kindness. "No one had their own agenda," she says. "They didn't want to make me someone else, they wanted me to be me."

Diane started weight management training, and after just three weeks she lost 6 inches in her midsection. With that boost, life coaching was the perfect next step for her internal transformation. "Terry has a gift of asking questions so you can figure out your own answers," says Diane. "I now know there's no external beauty without internal happiness."

After that breakthrough, the rest was icing on the cake. Tressa Branin, image consultant with Total Style Solutions, provided wardrobe and style personality assessments and taught Diane how to find the best clothes for her body before taking her shopping. "When Diane realized it wasn't about



before



after

perfection, but showing her best self, she really started to have fun," says Tressa.

Rounding out the makeover were skin treatments, spa services, and hair and makeup lessons. Although the results were striking, friends and family agreed she's still the same person — just much happier.

Today, Diane's transformation continues. She's still looking for work, but she's ready to pursue new adventures. Among her aspirations: teaching elementary school, becoming a motivational speaker or writing a book about gratitude.

Marie believes Diane is already an expert on the subject. "She's the most humble, grateful person I've ever met," says Marie. It's certainly evident in Diane's thoughts about the team. "When I think about how kind and genuine everyone was, it still chokes me up," she says. "I can't forget them, because they helped me know myself."

Diane now realizes she's worthy of much more than she'd given herself. "Like many women, I've always put others first," she says. "I never would have done this for myself, but now I know I deserve it. Not just me, but all women. If you pamper yourself, you'll feel good on the inside *and* the outside. Just slow down and make time."

CREATE YOUR OWN TRANSFORMATION

Beauty from the inside out isn't about being perfect. It's about knowing who you are and showing your best self to the world. Here are ways you can create your own transformation.

MAKEOVER COMPONENTS: MAKING THEM WORK FOR YOU

WEIGHT MANAGEMENT: Focus on a realistic goal and don't get too caught up in the details. Celebrate your progress.

LIFE COACHING: Have your own cheerleader who has no other agenda than to help you find yourself.

MEDICAL SPA SKIN TREATMENTS: Do your homework. You can have professional spa treatments done at a fraction of the cost at academies or through specials.

WARDROBE CONSULTATION: Don't just blindly follow trends. Learn about your body type and personal style to determine which clothes flatter you the best.

SKINCARE & MAKEUP LESSONS: You don't have to spend a fortune on makeup, but don't skimp on skincare products. Your face will thank you for years to come.

HAIR MAKEOVER: A good stylist will know how to flatter every face. Let an expert help you find the best color and style for you.

FIND YOUR OWN INNER BEAUTY

Terry Sidford, life coach and owner of Create Your Life Coaching, shares her thoughts on creating beauty from the inside out:

To be a complete person, you have to work not only on your outer beauty but develop your inner beauty.

A beautiful person values herself mentally, emotionally, spiritually and physically. Beauty is the total impact of all these aspects.

Mind and body are interrelated; the state of one reflects the state of the other.

Inner beauty is more a part of us than mere body and mind; it is indestructible.