

VANITY

The Glow *Protocol*

The 12-Week System That Builds Beauty in the
Right Order

Designed specifically for women 40+

Here for VANITY

What you'll *learn* inside this guide

- 01.** Why everything you've tried before hasn't **fully stuck**: why we build in order and the one structural shift that changes your results for good.
- 02.** Find your **single biggest bottleneck**: the audit that shows you exactly where you're leaking progress and what to fix first for the fastest visible change.
- 03.** The **phase order that actually works**: build your glow up so each upgrade supports the next, nothing cancels out, and results compound instead of stall.
- 04.** . The **highest-impact moves inside each phase**: look more polished fast without overhauling your entire life at once.
- 05.** A **weekly system you can actually repeat**: 30-day focus, trackers, and a fallback plan for the weeks when life gets in the way.



GET READY FOR YOUR GLOW UP

A Glimpse Inside *the Protocol*

◆ THE 3-PHASE GLOW UP FRAMEWORK

The complete system that builds results in the right order across all 12 weeks.

◆ GLOW UP BASELINE AUDIT

Identify your biggest obstacle in under 5 minutes and know exactly where to start.

◆ 30-DAY FOCUS PLANNER

One priority, done consistently, for the fastest visible change.

◆ GLOW FOUNDATION STANDARDS

The non-negotiables across nutrition, fitness, sleep, stress, hygiene, and hormone support.

◆ 5-DAY GLOW RESET MEAL PLAN + GROCERY GUIDE

Anti-inflammatory, protein-first meals and a complete grocery list you can shop immediately.

◆ 14-DAY HORMONE SUPPORT CHECK-IN

Track patterns in energy, sleep, stress, and cravings to spot what's working against you.

◆ AT-HOME SKINCARE & PROFESSIONAL GROOMING GUIDES

What to do, what to book, how often, and what's actually worth the investment.

◆ NON-INVASIVE TREATMENT + PLASTIC SURGERY GUIDE

A full breakdown of treatments, procedures, frequency, and downtime for women 40+.

◆ 12-WEEK TRACKER & WEEKLY REFLECTION PAGES

Daily habit tracking and weekly wins across every phase of the protocol.

◆ THE FALLBACK PLAN

A simple reset system for busy weeks, travel, and the seasons when life gets in the way.

How to Use the Glow Protocol

Most glow ups fail because they start at the wrong layer. This one doesn't.

- 01. Start with Glow Foundations:** Build the health habits that drive body composition, energy, and skin. Start by completing the *Foundations audit*. Circle your lowest category, then choose one focus for the next 30 days. Keep everything else simple while you build consistency.
- 02. Move into *Glow Maintenance*:** Once foundations are steady, add at-home routines and professional upkeep. Choose a baseline routine you can maintain and set a realistic cadence for pro services. The goal is a polished baseline that doesn't require constant effort.
- 03. Then consider *Glow Enhancements*:** Non-invasive treatments and surgery have the highest return when the first two phases are in place. Use the Treatment Planner to map timing, expectations, and next steps before you invest. Enhancements should support your routine, not replace it.

How to stay consistent

The Glow Protocol is the plan. You are tracking compliance, not creating your own. Start with the *Audit* and *30-Day Focus*, then use the *Weekly Glow Up Tracker* to mark what you actually did. If you miss a day, there's no need to restart. Continue making progress the best you can each day.

the Glow Up Phases

The Glow Protocol works in order: Glow Foundations → Glow Maintenance → Glow Enhancements. A stronger base makes everything on top look better and last longer.

PHASE 1: GLOW FOUNDATION

Your health habits and routines that regulate energy, inflammation, stress, and body composition. This is what makes everything else work.

LAYER 2: GLOW MAINTENANCE

The non-negotiable upkeep that keeps you looking clean, polished, and put together each week through consistent at-home habits and high-ROI professional services done on a schedule.

LAYER 3: GLOW ENHANCEMENTS

Targeted treatments and procedures that improve skin texture, tone, firmness, and facial balance after your Glow Foundations and Glow Maintenance are steady, so results look more natural and heal better.

Glow Up Pyramid

The best glow ups start in order. The goal is not to do everything at once, but to approach your glow up in phases so every upgrade looks better, lasts longer, and feels easier to maintain. Ideally, we always start with a solid glow foundation first.

Think of this like building a body and face that can actually hold the results. When you skip the foundation, you end up spending more time, more money, and getting less consistency. Each phase progresses to the top, which is usually the last step and completely optional.

How to use this guide:

Start at the bottom. Build one phase at a time. Only move ahead when the phase below is mostly consistent.



12-Week *Glow Protocol* Timeline

A simple roadmap for what to focus on each phase.

Weeks 1-4: **Glow Foundations**

Focus on consistency with the health standards.

1

Track: steps, strength sessions, protein, sleep, water.

Success looks like: stable energy, fewer cravings, better recovery, and a routine you can repeat.

Weeks 5-8: **Glow Maintenance**

Build your at-home routine and set your pro grooming cadence.

2

Track: daily basics plus weekly maintenance tasks.

Success looks like: you look more polished without needing extra effort.

Weeks 9-12: **Glow Enhancements**

Plan targeted non-invasive upgrades and only consider surgery if it still makes sense.

3

Track: Annual treatment planning

Success looks like: upgrades that fit your routine and don't replace the foundation.

01
Building
Your Glow
Foundation

Why the Foundation Comes First

THE LAYER THAT CHANGES EVERYTHING

If you try to glow up from the top down, you end up chasing fixes that never really stick. New skincare, new makeup, new procedures, new everything. But if your foundation is shaky, your results stay unpredictable, your skin looks more reactive, your body holds stress differently, and your energy never matches the look you are trying to create.

A good foundation is what makes every other phase work better. It is the baseline that supports your skin, your hair, your hormones, your mood, your metabolism, and the way you carry yourself. This is why two people can use the same products and get totally different results. One has support underneath. The other is trying to build on quicksand.

