

StarShine  
Systems

get glowing

Ann Mincey

Ann  
Mincey's

# get gLowing

You Are a Star Right Where You Are

*"What a tremendous heart stimulator this magnificent book is!  
Carry your copy with you always.  
Give copies to all you love-to spread the Glowing Light"*  
-Dottie Walters, CSP, Author of Speak & Grow Rich

Jane

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Ann Mincey's **get glowing**



## For Immediate Release

### GET GLOWING! You Are A Star Right Where You Are

Do you glow like a star?

At first glance, a new book by a REDKEN 5th Avenue NYC executive called *Get Glowing! You Are A Star Right Where You Are*, one might assume it reveals beauty tips or shares insight on how to attain celebrity status. But author Ann Mincey, the VP of Global Communications for the nation's second-largest professional beauty supply manufacturer, a division of L'Oreal USA, shares insight on how each of us can attain balance and success in our lives, particularly inner beauty.

"I believe, each of us is a star," says one of the country's most prominent female executives." And like a star, there are five glow points to an enriched life—your body, mind, relationships, resources, and service.

Mincey, whose message will be exposed to 150,000 salon professionals in keynote speeches and motivational workshops across the nation and in several countries this coming year, has a strong, positive message that is rooted in her faith (she grew up a pastor's daughter), career (three decades with REDKEN), in her overcoming personal obstacles such as divorce and an earthquake, and in handling change (corporate acquisition and moving from California to New York). Most of all, her principles are based on the simple truth what we want is within our grasp and it's up to each of us to develop our lives—to glow like a star.

Though working in an industry that caters to exterior beauty, and pampering, Mincey actually works on our inner beauty. She is often motivating and speaking to salon professionals, helping serve those who serve so many others. And what does she advise them?

- Begin to believe that you are who you seem—live as if it already is so.
- Learn to forgive, to be thankful, and to serve others.
- No matter what, God's in charge. Choose to let him lead you.
- Heed the 9/11 calling: DO IT NOW. Pursue your dreams before it's too late.
- Sometimes the best action to take is none. Get your rest.
- Rather than comparing yourself to others, love others as you love yourself.
- Give others what they want most—help them achieve.
- Know when to let go of others and be open to receiving the gifts of others.

Mincey's message shows there's plenty of substance behind her lifestyle and that beauty really isn't skin deep. *As you Get Glowing!*, you will contribute fully, feel fulfilled, and earn more so that in turn you can give the most. From this honest and humble place, you have the privilege of taking in the nourishment that you need in order to allow others, encourage others, and serve others to shine as the star they are, too. The message of *Get Glowing!* is simple: You are a star right where you are!

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## Story Angles

### Everyone Can Be A Star

Ann Mincey inspires us with her successful, exemplary career in an industry focused on beauty and taking care of oneself. Now her new book, ***Get Glowing!*** shows us how we can each shine like a star by taking care of our five essential glow points. She tells us how to:

- take care of the inner and outer body.
- shepherd and release the thoughts that enter the mind.
- care for your relationships with divine kindness.
- how to earn, invest, give, and spend your resources.
- live in alignment with your value system, and be forgiving and grateful for the unlimited love that energizes you to serve others.

### Do It Now!

Why wait for a disaster to strike? Ann Mincey was moved to finally publish her motivational book, ***Get Glowing!***, after seeing 9/11 unfold in her own backyard. As an earthquake survivor and having gone through two divorces, she has now embraced a take-charge, do-it-now attitude.

### Faith Leads the Way

Ann Mincey, the daughter of a pastor in the Church of the Nazarene, draws her inner strength from GOD and believes everyone, no matter your religious beliefs or affiliations can find guidance, peace and strength from a higher power.

### Inner Beauty Espoused By Beauty Executive

For three decades Ann Mincey has delivered motivational and inspirational speeches and workshops to tens of thousands of salon professionals each year. While being a leading executive for one of the world's largest professional beauty product manufacturers (REDKEN, a division of L'Oreal USA), she also guides people on their inner beauty. She has given support and guidance to those people who spend their careers taking care of others.

