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## Feel Better About Yourself Without Breaking The Bank

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Tiffany Fluhme, CEO of Fluhme Beauty, and plastic surgery physician assistant, doesn't believe women have to deny themselves to help balance the checkbook.

"Women are very good at denying themselves luxuries, as well as some necessities, in order to make ends meet," said Fluhme, entrepreneur CEO of [Fluhme](#), a Direct Selling/Party Plan Cosmetics Company. "The problem is, when a woman cuts out key items of her beauty and wellness regimen — makeup, skin care, her gym membership, etc. — it will definitely have an impact on how she feels about herself. Her self-confidence can plummet and her sense of well-being can be negatively affected. It can affect her job, her friendships and even her relationships. That's why I think it's important for women to

find ways to replace some of the more costly personal care activities with budget-conscious substitutes."

Fluhme believes that women who routinely take care of themselves, tend to feel more confident and possess better self-esteem, which will reflect positively at work and at home. Her tips for beauty and wellness on a budget include:

- **Skincare** – One of the first things that people cut out when the recession hit was spending money on cosmetic procedures like botox injections and high end anti-aging creams. However, you absolutely don't have to spend a fortune on high-end skin care to see results. There are over-the-counter products available that use very similar and just as effective ingredients as those sold at the dermatologist's offices and plastic surgeon's offices. When shopping for cosmetics online or from your local representative, look for products that contain ingredients such as Retinol, Hyaluronic Acid, Vitamin C, and Matrixyl, and you'll see great results without the exorbitant cost.
- **Makeup** – When using a great affordable skin care line, exceeding your budget on your makeup is unnecessary. Radiant skin calls for light foundations and maybe a great powder to complete your look. Try a great tinted moisturizer with an SPF and a mineral pressed powder. And don't forget, a beautiful shade of lipstick or lip gloss is an instant pick me up for your look and your mood. There are so many options when it comes to makeup. I recommend never doing without, but spending top dollar on high end names just isn't necessary.
- **Working Out** – When the recession hit, many women eliminated their gym memberships, but you don't need a gym to stay fit. Pop in a workout DVD, take a jog around the block, or work out at home with a pair of dumbbells and a jumprope. Exercise releases essential endorphins, which contribute to a great sense of well being.

"Confidence will always work in your favor, in every aspect of life," Fluhme added. "When you let yourself go without the little things that can help boost your look and your mood, the rest of your life suffers in little, but meaningful, ways. Sometimes that little extra boost of energy and confidence can help you get noticed by your supervisors at work, or by that new guy in accounting with the nice smile. Just because you have to cut back on your expenses, it doesn't mean you have to cut back on your investment in yourself. Getting through the rough economic times isn't

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