Your foundation is a small set of habits that create visible change over 40 when you do them consistently. Steady blood sugar, enough protein, strength training, restorative sleep, stress that is managed instead of stored, and daily movement that keeps circulation and posture working for you.

When the foundation is in place, your skincare looks better, your makeup sits better, and your face looks less puffy and more defined. Your body responds better. Your confidence rises because you are not constantly starting over. Build the base once, then move through the phases in order so every step lasts longer and feels easier to maintain.



Your Glow Up Baseline Audit

AUDIT YOUR HABITS, UPGRADE YOUR RESULTS

A real glow up starts with the boring basics done consistently. This audit shows you where your routine is falling short so you can fix the one thing that creates the fastest visible improvement.

Scoring

Give yourself 1 point for each statement that was true most days over the last few weeks.

What your score means

- 0 to 7: Foundation Mode
- 8 to 12: Build Mode
- 13 to 15: Upgrade Mode

Next steps

If you're in **Foundation Mode**, choose one category and commit to it for the next 30 days. Start with sleep or nutrition if you're unsure.

If you're in **Build Mode**, keep Phase 1 steady and tighten your weakest category for 30 days. Add only one simple maintenance habit if it helps you feel more put together.

If you're in **Upgrade Mode**, keep Phase 1 steady and build a consistent Phase 2 routine next. Treatments come after upkeep is handled.

Your one focus

Circle the category with the most "No" answers. That's the bottleneck. Fixing it will create the fastest visible change.



Foundation Audit

MOVEMENT

- Strength train 3 times weekly or more YES | NO
- Avg. 10-12k steps most days YES | NO

NUTRITION

- Whole foods about 80 percent of meals YES | NO
- Protein daily: ~1g per lb goal weight YES | NO
- Under 25g. of added sugar most days YES | NO
- Drink at least 8 cups of water daily YES | NO
- Alcohol is limited most weeks YES | NO

SLEEP

- 7 hours most nights YES | NO
- Consistent sleep and wake times YES | NO

STRESS AND RECOVERY

- Stress relieving activity most days YES | NO
- Daylight and fresh air most days YES | NO
- One true rest day weekly YES | NO

MENTAL HEALTH / ENVIRONMENT

- Mood is stable most days YES | NO
- My environment supports my goals YES | NO
- Social connection weekly YES | NO

FOUNDATION SCORE

Total your points: ____ / 15.

Choose Your One Focus

FOR THE NEXT 30 DAYS

This protocol works best when you focus on one thing at a time and then slowly layer in habits.

Your goal is not to fix everything this week.

Your goal is to get consistent in the area that will move the needle fastest.

How to Choose

- Look at your audit and circle your lowest category. That is your focus for the next 30 days.
- If you have a tie, choose the one that affects everything else: Sleep or diet usually comes first.
- If you're feeling ambitious, keep one primary focus and add one secondary habit only.



30 Day Focus

Choose the lowest category from your audit. This is your priority for 30 days.

My focus: _____

Start date: _____ End date: _____

Pick 3 to 5 actions you will hit most days. Keep it realistic.

- 1.
- 2.
- 3.
- 4.
- 5.

WEEKLY NOTES:



The Foundations

GLOW FOUNDATION NON-NEGOTIABLES

- 01. Nutrition:** Whole foods, anti-inflammatory diet.
- 02. Protein:** Protein first at every meal.
- 03. Strength:** Consistent strength training routine with progressive overload.
- 04. Steps:** Daily movement baseline.
- 05. Sleep:** Quality sleep and a consistent bedtime/wake time to support circadian rhythm.
- 06. Stress:** Stress relieving activities daily.
- 07. Water:** Hydration baseline 2 to 3 liters per day.

*Nutrition &
Supplementation
Foundations*

Nutrition Foundations

Whole foods first. Anti-inflammatory by default.

If you want to look better and feel better, start with food quality. Whole foods and anti-inflammatory choices don't just help with weight. They change how you show up day to day, including energy, mood, digestion, recovery, and skin. What you eat shows really does show on the outside, especially over time.

Over 40, this matters even more. Your body tends to be less forgiving with sugar, alcohol, ultra-processed foods, and inconsistent eating. That's when you start noticing the "inflammation look" more easily: puffiness, dull skin, stubborn cravings, poor sleep, and workouts that feel harder than they should.

Here's the simplest way to think about it:

- Calories influence your body weight.
- Protein, carbohydrates, and fats (macronutrients) influence how your body looks and performs.
- Vitamins, minerals, fiber, and antioxidants (micronutrients) influence how you feel and function.

Most women focus on calories and protein and underestimate food quality. When you prioritize whole foods, you naturally get more of what your body needs to run well, and staying consistent gets easier.

Focus on:

- High protein, fiber, and healthy fats
- Mostly whole foods
- Hydration and electrolytes
- Limited alcohol and ultra-processed foods

Glow Protocol Nutrition Guidelines

Follow these as your baseline on most days and see mood and energy shift.

01. Build every meal around protein
02. Eat whole foods most of the time
03. Prioritize fiber and color daily
04. Choose healthy fats that support inflammation
05. Keep added sugar low, ideally under 25g/day
06. Limit ultra-processed snacks
07. Limit alcohol
08. Use a tracker if needed (MyFitnessPal or similar)

Glow Reset Meal Plan *(sample)*

**High-protein and anti inflammatory to support your glow up.
Follow this when you feel puffy, tired, off track, or stuck.**

MONDAY

B: Greek yogurt, mixed berries, chia seeds, walnuts

L: Salmon salad with mixed greens, cucumber, tomato, olive oil, lemon

D: Chicken thighs, roasted broccoli, sweet potato, olive oil

TUESDAY

B: Eggs and egg whites scrambled with spinach, avocado, side of berries

L: Turkey lettuce wraps with hummus, peppers, cucumber, olive oil drizzle

D: Grass-fed steak, asparagus, roasted potatoes or rice, olive oil

WEDNESDAY

B: Cottage cheese, sliced apple, cinnamon, pumpkin seeds

L White fish tacos w/wheat tortillas, shredded cabbage, avocado, lime, side salad