### Global Perspective On What's Needed For Humans To Thrive

Ann Mincey has traveled the world, to dozens of countries across five continents and offers a unique perspective on how we each can rise up to become more than we've been and discover within each of us a quality of beauty and peace.

### A Woman's Touch

Ann Mincey works largely in the professional salon industry, a woman's industry. Most of the clients are women, as are most of the business owners and staff. It's one of the few industries that is so dominated by women and Ann offers her unique perspective on being one of the most powerful female executives in the country who empowers other women to reach their fullest potential.



## Biography

Ann Mincey celebrates her 30th year of service to REDKEN 5th Avenue NYC, a division of L'Oreal USA, a leading professional beauty product manufacturer, conducting business in 30 nations across five continents.

She serves as the Vice President of Global Communications traveling abroad and across the United States as an inspirational ambassador, moving thousands of salon professionals to greater levels of success. Her keynote speeches and motivational workshops advocate for living a balanced, productive, and fulfilling lifestyle.

Mincey, the author of a new book, ***Get Glowing! You Are A Star Right Where You Are***, was named to the National Cosmetology Association Hall of Renown in 2004.

She has contributed to many charitable events and has been a leader in promoting the pursuit of both outer and inner beauty. Some other accomplishments include:

Mincey, the daughter of a pastor in the Church of the Nazarene, was inducted into the North American Hairstyling Awards Hall of Leaders in 2003. The award was presented on behalf of her dedication each day to REDKEN and to encouraging salon professionals to “earn a better living and live a better life.”

She was instrumental in raising over \$575,000 for the American Heart Association as the chairperson of the American Beauty Association Beauty Ball.

Mincey, who spoke at the Women's Peace Initiative in Geneva, Switzerland, on the topic of 'The Beauty of Peace and the Peace of Beauty' ([www.bpeace.com](http://www.bpeace.com)), received the “Star Award” given by the New York Women's Agenda, a group of 100 women's organizations representing 100,000 businesswomen in NYC, for her contribution to her community, her industry, and the world of business.

The National Professional Beauty Industry Council and the City of Hope Cancer Research and Treatment Center named Mincey the Spirit of Life honoree for 2004. Her goal of raising a million dollars for ongoing research for breast cancer was exceeded as she presented a check for \$1,400,000 to the City of Hope, a leading research and treatment center for life-threatening diseases.

She's been quoted in numerous consumer and trade publications, including: Vogue, Elle, Glamour, Harper's Bazaar, Cosmopolitan, Modern Salon, American Salon, Hair Color and Design, and Salon Today. Ann is director of beauty and spirit for Shape Your Life destination resort programs ([www.shapeyourlife.tv](http://www.shapeyourlife.tv)).

Mincey resides in New York City.

For more information, please consult: [www.getglowing.com](http://www.getglowing.com)



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## Q&A

**Ann, you were named to the North American Hairstyling Award Hall of Leaders and this past year to the National Cosmetology Association Hall of Renown. What is it like to have an ongoing, successful 30-year career with REDKEN, now a division of L'Oreal?**

Mine is a rare dedication to one division. The L'Oreal culture is one that believes in developing the talents and skills of the individual and that can best be accomplished by moving through the various product divisions. For me, Redken always provided exactly what I needed at the time in growth, in opportunities to see the world, to affect the lives of salon professionals everyday. There was no need to look outside of this industry for fulfillment and purpose for my “work.”

**You're very active in charities including your work for City of Hope. How did you mobilize the National Professional Beauty Industry Council to raise \$1.4 M for research of life-threatening diseases?**

The industry responded to our call for everyone to become involved in cause marketing, cutathons, donations from product sales, etc. “in the name(s) of someone you know who's been diagnosed with breast cancer or some other life threatening disease.” They engaged on a personal and emotional basis and they gave abundantly—salons, distributors, manufacturers, and friends. The industry is filled with leaders who've come through the Redken ranks at one time in their career. I went to them and asked them to help. And they responded beyond my wildest dreams.

