



Media Jockey

A Newsletter from Xanthus Communications

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Online: "Best Hair Section"

Issue: # 4

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PR Tip

When looking good is essential, don't assume you will look okay on camera. If you plan to be on broadcast (TV) or in a visual media production, invest in the right training. Hire both a media skills training expert and an image consultant. The media skills training expert will teach you what you should say, how to say it and how to move flawlessly on camera. The image consultant will show you what to wear, what to do with your hair and how to make-up for the lighting and camera angles. Looks do count. Except when they don't.

News Tip

Print, Broadcast (traditional TV and Radio), Internet, Blogging,

The World Wide Web of Intelligence.

Dear Friends and Colleagues:

Greetings! I have a colleague who works for Credit Suisse. His annual salary + bonus is greater than the gross national income for Sierra Leone. He once remarked that he has seen a lot of not-so-smart people make huge fortunes and some very smart people make very little money. Maybe making money has more to do with having a specific type of intelligence instead of just having dumb luck. The theory of multiple intelligences is more than educational jargon put forth by psychologists. In reality everyone has varying degrees of intelligence: from creative intelligence and business intelligence to financial intelligence and social intelligence. Over forty types of intelligence have been identified and the list keeps growing. Each person has a unique cognitive profile that ultimately defines who you are, what you do, and maybe even how much money you make. As for luck, or dumb luck, there is no satisfactory explanation.

This month we are proud to feature a woman who is imbued with an extraordinary degree of aesthetic intelligence. Beauty expert Paule Attar will make you look good. She is a gifted image consultant who applies her expertise to hair and skin--everything from the neck up. Years ago when she owned her salons in Beverly Hills she worked with a bevy of celebrities from Raquel Welch to Sharon Stone. Since moving to the Pacific Northwest her celebrity clients are from the upper echelons of high-tech. We are proud to have Paule Attar, beauty personified, among our growing roster of experts.

Best Regards,

YouTubing, Podcasting. There are so many forms of media. To reach your target audiences, there is so much media to choose from. Decide which form of media works best for you--your look, your voice, your persona, your writing ability, and your quotability.

Expert Quote

"I help my clients achieve the French standard of beauty, a look often described as au naturel, understated, and professional. Emphasis is placed on lustrous hair, polished skin, a fresh face and minimalist make-up. Everyone should pay attention to achieving a glowing complexion and a great hair cut."

**-Paule Attar,
Expert in Beauty**

Mixed Media

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

Elizabeth Suman
Media Analyst
elizabeth@xanthuscom.com

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Featured Expert

Paule Attar | Expert in Beauty

The e in Paule is silent because French is Paule's first language. Early in her career, she served a three-year apprenticeship at the highly respected Alexandre in Paris, France, where she then worked as a stylist for another two years. Later she worked as an esthetician at Clytia, the skin-care institute in Paris, and then as a senior stylist at Harlow, a premier high-society salon in France. Later she owned two top salons in Beverly Hills-- "Paule Attar for Hair" and "Cut."



In 1988 Paule came to Bellevue (just east of Seattle and close to the heart of Microsoft country) where she is President and Technical & Creative Director of Paule Attar Salon and Spa. Paule is expert in all aspects of hair, including cutting and styling, corrective color, multi-dimensional color, and matching face and silhouette shapes to the correct haircut shapes. She can help find the perfect natural or chemical products for any type of hair. She is also expert on current trends, such as the hair of the moment, how to achieve the latest looks, and tips and trends in salons, spas, clothing, accessories and cosmetics. As a long-time salon and spa owner, Paule is an excellent resource on business management for salons, spas and boutiques, and also expert on client-retention and building a successful client base.

For more information, please see <http://www.pauleattar.com>

Featured Media Outlet

Spotlight on: *Marie Claire Online*: "Best Hair Section"
Publication Type: Online Guide

business news, now has an online health and beauty editor! And *The New York Times* is doing TV!



Photograph by Dan Lecca

"10 Signs You Need a Hair Makeover," *Marie Claire Online*

Good Hair-The New York Times on Air

by Elizabeth Suman

Sophisticated, comprehensive and succinct, *Marie Claire Online's* "Best Hair" guide offers a multi-media look at the latest trends and resources in hair cutting, styling and maintenance. Through regular features such as the "Virtual Hair Salon," "Hair How-To," and "A Fashionista's Diary," the "Best Hair" guide provides free, practical and interesting online tools and articles for everyday women interested in achieving attractive and healthy hair.

Having second thoughts about transforming your raven colored locks into a peroxide beehive? In the "Virtual Hair Salon," women can experiment with different hair lengths, colors and styles by uploading a personal photo or customizing a virtual model according to their face shape and skin tone. Dying to recreate the waves Kate Hudson donned on the red carpet at last week's Emmy's? In the "Hair How-To," *Marie Claire* beauty writers outline step-by step instructions for achieving new styles.

The "Best Hair" guide is visually and textually succinct. If you can't find what you are looking for in the main portal, visit the "Best Hair Library" and check out the archived features. Practical and unpretentious, the guide provides instructional features that focus on information and expertise about the latest in hair-care. It shows women of all ages and styles how to translate this expertise into knowledge they can realistically apply to their own hair and lifestyles.

The *Marie Claire Online's* "Best Hair" guide is available online at no cost at <http://www.marieclaire.com/hair/hairstyles/>

-Elizabeth Suman

"Best Hair" Stats

Essential Facts

Name: "Best Hair" (*Marie Claire Online*)

Publication Type: Online Guide

Subject Matter: Hair and Beauty

Location: Online/New York City

Online Editor: Ashley Parrish

Website and Current Issue:

does not know where to look to avoid staring directly into the camera. A succession of rapid jerky jump-cuts makes the *Times On Air* look like it has been edited by a first year NYU film student and reminds us that "All the News Fit to Print" is not good TV.

<http://www.marieclaire.com/hair/hairstyles/>

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Photograph by Greg Delves

"Virtual Hair Salon," *Marie Claire Online*

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