D: Quinoa and bean bowl with black beans, roasted peppers, salad mix, avocado, olive oil, lime

THURSDAY

B: Protein smoothie with spinach, frozen berries, flax, almond butter

L: Beef or turkey burger bowl with lettuce, tomato, avocado, olive oil

D: Baked salmon, sautéed greens, quinoa, olive oil

FRIDAY

B: Overnight oats with greek yogurt, chia, berries, walnuts, maple syrup

L Turkey and hummus plate with raw veggies, fruit

D: Shrimp stir fry with zucchini, bell peppers, onions, rice, avocado oil

Healthy Grocery Staples

Protein

- CHICKEN BREAST
- TURKEY BREAST
- WILD SALMON
- SMOKED SALMON
- CANNED TUNA IN WATER
- WHITE FISH
- WILD SHRIMP
- GRASS FED BEEF
- BISON
- PASTURE RAISED EGGS
- EGG WHITES
- GREEK YOGURT
- COTTAGE CHEESE
- RICOTTA
- PARMESAN CHEESE
- QUALITY PROTEIN POWDER
- COLLAGEN PEPTIDES

Fats

- AVOCADO
- OLIVE OIL
- AVOCADO OIL
- COCONUT OIL
- OLIVES
- GRASS-FED BUTTER
- HUMMUS
- NUT BUTTER
- ALMONDS, BRAZIL NUTS, WALNUTS
- PUMPKIN SEEDS
- DARK CHOCOLATE

Carbs (Starch)

- ORGANIC OATS
- REGULAR & SWEET POTATOES
- ALL BEANS
- RICE
- QUINOA
- FARRO
- BROWN RICE PASTA
- RICE CAKES
- EZEKIEL BREAD
- SOURDOUGH BREAD
- PLAIN POPCORN
- WHEAT TORTILLAS

Carbs (Fruit/Veg)

- BERRIES
- POMEGRANATE SEEDS
- ALL FRESH FRUIT
- NO SUGAR ADDED DRIED FRUIT
- ALL VEGETABLES
- LEAFY GREENS
- SALAD MIX

Extras

- KIMCHI
- SAUERKRAUT
- DILL PICKLES
- TEA
- COFFEE
- SPARKLING WATER
- HONEY
- ORGANIC MAPLE SYRUP



Supplements

Supplements can support your glow foundations by filling small gaps, supporting recovery, and making consistency easier. Start with whole foods first. Add supplements only if they help you feel better and stay on track. They are completely optional.

Recommended supplements for women 40+

- Multivitamin for overall health
- Vitamin C for antioxidant support
- Fish oil for inflammation support
- Vitamin D if you are low
- Collagen peptides (easy add-in)
- Creatine (supports strength and can support cognition)
- Clean protein powder (optional for protein consistency)
- Probiotic for digestion benefits
- Electrolytes for hydration

Guidelines

- Do not add multiple new supplements at the same time.
- Give each change 2 to 4 weeks before deciding if it helps.
- If you are taking medication, have health conditions, are pregnant, or are breastfeeding, confirm with your doctor.
- Supplements are meant to support your routine, not replace it.
- Focus on *adding* nutrient dense foods and ingredients to your food before supplementing.

If you want the full breakdown, see:
[Best Supplements Over 40.](#)

Fitness Foundations

Fitness Foundations

Strength is the anchor for a glow up over 40.

If you want visible results, you need muscle. Strength training improves body composition, supports metabolism, tightens your shape, and changes how you carry yourself. It also supports energy, mood, and long-term health.

FITNESS FOUNDATION PRINCIPLES

- Strength training is non-negotiable
- Progressive overload is what creates change in your body.
- 10 to 12k steps per day is the baseline.
- Zone 2 cardio supports heart health, and it can count toward your daily movement.
- Consistency matters more than intensity.
- Train the basics, follow a program, then add variety.
- Track your workouts so you can progress.
- Recovery counts, especially over 40, so plan rest days.

YOUR NEXT STEP

If you want a done-for-you plan:

- Fit Forever is a 3-day strength program built for consistency and long-term results.
- 6 Week Shred is a focused fat loss phase with structure when you want a reset.

Rest Days & Recovery

Rest days should be intentional and part of the glow up plan.

Strength training is the stimulus and recovery is where your body adapts. When you lift, you stress your muscles and nervous system. If you don't give your body downtime, you don't speed up results, you usually slow them down.

Over 40, this matters even more. A lot of women try to solve plateaus by doing more, but the real issue is often too much overall stress.

Training too hard, stacking cardio, under-eating, poor sleep, and skipping rest days can keep your body in a constant high-stress state. That can drive up cortisol, increase cravings, disrupt sleep, and make recovery harder. It also shows up as lingering soreness, joint irritation, fatigue, and stalled progress.

Most women over 40 get better results by resting more most of the time:

- Use rest days for steps, mobility, and sleep.
- If recovery is off, reduce intensity or volume before adding more cardio.
- If you're dieting, recovery matters even more because under-eating is already a stressor

The Glow Protocol standard is simple: train hard and plan recovery intentionally. That balance is what builds strength, improves body composition, and keeps you consistent long-term.

Sleep Foundations



The benefits of *good* sleep

Sleep is the fastest way to look and feel better without doing more. When sleep is off, hunger goes up, cravings get louder, workouts feel harder, recovery slows down, and your face shows it.

Over 40, you can't out-supplement or out-skin care poor sleep. This section gives you a simple sleep standard and a wind-down routine you can repeat.

No perfection required, but you do need consistency.

Sleep Standards

For healthy sleep and optimal recovery

DURING THE DAY

- Get sunlight! Sunlight helps regulate your circadian rhythm. A sun lamp also works, but natural sunlight is best.
- Get morning exercise (bonus if you can get it outdoors.) Try not to exercise close to bedtime.
- Keep caffeine to a minimum and have your last caffeinated beverage at least 12 hours before your bedtime.