**You're in an industry that focuses on outer beauty, but your book is a journey towards inner beauty. How do you reconcile the two?**

There's a new definition of beauty these days....finding the unique beauty each person is and then discovering the best image that will carry that beauty. It's such a great time for salons because they're exposed to but not bound to “trend.” Each person they see creates their own trend...what fits them best. I believe when we take care of our outer appearance we can “get ourselves out of the way” and truly give our attention to others.

**Is your faith in God the main reason for your success?**

God clearly gave me this call, this mission, through the scriptures I was led to. I believe daily “checking in” through the rituals I've established keeps the “still small voice” clear to my heart and I follow it. Are there times when I haven't followed? Yes. For the most part, I'd have to say this is the most secure guidance I've had across the years.



**What was it like growing up the daughter of a pastor?**

Expectations were high. A higher standard always presented. And that was ok with me. My parents always modeled “never settle for anything lower than the highest” and of course, the example was our faith in God's abiding Love. We had many opportunities in the church to host missionaries from around the world and as a child I know my wanderlust was influenced by seeing the sunsets from South Africa in a slide show.

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**You were impacted by 9/11. It moved you to write and publish your book. Why did it take a catastrophic event to finally push you in this direction?**

I can just imagine the people who perished that day giving us all the admonition, “DO IT NOW!” Whatever we've put on the backburner, whatever love we've wanted to express, whatever “song” is waiting to be sung, “DO IT NOW!” That's what propelled me to action, finally.

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**What do you mean when you declare “everyone is a star”?**

The photos from Jupiter look like the skin under the microscope; the elements of which we're made are the same as the stars; and when we stand and extend our arms and legs, we form a five-pointed star. Therefore I believe everyone is a star, has their special place to shine, and if they don't do what they've come to do, it won't get done!

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**You believe there are five key points to the star that deserve daily attention and a balancing of our body, thoughts, relationships, resources, and service to others. Which is most important to you and why?**

Relationships are most important to me, since everything we have comes through others to us. However we take care of others is truly the measure that we take care of ourselves.

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**How does one take time to “stand for all they believe in” as you suggest in your book?**

Daily practices in whatever faith one would choose is a great way to take time to stand—it gives us strength for the day and bright hope for tomorrow. When we're in a situation where we're pressed for a response, taking a brief pause, taking a breath and going to gratitude, can open up the channels of thought and decision-making that made be required in the moment.



**How does one balance spiritual prep time with physical prep time?**

Mine was determined by the amount of time it took for me to prepare physically for my day—45 minutes—and I promised God I'd do my best to give 45 minutes to my daily rituals (music, reading, journaling, praying). However I'm not quite there yet....I love bed! But I have gotten to a balance of 45/20 which is helping me feel stronger as I enter my day. It's a choice. Perhaps it's at the end of the day for some people rather than the beginning. It needs to be a time of NO multi-tasking, a time of stillness and focus.

**When one thinks of taking care of the body, they may think diet, gym or some kind of activity. You place an emphasis, instead, on resting, restoring and renewing. How do we learn to do nothing in a world that craves more movement, noise, action?**

It's a choice. I've found my yoga classes help to calm the voices in my head and I endeavor to carry those memories of stillness into my daily routines.

**Ann, do you really believe we should express every feeling that we have?**

I believe we should express every feeling to ourselves....perhaps not to others, but to ourselves. When we allow the feeling to be felt, expressed in whatever way it's choosing, we can then release it and the next emotion comes to take its place. Normally if it's fear we're expressing, love will follow.

**How does one choose love over fear?**

First of all to know there's a choice is the greatest gift. And when I express love and compassion to myself, fear cannot abide there. It's like darkness and light, the two cannot exist in the same space.

