

SPOTLIGHT MEDIA PRODUCTIONS



Billy Yamaguchi: Leading the way to true beauty, from the Inside-Out!

By [Marjorie Rothstein](#)

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Personality Traits Influence Perceived Attractiveness

Science Daily (Nov. 30, 2007) revealed a study published in Personal Relationships, which examines the way in which perceptions of physical attractiveness are influenced by personality. The study finds that individuals – both men and women – who exhibit positive traits, such as honesty and helpfulness, are perceived as better looking. Those who exhibit negative traits, such as unfairness and rudeness, appear to be less physically attractive to observers.

There is a new trend in beauty, which focuses on authenticity and becoming in tune with your whole person. Instead of looking like a cookie cutter version of some Stepford wife or Barbie, many sophisticated beauty experts are leading the way. They are focused on bringing out the best in you, and guiding you to get in touch with your 'inner landscape'.



Yamaguchi Salon

"We're talking about your temple — your landscaping", says California hair stylist [Billy Yamaguchi](#). "It's really important for the person to own who they are, because there are a lot of people that don't really see the beauty within them. And that's what Feng Shui beauty does 100 percent of the time." He definitely gets a thrill out of helping his clients-connecting who that person is on the inside with reflecting that on the outside with great cuts and makeup. In addition, he has healing hands and his touch is so relaxing.

[Billy Yamaguchi](#)'s greatest satisfaction comes from knowing he has brought out the best in all his clients, whether they're celebrities or not. "I see some people go through their life for 40 or 50 years and not know they're attractive. I think everyone should feel fantastic about themselves."

California [Style Magazine](#) picked Yamaguchi Salon as One of The TOP 5 SALONS in California and One of the 25 BEST REASONS to visit California.

Billy Yamaguchi is a master of creating a holistic makeover that stems from the INSIDE OUT. The Feng Shui Makeover is his signature treatment utilizing the ancient Chinese Fundamentals of [Feng Shui](#) (Wind and Water, The Way) Simply put, FENG SHUI BEAUTY means THE ELEMENTS OF BEAUTY. Feng Shui Beauty is a way to understand and enhance your energy through the five elements. Billy Yamaguchi pioneered the concept of applying the principles of these elements to your hair, makeup and personal lifestyle. These principles

<http://www.yamaguchibeauty.com/Take%20Our%20Beauty%20Test.html>

When someone as gifted as Yamaguchi is reviewed on different sites, such as Amazon, for his book, [Billy Yamaguchi Feng Shui Beauty: Bringing the Ancient Principles of Balance and Harmony to Your Hair, Makeup and Personal Style](#), you know you can trust the reviewer's non-partisan opinion.



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“Billy Yamaguchi’s Feng Shui Beauty is fabulous. It is so refreshing to see a stylist focus on each person’s individual beauty. He takes peoples life styles and personalities into consideration, rather than just giving everyone hairstyles that are “massed produced”. My only concern is when would the majority of hair stylists “get it”. I think filling out the personality questionnaire before you get a “transformation” is a must every salon should do.

Julie Renee, Amazon.”

“We’re talking about your temple — your landscaping”, says California hair stylist Billy Yamaguchi. “It’s really important for the person to own who they are, because there are a lot of people that don’t really see the beauty within them. And that’s what Feng Shui beauty does 100 percent of the time.”



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At our first meeting, he had me fill out a personal lifestyle questionnaire that was focused on elemental aspects of my personality. He asked a few basic questions to determine which of the five elements are most dominant in my personality. Earth, Wood, Water, Fire or Metal. There are specific cutting techniques for every individual, which is determined by face shape as well as lifestyle. Yamaguchi includes the whole person, not just the hair. The 5 elements help to determine the color of my hair. He also guided me to a style that would balance out the dominant elements. So if you are a perfectionist, he may suggest that you have more freedom with your hair and focus on elements like water to become more fluid or warm tones can enhance your fire. He may suggest using the opposite elements to your dominant ones, to balance you out. I was especially impressed at how he was able to determine the style via my body type. I am very curvy, with an hourglass shape, so he guided me to have more wavy, bouncy hair rather than the flat iron look. Someone more angular, long and lean looks best with

the straight hair style, like Gwyneth Paltrow. Yet the more curvy, [Marilyn Monroe](#) type needs to have hair that matches the body type and personality.

Yamaguchi has also been voted one of the most influential hair designers and educators in the industry today. Yamaguchi’s celebrity client list includes stars [Jennifer Aniston](#), California, and has cut hair of people like [Drew Barrymore](#), [Charlize Theron](#), [Julia Roberts](#), [Ellen DeGeneres](#), [Phil Jackson](#), [Tony Robbins](#), [Chelsea Handler](#), [Lady Gaga](#), [Brittany Spears](#) and [Gwen Stefani](#).

“Billy has the vision, after eyeballing me and connecting with me spiritually, he went to work. The natural balance fit me like a glove.” - [Phil Jackson](#), Laker Coach and Author of The Last Season

“Yamaguchi’s approach to beauty is insightful and encouraging. Yamaguchi understands that beauty is not limited to superficial aesthetics and deeply appreciates its true nature.”

- [Kyan Douglas](#), Star of Queer Eye for the Straight Guy

Salon Locations:

BILLY YAMAGUCHI’S INNERCHI SALON AND SPA

3383 Telegraph Road, Ventura, CA 93003 • 805.658.7909

YAMAGUCHI AT FOUR SEASONS, WESTLAKE

Two Dole Drive, Westlake, CA 91362 • 818.575.3016

About the Author of this Article: Living the 5 Star Life, without limits (even on a budget) Rothstein is a boomer consumer expert and spa trends specialist focused on wellness. As a fine living connoisseur, she has her finger on the pulse of new aging breakthroughs, including vibrant health and radiant beauty. She believes that the real health care of the future will be preventative self-care. Follow her as she reveals insider secrets to living it UP in a Down economy. Finding true wealth from the inside out and awakening to the old adage, The BEST things in life are FREE!
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Erika
Sep 3, 2012, 1:38

I loved this article. I have been wondering why the stars look sooo good and who does their hair...Now, I know. Thank you for this entertaining read.
Erica



Rating: 5.0/5 (1 vote cast)

Rating: +1 (from 1 vote)

Rob
Sep 3, 2012, 1:43

I heard about this talented man before. I put this article aside to read it when I have the time. What a talent! He is one of those people who can really institute a change!
Thank you for this piece. I very much enjoyed it.



Rating: 0.0/5 (0 votes cast)

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Terry
Sep 3, 2012, 1:45

Is he expensive? I would love to go see him!



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