BEFORE BED

- Take a warm bath or shower. Make it a relaxing ritual.
- Consider taking magnesium glycinate to help with relaxation and sleep quality. Nighttime tea is also helpful.
- Lower the thermostat. Optimal sleep is between 60-67 degrees Fahrenheit.
- Keep the room dark (no TV or other electronics).
- Go to bed at a consistent time each evening. This sets your circadian rhythm and increases your deep sleep over time.

[Read: The Ultimate Self Care Night Routine](#)

Mental Health & Environment

The importance of your environment on mental health & how it impacts your glow up

How it impacts your body, skin, and mood

Your environment is one of the most underrated parts of a glow up because it controls your baseline stress and your ability to stay consistent.

If your space is chaotic, cluttered, or constantly pulling your attention, your nervous system stays “on.” That can show up as anxiety, poor sleep, emotional eating, low motivation, and decision fatigue.

Over time, chronic stress impacts hormones, appetite, recovery, and inflammation, which affects how you look and feel. Puffy face, bloating, breakouts, low energy, and stubborn progress are often less about willpower and more about the environment you’re living in.

A supportive environment makes the Glow Protocol easier to follow. It reduces friction and lowers stress so your habits stick. The goal is not perfection. It’s to set up your space so the default choice is the one that supports your health, your routine, and your glow.

Establish a weekly reset and set yourself up for success.



Environment Reset

WEEKLY CHECKLIST

- Clear your main surfaces (kitchen counter, bathroom counter, nightstand)
- Restock the basics (protein staples, fruit, water, electrolytes)
- Prep meals in advance (2 proteins, 2 carbs, 2 veggies) and mix/match throughout the week
- Set out workout clothes for the week
- Update your calendar for workouts and walks
- Reset your bedroom for sleep (laundry, sheets, clutter, temperature)
- Clean your workspace, bag, and car (reduce background chaos)
- Choose one small space to declutter (one drawer, one shelf)

Hygiene Foundations

Hygiene Overview

The standards and routines that support health, consistency, and feeling / looking good

Regular showers, washing your hair, grooming your nails, clean clothes and laundry, brushing your teeth, and a consistent oral care routine.

It sounds obvious, but these basics slip more than people realize, especially when life gets busy or overwhelming. And when they slip, it shows. Your overall appearance looks less polished no matter how good your workouts, skincare, or products are.

These are non-negotiables. They should be in place before you move on to the next phases so you can build your glow optimally.

If you're struggling here, don't shame yourself. Check in on your mental health and environment. When stress is high or your space feels chaotic, the basics are usually the first thing to go.

The good news is that once hygiene is back in routine, you'll feel better fast, and everything else becomes easier to maintain.

Hygiene Standards

Your minimum standard for looking put together

ORAL CARE

- Brush morning and night ideally with an electric toothbrush
- Floss daily
- Tongue scrape
- Non-alcohol mouthwash
- Dental check up every 6 months

SHOWER, BODY & SKIN

- Shower / bathe daily
- Deodorant daily
- Basic body care so skin stays clean and comfortable
- Remove makeup daily

HAIR

- Wash on a consistent schedule for your hair type
- Brush and style enough to look intentional
- Deep condition 1x week

NAILS & HANDS

- Keep nails clean and trimmed
- Basic cuticle care if needed

CLOTHES AND LAUNDRY

- Clean clothes daily
- Laundry reset weekly
- Clean towels and sheets on a regular basis

Hormone Foundations

Hormones Overview

The standards and routines that support health, consistency, and feeling / looking good

Hormones affect how you look and how you feel because they influence energy, mood, sleep, appetite, recovery, and where your body holds weight.

Over 40, shifts in estrogen, progesterone, thyroid function, and stress hormones can make your body feel less predictable. What used to work might stop working, and small lifestyle choices can have a bigger impact than they did in your 20s or 30s.

This section is not medical advice and it is not a replacement for working with your doctor. It is here to help you pay attention to patterns, track symptoms, and understand the basics so you can make smarter choices and advocate for yourself.

The goal is simple:

- Reduce unnecessary stress on your body
- Support recovery with sleep and nutrition
- Train in a way you can sustain
- Track what's changing so you can respond early

If your progress feels stuck, or you feel “off” even when you’re doing the right things, hormones are worth paying attention to.

How to Support Your Hormones

SLEEP

- Make 7+ hours the standard. Poor sleep increases stress hormones and cravings.

NUTRITION

- Prioritize whole foods, protein, fiber, and healthy fats. Limit ultra-processed foods and added sugar.
- Incorporate antioxidant-rich ingredients like ginger, turmeric, leafy greens, berries, etc.
- If you feel stressed or anxious, try limiting caffeine and track how you feel.

HYDRATION

- Hit your water baseline daily. Add electrolytes if you sweat a lot or feel run down.
- Reduce or avoid alcohol - it can be inflammatory and increase cortisol.

STRESS

- Build a daily downshift. Ten minutes of any stress-relieving activity helps.
- Get fresh air outside regularly.
- Get selfish. Seriously. Say “no” to what’s not serving you and focus on yourself.

THE GOAL

Support your body so it feels safe enough to recover, build muscle, and regulate appetite. Most women over 40 get better results by doing slightly less, more consistently, instead of pushing harder.

Hormone Support Check-In

Use this for 14 days to spot patterns in sleep, stress, cravings, and recovery. Rate each item 1–5 daily (1 = low/poor, 5 = great. For stress, cravings, bloating: 1 = low/none, 5 = high). After 14 days, change one lever for the next week.

DAYS 1-7

	1	2	3	4	5	6	7
ENERGY							
SLEEP QUALITY							
MOOD							
STRESS							
CRAVINGS							
BLOATING							
RECOVERY							

NOTES

Notate triggers like alcohol, late bedtime, high sugar, cycle changes, or anything out of routine.

Hormone Support Check-In

Use this for 14 days to spot patterns in sleep, stress, cravings, and recovery. Rate each item 1–5 daily (1 = low/poor, 5 = great. For stress, cravings, bloating: 1 = low/none, 5 = high). After 14 days, change one lever for the next week.