**Are we too distracted from letting ourselves grow as human beings and develop a higher self?**

We are. And we can make different choices if we want to discover the highest version of ourselves and the choicest potential for our lives.

**You say we should give others what they want so we can get what we want. How do you do that?**

We need to know what they want and the best way to find out is to ask them. The five love languages—touch, gifts, acts of service, words of encouragement, quality time—is a great way to start to ask others how they feel loved. And then from that response a deeper and meaningful revelation can occur.



**You give the green light to experience grief and to encourage others to do the same. But it seems like we always tell people “don't worry” or “don't be sad” or “don't cry.” Shouldn't we try to downplay things and help resolve their issue?**

I believe we need to allow others to express their grief—downplaying it in my experience only embellishes the issue, makes it seem that much more dramatic. When we give them permission to “be” with their grief, and help them see the lesson in it, or help them visualize a point beyond it, I find the grief begins to lessen its hold. It may not be dissipated, but it is less powerful.

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**Do we not give people enough compliments?**

I believe others long to be validated through sincere compliments. They can tell if the words are coming from an ulterior motive. A sincere compliment is a gift.

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**Ann, you make a terrific point about how we should encourage others to be successful, that their happiness or talent will not interfere with our own gifts or ability to succeed. Yet, it seems people are jealous, selfish, or envious. What can be done about this?**

We should help them realize and affirm their own “stardom.” They need to affirm they have a unique place to shine, people they'll influence that no one else can, and give them unconditional encouragement. When we model the “non-threatened” behavior, we can see and feel the truth in it for themselves.

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**Why is “letting go” one of the greatest lessons in relationships?**

Letting go is one of the hardest things to do. To admit it's time to move on, to let a comfortable relationship go is change, and change can mean abandonment. To be alone is one of the greatest fears of all. And when we can come to terms with that, then letting go of relationships that no longer serve our greatest purpose or highest versions of ourselves can be done.

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**How do we begin to believe that we are who we seem?**

Visualize yourself in the situation with all your senses.....see yourself there, feel yourself there, hear yourself there, smell what it smells like there, taste what it tastes like there. Faith is the substance of things hoped for, the evidence of things not seen. We can BE it before we BECOME it in our minds, in our hearts.

**You encourage us to say thanks, to show forgiveness, and to provide for charity. Which one of these three is the most challenging and the least often experienced by others?**

Forgiveness goes deep. To ask for forgiveness or be willing to give forgiveness to someone comes from the depths of our being. Holding on to past hurtful memories becomes familiar. We don't know who we'd become if we forgave, or asked for forgiveness. But we know who we are by not.....so the question is, "Am I willing to see who I can be, and what can this relationship be if I take the risk of forgiveness?" It must be important, it's the last thing Christ asked for on the cross..."Father, forgive them...."

**Ann, you're a survivor, of sorts, aren't you?**

Well, we all have our challenges and setbacks that we must overcome and answer, but I am thankful I had the strength to deal with the breakup of my marriages, surviving an earthquake, and handling the challenges of working in the corporate world, including seeing through a company merger and a relocation from California to New York. I've discovered how profoundly my devotion to God and my Christian beliefs have led me through the tough times.

**So your lasting message is take care of yourself so you can take care of others?**

Yes, it's not about being self-centered, but rather self-centering. Do the things you need to ground yourself and give you rejuvenation, confidence, hope, and vision. Give yourself permission to take care of yourself—it's vital to everyone's growth. Nothing is more important than getting in touch with the core of your being—your inner "is-ness"—because then you can be in touch with the core of others. I want every person I'm connecting with in my book to leave our interaction feeling loved and wiser.

**So you're not saying we should declare your stardom for its own sake?**

It's my opinion that shining as the star that you are is the first step in serving. To serve is to be number one. The last is first. To accept that you're worthy to serve, and willing to serve without reserve, begins by accepting your significance and that begins with experiencing the truth that bears saying again: You are a star right where you are!

