

- MAY 2025 -

# "LOOK GOOD, FEEL GOOD"

How looking and feeling  
your best can have positive  
benefits!





Have you ever felt a confidence boost, burst of energy, or been in a better mood just because you liked the way you looked? Have you felt like a new outfit, fresh haircut, or a compliment from someone made you more productive?

Well, you are not alone! Research shows that looking and feeling your best can play a role in self-confidence, mental health, and productivity. Presenting yourself in a way that makes you feel good and taking care of your body are quick and easy ways to improve self-esteem and self-love.

***“THERE’S A STRONG  
CONNECTION  
BETWEEN LOOKING  
GOOD AND FEELING  
CONFIDENT,  
EMPOWERED, AND  
HAPPIER OVERALL.”  
-KENTUCKY COUNSELING CENTER***



# WHAT IS SELF CARE?

**“Self-care is more than just a fad; it’s a foundational practice for maintaining both physical and mental health” (Kentucky Counseling Center, 2021).** Self-care is a way of nurturing yourself with the goal to project self-assurance and positivity. Usually directed at improving body image, self-care strategies have been shown to decrease negative thoughts about oneself, while promoting comfort and confidence in one’s own skin.

Being individually more aware about how we can care for ourselves and our image is an important step in maintaining a positive mental health state and increasing our self-esteem.

What can self-care look like in your life?

- Skincare routines
- Reduced stress levels
- Exercise programs
- Time taken to pamper yourself
- Nutrient-dense diets
- Prioritizing relaxation

Learn more about How Looking Good (self-care) Makes You Feel Good [\*\*here!\*\*](#)

# ***WHAT IS SELF-ESTEEM?***



Self-esteem is defined as “the value and worth we attach to ourselves as a whole.” It can be influenced by:

- Body Image: How we feel about our appearance
- Self-Confidence: The level of trust you place in yourself to do well in a particular situation
- The interaction between our external and internal worlds: How we react to what happens in life

## ***HOW CAN I IMPROVE MY SELF-ESTEEM?***

As humans, we have little power over our external world, but we do have control over our reactions to what is going on around us. You can:

- Limit comparing yourself to others
- Focus on/remember skills that you are pleased with
- Have a good support network (friends/family)
- Do the things that you enjoy
- Don't suffer in silence (speak up if you need help)
- Recognize your own talents and qualities

# *CHECK OUT THESE ARTICLES!*

## Improving Self-Esteem by Improving Physical Attractiveness

PUBMED; G. L. PATZER

According to PubMed, Self-esteem, a key aspect of personality shaped by past experiences, is significantly influenced by physical attractiveness. Because people are shaped by their environment and interactions, **physical appearance affects their experiences and, in turn, their self-esteem.** Research shows that enhancing physical traits can improve attitude, personality, and relationships with others, which can boost positive experiences. Click below to learn more!

[WWW.PUBMED.NIH.GOV](http://WWW.PUBMED.NIH.GOV)

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## How Looking Good Influences Feeling Good

DATA MINING INTERNATIONAL

According to Data Mining International, The BeautyQoL® instrument is a scientifically proven tool developed to measure the impact of physical appearance (from L'Oréal cosmetic products) on quality of life. This measurement includes 42 questions and is validated in 16 languages across 13 countries. BeautyQoL® captures the participant's changes in emotional well-being, relationships, energy levels, and mood, **providing evidence that improving one's appearance can enhance overall quality of life.** It is used in both industry and academic research, offering valuable insights into the humanistic benefits of cosmetic and aesthetic interventions, **creating a valuable comparison between physical appearance and quality of life.** Click below to learn more!

[WWW.DATAMINING-INTERNATIONAL.COM](http://WWW.DATAMINING-INTERNATIONAL.COM)

"NFL Hall of Famer Deion Sanders once famously said, "If you look good, you feel good and if you feel good, you play good." Apparently, this logic can extend beyond football. The latest research from a pair of Temple University faculty members lends support for the idea that looking good at work can enhance our performance."

- Stephen Orbanek (Director, Temple University Communications and Media Relations)

"When I say "play good" this has a plethora of potential meanings. It can mean perform well at work, further develop relationships with loved ones, or simply be happier in general.

However, the underlying theme is the same. When we feel good about ourselves we are more successful."

- Wilt Kayn



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**IF YOU LOOK GOOD,  
YOU FEEL GOOD;  
IF YOU FEEL GOOD,  
YOU PLAY GOOD...**

-Deion Sanders

**How can you incorporate a change to feel like the best version of yourself?**

## ***SO, HOW CAN I... LOOK GOOD?***

After reading the above, reflect on some diverse ways to “look good.” Here are some ideas:

Go to the gym, prioritize self-care, set up a routine, use a new skin-care product, choose clothing that makes you feel confident, start a new diet, etc.

## ***FEEL GOOD?***

Focus on self-acceptance, prioritize a healthy sleep schedule, find joy in life’s moments, appreciate yourself, take care of your body, dress in a way that makes you feel confident, etc.

## ***PLAY GOOD?***

Let these qualities of positive self-esteem, body image, and increased confidence take you far in your life!

Whether it’s maintaining a healthy relationship, completing a job interview, or simply enjoying life’s moments, it is important to feel and look your best whenever possible.



# References

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