DAYS 8-14

	8	9	10	11	12	13	14
ENERGY							
SLEEP QUALITY							
MOOD							
STRESS							
CRAVINGS							
BLOATING							
RECOVERY							

NOTES

Notate triggers like alcohol, late bedtime, high sugar, cycle changes, or anything out of routine.

02
Glow
Maintenance



Maintenance Standards

Glow Maintenance is the phase that makes you look pulled together fast. It includes two parts: your at home beauty maintenance and your professional grooming appointments, working together to keep your appearance polished day to day.

Even while you're building Foundations, you can start simple Maintenance basics. The key is not doing everything at once. Get Foundations steady, keep Maintenance consistent, and then layer Enhancements.

Enhancements are optional, and they will not outshine poor upkeep. Treatments and professional services are an investment, but they lose impact fast if the basics are inconsistent. Greasy hair, chipped nails, and neglected skin cancel out the glow. Build this phase first, get it mostly consistent, then stack Glow Enhancements on top.

The goal of this phase

To look consistently well kept on an average day, without needing a full routine or a special occasion.

At Home Maintenance

Your routine can look different than someone else's and that's fine. The takeaway is simple: have a solid at home maintenance schedule first. It is the cheapest way to look consistently polished, and it makes every pro service or non invasive treatment work better.

SKINCARE

- Cleanse at night daily
- Moisturize morning and night, SPF daily
- Exfoliate 1-2x per week
- One targeted treatment a week: acne, pigment, or texture (not all at once)
- Red light therapy 3x a week (optional)

HAIR

- A wash routine you can maintain based on your hair type
- Heat protection every time you style
- Simple everyday style that looks intentional even when it is minimal
- Regular trims to avoid frayed ends
- Shine and hydration plan oil, mask, or leave in one to two times per week

BROWS AND LASHES

- Brows shaped to your natural arch and kept consistent
- Lash routine that fits your lifestyle mascara or a low maintenance option

TEETH

- Daily brushing, flossing, tongue scraping baseline
- Whitening plan that is gentle and consistent, if desired
- Lip care to avoid dryness (P.M. lip mask recommended)

At Home Maintenance

Continued

NAILS

- Nails clean and shaped at all times
- Cuticles cared for
- Neutral polish or clear coat if you wear polish
- No chips, no peeling, no broken edges

BODY

- Shower routine that keeps skin smooth and clean
- Deodorant that actually works for you
- Body lotion or oil for glow and softness
- Hair removal method you can keep up with if you choose
- Dry brushing for extra exfoliation

PERSONAL STYLE

- Choose well-fitting pieces that make you feel polished and match your lifestyle

MAKEUP

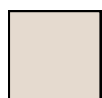
- Simple routine that matches your skin tone / type and makes you feel put together
- Use the Right Formulas: Choose products that suit your current skin. Creamy, hydrating textures work better for mature skin.

FRAGRANCE

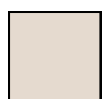
- Choose a signature scent and use sparingly

Basic Maintenance Checklist

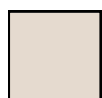
AT HOME MAINTENANCE NON-NEGOTIABLES



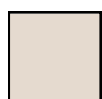
Skin: cleansed, moisturized, and SPF daily



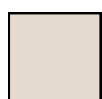
Body skin is moisturized daily



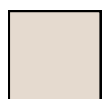
Lips are hydrated



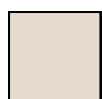
Nails are cleaned and maintained



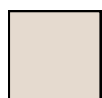
Brows are shaped and maintained to frame your eyes



Teeth are brushed/flossed daily, tongue scraper



Hair is clean and styled



Clothes fit well and are clean and lint/wrinkle free.
You have a signature look you can repeat.

Fastest Visible Wins

Assess your current at-home grooming routine. If you're not yet consistent, pick at least one of these and commit for two weeks.

- 01.** Establish a consistent skincare routine. Cleanse, antioxidant, moisturize, retinol (P.M.) if tolerated, SPF (A.M). Add in exfoliation, masks, and devices as needed.
- 02.** Upgrade your hair routine so it looks healthy and maintained. Wash regularly to reduce oil and buildup.
- 03.** Groom your brows and maintain regularly.
- 04.** Give yourself an at-home mani/pedi and maintain weekly. Use cuticle oil daily.
- 05.** Clear your closet and find your best outfits that make you feel great. Standardize your outfit formula so getting dressed is easy.

What to do next

If your at-home maintenance is not consistent yet, stay here. Lock in the basics first then explore pro grooming options.



At Home Skincare Guide

Frequency	Treatment	Benefits
AM PM	Daily Cleansing	Removes dirt and oil so your skin stays balanced and ready for the rest of your routine.
AM	Vitamin C Serum	Brightens and helps fade dark spots while providing antioxidant protection.
AM	Sunscreen (SPF 30 or higher)	Protects from UV damage and helps prevent visible aging.
AM PM	Hyaluronic Acid Serum	Locks in hydration and helps keep skin plump and comfortable.
AM PM	Moisturizer	Hydration and barrier support: Keeps skin hydrated and supports a healthy barrier.
PM (2-3x week to start)	Retinol	Smooths texture and helps with fine lines and uneven tone by increasing cell turnover. Start slow since it can cause dryness or peeling.
1-3 times a week	Daily Exfoliants (AHA/BHA/Enzymes)	Gently removes dead skin to smooth texture, clear buildup, reduce pores, and brighten.

Professional Grooming

Pro grooming is part Glow Maintenance. These are professional services that refine what you already maintain at home. Think of them as precision and consistency. When your Glow Foundations are steady and your daily maintenance is handled, professional services start to look more dramatic, and the results tend to last longer.

The goal

To look polished and intentional on a normal day with less effort, because the details are handled.

How to use this phase

Choose one or two services that address your biggest visible challenge. Avoid stacking too many at once. The best pro grooming is the kind you can maintain regularly.



Professional Grooming

SKINCARE SERVICES

- Facials and skin treatments to support your skincare goals (great for acne, hyperpigmentation, hydration etc.)