## Don't Mince Words Guidance from Ann Mincey

- ◆ Don't let your past dictate who you are, but let it be a part of who you will become. Dream large, pray large, receive large.
- ◆ The more you are authentically you, the more you are trusted.
- ◆ The attitude you choose affects your effectiveness.
- ◆ Balance your spiritual prep time with your physical prep time. Pray or meditate, jot down to-do lists, and clear your mind with quietness with the same frequency you allow for other things in you life.
- ◆ Show respect to others by promptly acknowledging every communication sent to you, whether it be an e-mail, a phone call, or some other contact.
- ◆ Value alone time. We can't always be “doing”—sometimes we just need “to be.”
- ◆ Hold onto your goal, don't let go of your dream.
- ◆ Serve others—with love, faith and without boundary. Give your time, money, open arms, and your ears to listen. Help a friend, serve a charity or aid a cause.
- ◆ You're on your way to becoming everything that you can be. This is the key to life. Every day is one more opportunity to take the next positive step toward being the kind of person you desire to become.
- ◆ Uncover what's hidden within you. Discover your talent, humor, gratitude, and compassion—and also confront your jealousy, rejection, fears, abandonment, victimization and sense of hurt. Open yourself up to your truth and see that everything you think, feel and experience can contribute to the highest vision of who you are and thus, how you see the world.
- ◆ You're free to choose what's right for you, what you really desire to experience and in what measure; free to say “yes” and free to say “no”; free to be radically honest and straightforward when the issue calls for it; free to practice your life in your way; and free not to be conformed to the mob's opinion.
- ◆ In fully accepting yourself, and knowing your gifts, you can fully allow yourself to be who you are, allow your gifts to shine. This encourages you to do more, or all you're capable of doing without fear of being rejected or put down for being so wonderful.



## Excerpts

### Encourage Others

“As you grow in the realization of your glowing star, you'll soon begin to realize that everyone has his or her special place to “shine.” Their place, mission, and talent have nothing to do with you. No one can keep your unique gift from you, nor could or would you want to keep theirs from them. With that in mind, it's easy and exciting to listen to others' triumphs and success stories, to celebrate with them and encourage them on their way.”

### Be Charitable

“Don't give because you have to; give because you get to. As generosity is expressed to you, you'll begin to receive and recognize it as a gift and immediately be grateful. The more grateful you are, the more you'll have to be grateful for. The real deal is to be willing to neither limit what you can gain nor limit what you can lose. All the money you'll ever earn comes through other people. Aligning your relationships is vital to your financial security.”

### Find Something To Compliment

“Sincerely complimenting something personal about another—their eyes, skin, hands or clothing and how well they look in what they're wearing—is a sure way to establish rapport. And that can lead to relationship. Rather than saying, 'That's a great dress,' you now have a choice to say, 'You look great in that dress.'”

### Experience The Moment

“This is the secret of all time. Relinquish the regrets of the past and allow the outcomes of tomorrow to be assured due to your concentration on the people, events, and opportunities of today. Trust that where you are and what you're doing are exactly where you're supposed to be, and whatever is happening is the best thing that could've ever happened. What we are responsible for is the effort we make to take care of ourselves, to do exactly what we can do every moment to serve and take care of others, so there's no room for resentment.”

### Allow Grief

“I can easily be tempted to give advice when my friends are going through life's dramas, rather than simply being there and giving them permission to express their true feelings. When I make statements like “You should,” “Don't cry,” “Don't worry,” or “Don't be sad,” they tend to suppress their true feelings. They may forego the pain they feel and steer away from trying to solve their problems that are causing them grief. When I allow them their grief they begin to find their own answers and discover the first step they need to take. Most of the time, all they want is to hear themselves talk about what is happening. Giving them permission invites them to come to me with what they need because I help them discover the cause, the answer, and ultimately what makes them happy.”