HAIR SERVICES

- Professional haircut that suits your face / regular trims
- Blow outs for shape and volume
- Highlights and coloring to enhance your features
- Gloss/toner for brightness
- Hair extensions for length / volume
- Scalp health appointments and cleanses

BROW AND LASH SERVICES

- Brow shaping with a consistent artist or method
- Brow tint for stronger framing
- Lash lift and tint for a low maintenance upgrade
- Lash extensions only if you can maintain them without damage

TEETH & SMILE UPGRADE OPTIONS

- Professional cleaning on a schedule
- In-office teeth whitening
- Aligners if needed

BODY GROOMING

- Laser hair removal for longer-term hair removal
- Spray tan for glow
- Professional body exfoliation or lymphatic massage if puffiness is a main issue

Professional Grooming Service Guide

Service	Frequency	Purpose
Manicures & pedicures	3-4 Weeks	Keeps nails groomed, healthy, and polished looking
Brow shaping wax/thread	3-6 Weeks	Wax, thread, or groom. Frames face, lifts features.
Brow tint	3-6 Weeks	Fuller brows with less makeup. Good for lighter/sparse brows.
Lash lifts/tint	6-8 Weeks	Open the eyes without extensions.
Lash extensions/fills	2-3 Weeks	Full lash look without mascara.
Facial	4-6 Weeks	Facial types vary. Improves skin tone, quality, and texture.
Hair Cut/Trim	6-10 Weeks	Keeps hair looking healthy.
Hair Color Refresh	8-10 Weeks	Keeps hair looking healthy.
Gloss/Toner	4-8 Weeks	Boost shine, correct brassiness. Low-commitment “fresh” upgrade.
Laser hair removal	4-8 Weeks (series) Maintenance 2x/year,	Reduce hair long term but requires multiple sessions.
Waxing	3-6 Weeks	Hair removal
Spray Tan	1-2 Weeks	Even tone and “glow”
Dental Cleaning	6 Months	Oral health and fresher appearance

03

Glow
Enhancements



A Note About Glow Enhancements

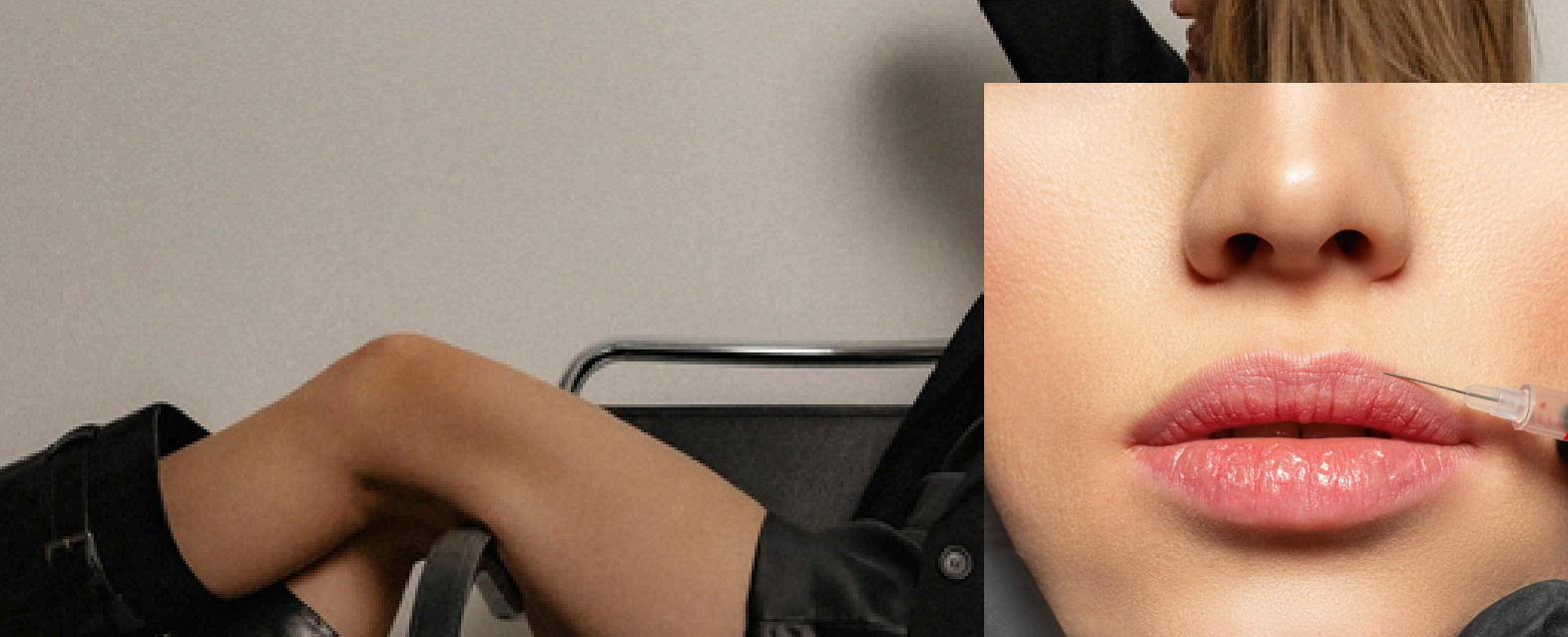
WHAT TO KNOW BEFORE YOU INVEST IN ANY TREATMENT OR PROCEDURE.

The information in this section and the plastic surgery section is educational and informational only.

It is not medical advice, and it is not a substitute for a consultation with a licensed, qualified provider.

Results vary significantly based on individual factors including skin type, health history, anatomy, and provider skill.

Always consult a board-certified professional before pursuing any treatment or procedure. What works well for one person may not be appropriate for another.



Non-Invasive Treatments

This is the optional phase that can refine what you already built. These treatments can be powerful, but they are expensive and they work best when your Glow Foundation and Glow Maintenance are already consistent. Nothing kills a look faster than neglected basics like messy hair, chipped nails, or zero skincare, even if you have Botox.

What this phase is

Non invasive upgrades are in office treatments that go beyond at home skincare and grooming, but stop short of surgery. They are best for softening signs of aging, restoring subtle balance, and improving things that do not fully respond to lifestyle alone.

The goal of this phase

Look more refreshed, more balanced, and more high maintenance in the best way, without changing your face.

Non-Invasive Treatments

You're ready for non-invasive treatments if most of your Glow Foundation and Glow Maintenance phases are established, and you want targeted improvements like smoother expression lines, more facial harmony, or a more polished smile.

POPULAR NON-INVASIVE TREATMENTS FOR WOMEN OVER 40

- Neurotoxins like Botox or Dysport for expression lines and a more rested look
- Microneedling for skin texture and improved collagen
- Lasers (IPL, BBL, Moxi etc.) for hyperpigmentation, texture, and brightness
- Fillers in small amounts for structure or balance when done conservatively
- Collagen stimulators like Sculptra for gradual volume support over time (so good especially after 40)
- Cosmetic dentistry like whitening, bonding, Invisalign, or veneers for a higher impact upgrade
- Body contouring and skin tightening for stubborn areas

GUIDELINES

- Start conservative, you can always add more later
- Pick one priority at a time so results look intentional
- Choose practitioners who specialize in natural facial balancing and have before/after photos that you like
- Do not treat over poor basics, keep your skincare, hair, nails, and body care clean and consistent
- Budget for maintenance, not just the first appointment
- Sometimes surgery is the right call, and noninvasive treatments are not the best fit. Talk with a qualified provider to choose the safest, most effective option for your goals.



Plastic Surgery

Surgery is the highest impact and the highest commitment. It can be transformative when it's used to refine structure or correct something that truly bothers you, but it's also the easiest place to overcorrect if you skip Glow Foundations and Glow Maintenance. Surgery is completely optional, but can absolutely transform your look if you're into it.

The goal of this phase:

Make a structural improvement that still looks like you, just more balanced, more lifted, more refined.

When enhancements makes sense:

- You've been consistent with your Glow Foundations and Glow Maintenance, and you still want a change.
- Your concern is structural, not lifestyle-based.
- You want a lasting result and you accept downtime and recovery.

You're choosing what makes sense for you, not what's trending.

Plastic Surgery

If the result you want could be achieved with better habits, grooming consistency, or a non-invasive upgrade, pause and go back a phase. If it truly requires a structural change, this is the tier to explore.

HIGHEST IMPACT FACIAL PLASTIC SURGERY

- Rhinoplasty (nose surgery) to reshape and refine the nose
- Lip lift to reduce the philtrum length and look more youthful
- Blepharoplasty (eyelid surgery) to reduce excess eyelid skin
- Brow lift to lift the brow upwards and/or laterally for a more refreshed look
- Face and neck lift to reduce wrinkles, sagging, and laxity
- Orthognathic (jaw surgery) to reshape or reposition the jaw and enhance facial structure

HIGHEST IMPACT BODY SURGERY

- Breast augmentation/lift to enhance the breast
- Abdominoplasty (tummy tuck) to remove excess skin
- Liposuction to remove fat and contour the body

PLASTIC SURGERY GUIDELINES

- Ensure you're in a supportive environment and mentally in a good space.
- One major change at a time. Don't do multiple procedures at one time.
- Consider non-invasive treatments if surgery makes you feel nervous.
- Always choose a board-certified plastic surgeon. Read: [How to Choose a Plastic Surgeon.](#)
- Plan recovery to protect your sleep, nutrition, and stress.
- Have a maintenance plan to upkeep results.

Treatment Guide

Optional treatments and recommended frequency for ongoing upkeep. Work with your provider to choose what's best for you.

Treatment	Frequency	Purpose	Benefits + Downtime
Hydrafacial	Monthly	Deep cleansing, hydration, and rejuvenation	Benefits: Boosts radiance, hydrates, unclogs pores, and improves skin texture. Downtime: None
Microneedling	Every 4-6 Weeks	Skin texture improvement, fine line reduction	Benefits: Stimulates collagen, reduces fine lines, improves skin tone. Downtime: Mild redness for 1-2 days
Light Chemical Peel	Monthly	Gentle exfoliation and skin tone improvement	Benefits: Brightens skin, evens tone, minimizes pores. Downtime: Mild peeling or redness for 1-2 days
Light Laser Peel	Monthly	Exfoliation and skin texture improvement	Benefits: Improves texture, reduces fine lines, brightens complexion. Downtime: Mild redness for 1-2 days, light flaking possible.
Botox / Dysport	Quarterly	Wrinkle relaxation and prevention	Benefits: Softens wrinkles, prevents new ones from forming. Downtime: None, possible mild swelling or bruising
Dermal Fillers	Annually	Volume restoration, plumping	Benefits: Restores volume, smooths deep lines. Downtime: Swelling and bruising for 2-4 days, can vary by treatment area
Medium Depth Chemical Peel	Annually	Skin resurfacing for deeper results	Benefits: Treats pigmentation, smooths fine lines, improves texture. Downtime: Peeling for 3-5 days
Laser Skin Resurfacing	Annually	Reduces pigmentation, scarring, and wrinkles	Benefits: Reduces sun damage, scarring, wrinkles. Downtime: Redness and peeling for 5-7 days

Treatment Guide

Treatment	Frequency	Purpose	Benefits + Downtime
CO2 Laser Resurfacing	Annually	Advanced skin rejuvenation, deeper wrinkle reduction	Benefits: Reduces deep wrinkles, tightens skin, improves texture. Downtime: Redness and swelling for 7-14 days
Ultherapy	Annually	Non-surgical skin tightening	Benefits: Lifts and tightens sagging skin. Downtime: None, mild swelling or tenderness for 1-2 days.
Kybella	Annually	Fat reduction for double chin	Benefits: Permanently reduces under-chin fat. Downtime: Swelling for 5-7 days after treatment.
Radiesse	Annually	Volume restoration and skin tightening	Benefits: Adds volume and stimulates collagen, providing both immediate and long-term results. Downtime: Swelling and bruising for 2-5 days.
Sculptra	Annually	Collagen stimulation for gradual volume restoration	Benefits: Gradually restores volume and stimulates collagen production for long-term skin thickening and tightening. Downtime: Swelling and bruising for 3-7 days

The Glow Protocol Planner



Your Glow Week, *Organized*

A simple system to plan your week, track your standards, and stay consistent

Your daily habits show up in how you look and how you feel. The Glow Up Tracker focuses on Glow Foundations and Glow Maintenance because that's what delivers the biggest results when done consistently.

Print a fresh tracker each week and aim for consistency over most days and most weeks. You won't hit every item every time, and that's okay. If you want to tailor it to your lifestyle, use the customizable tracker version.

Key: D = Daily | 3x = Three times per week | 2x = Twice per week | 1x = Once per week

Glow Up Tracker

GLOW FOUNDATIONS (ACTIVITY)

		M	T	W	TH	F	S	S
3x	Strength training session							
D	10k+ steps							
2x	Zone 2 cardio (30 - 45 min)							
3x	Mobility/stretch session							

GLOW FOUNDATIONS (NUTRITION)

		M	T	W	TH	F	S	S
D	Protein at each meal							
D	Whole foods based meals, most meals							
D	2-3 Liters of water							
D	No alcohol							
D	Added sugar under 25g							

GLOW FOUNDATIONS (SLEEP)

		M	T	W	TH	F	S	S
D	7+ hours of sleep							
D	Consistent sleep & wake times							

Glow Up Tracker

GLOW FOUNDATIONS (MENTAL HEALTH)

M T W TH F S S

D	Intentional stress relieving activity, 10 minutes							
3x	Environmental reset, 1 area/15 minutes							

GLOW FOUNDATIONS (HYGIENE)

M T W TH F S S

D	Shower/bathe							
D	Oral care AM & PM							
1x	Nail grooming, trim & file							

GLOW MAINTENANCE (SKIN & BODY)

M T W TH F S S

D	Cleanse, moisturize, SPF							
3x	Retinol							
2x	Exfoliation							
D	Body care							
D	Lip care							
1x	Brow groom							

Glow Up Tracker

GLOW FOUNDATIONS

M T W TH F S S

	M	T	W	TH	F	S	S

GLOW MAINTENANCE

M T W TH F S S

	M	T	W	TH	F	S	S

Weekly Reflection

WEEK 1

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 2

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 3

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 4

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

Weekly Reflection

WEEK 5

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 6

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 7

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 8

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

Weekly Reflection

WEEK 9

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 10

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 11

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

WEEK 12

DATE:

BIGGEST WIN:

NEXT WEEK FOCUS:

Treatment Planner

JANUARY

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FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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The Fallback Plan

For busy weeks, travel, or other life situations that derail your discipline.

Life happens, which can derail even the best of intentions. But that doesn't mean you can't still make progress on your glow up. When you feel like you're losing control and slipping into old ways, reset with this.

Select three achievable goals to consistently pursue on most days, focusing on those you feel confident in.

01. SET A MOVEMENT GOAL

Step count, workout routine, stretch / mobility, a 10 minute walk outside that you do daily. It can be small. Just choose 1.

02. SET A NUTRITION GOAL

Incorporating one whole food meal, reducing refined sugar, sticking to a calorie count, and adding protein to each meal—whatever works for you. It can be small. Just choose one.

03. SET A BEAUTY GOAL

Washing your makeup off each night, adding a mask, getting ready each day. Do what makes you feel good and what you can do consistently every day. It can be small. Just choose 1.

Final Note

Glow ups that last are built in order. Start with Glow Foundations, then build Glow Maintenance, and only then consider Glow Enhancements. When the base is consistent, everything on top looks better and is easier to maintain.

Use this as your 12-week system by working through one phase at a time. Pick your current phase, commit to it for the next 30 days, and focus on the one area that will move the needle fastest.

You don't need to do everything at once. You need one phase, done consistently. Start there and the rest builds itself.

You don't have to do this alone. Join us on Instagram at [@hereforvanity](https://www.instagram.com/hereforvanity) for daily motivation and visit [hereforvanity.com](https://www.hereforvanity.com) for the full library of articles, guides, and resources built around this system.

📷 [@HEREFORVANITY](https://www.instagram.com/hereforvanity)

🌐 [HEREFORVANITY.COM](https://www.hereforvanity.com)



Want Faster Visible Results?

	Exercise	Sets	Reps
1	Barbell Back Squat	3	8-12
2	Dumbbell Bench Press	4	8-12
3	Hip Thrust	3	12-15
4	Dumbbell Shoulder Press	3	8-12
5	Dumbbell Lateral Raises	4	12-15
6	Plank	3	30-60

Fit Forever Method
8 WEEK PROGRAM
GET FIT. STAY FIT. FOREVER.
Here for VANITY

Exercise Guide: Workout A
Muscle groups for balanced strength and hypertrophy. Exercises like barbell squats and bench presses build muscle size, while exercises like lateral raises enhance muscle definition. Planks, rounding out a full-body performance and hypertrophy.

DUMBBELL BACK SQUAT
Chest up, brace your core, and lower your hips until your thighs are parallel to the ground. Drive through your heels to stand back up. **Alternatives:** Dumbbell Squat or Leg Press.

LEG PRESS
With control, keeping your feet flat on the bench, push your feet up until your knees are at 90 degrees. **Alternative:** Dumbbell Squat or Leg Press.

PLANK
Lie on your stomach with your forearms on the floor, elbows under your shoulders, and feet flat on the floor. **Alternative:** Side Plank or Plank with Feet on a Bench.

Fit Forever and 6-Week Shred give you the done-for-you workouts to support your Glow Foundations, so you can stay consistent and actually see change in your body composition, energy, and overall “glow.”

[GET INSTANT ACCESS](#)



BONUS! An extra 15% the Fit Forever + Shred bundle with code GLOW15.

Disclaimer

SUPPORT

For support, please email hello@hereforvanity.com, and we'll get back to you as soon as possible!

DISCLAIMER

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