

[Narrator] Hello, and welcome to goRED Talks, a production of The American Heart Association and Triangle goRED For Women. GoRED For Women, The American Heart Association's signature women's initiative is a comprehensive platform that works to raise awareness that heart disease is women's greatest health threat, and to empower women to take action to lower their risk. GoRED Talks are a series of conversations on a variety of topics pertaining to women's heart health. They are aimed to educate, entertain and inspire you to take action and prioritize your own health. Thank you to our Triangle Cities goRED sponsors, Allscripts and Broadstep Behavioral Health. The goRED Talk Series is presented by Broadstep Behavioral Health. We hope you enjoy this goRED talk. (music stops) (air whooshing)

Hi, my name is Lynn Mason, and I am the Chair of Triangle goRED For Women and the President and CEO of Broadstep Behavioral Health. Broadstep is the proud sponsor of the goRED Talk Series for the American Heart Association. We are a proud sponsor because we believe these talks are so important to the health of women, and engaging an important conversation in the Triangle and around the country on topics of health and wellbeing. My why is directly related to

the health journey I've had  
and the health journey of  
the women in my family.  
My mother passed away from complications  
due to morbid obesity,  
and the ultimate result was  
a heart attack and a stroke,  
which happened back to back.  
Unfortunately, high cholesterol  
and high blood pressure  
run in my family.  
And it's so important  
for me to stay educated  
about my own health,  
physical and my own mental wellbeing.  
It is so important for women  
to prioritize our health,  
not just our physical health,  
but mental health includes our emotional,  
psychological and social wellbeing.  
It affects how we think,  
How we feel, and how we act.  
It also helps determine  
how we handle stress,  
relate to others and make choices.  
And when we feel good about ourselves  
and truly find our rhythm,  
we're more likely to make healthy choices.  
I'm thrilled to introduce you today,  
to my friend and the wonderful  
Founder and Owner of StyleFinder,  
Mary Michele, who is a Master Style Coach.  
She's going to share with us today,  
more about the art of  
looking good to feel good.  
Please enjoy.

Could what we wear,  
reduce heart disease?  
I'm Mary Michele Nidiffer,  
Master Style Coach and Founder  
of StyleFinder Boutique.  
In 2022,  
heart disease is the  
number one killer of women.

I personally have lost two family members to heart disease, so, it's a cause near and dear to my heart. Women are also experiencing increased anxiety, stress and negative emotions. What I've found, is that a lot of those negative emotions are directed at how they feel about themselves. They've gained weight, their bodies changed, and they're just not sure about who they are anymore. What women have come into the boutique telling me, is that they've gained weight, they're hiding out in their baggy black clothes, and they're just cutting themselves off from all their social activities. They're not going on date nights. They're not going on book clubs, and they're just sitting around at home in isolation. This can lead to a great deal of unhappiness. In her book, *You Can Heal Your Life*, spiritual author and mentor, Louise Hay, correlates heart disease with lack of joy. What if we could bring joy into our lives through something that we do every single day; getting dressed? In spring of 2022, dopamine dressing is one of the hottest trends, not just for this season, but for the entire year. And in my opinion, there's no better time for it. Dopamine is the happiness hormone, and it's what's released when we do something pleasurable; petting our cat, hugging a friend,

wearing something we love.  
What if we could increase our  
happiness through our clothes?  
Now I'm a firm believer,  
that what you wear tells  
the world who you are.  
And when you show up in an outfit  
that makes you feel more  
like yourself, it's powerful.  
It boosts your moods.  
It helps you to feel joyful  
and it helps you to feel powerful.  
I want to share with you three  
tips to bring dopamine dressing  
and more joy into your wardrobe.  
My first tip: Color.  
I always start with color  
because color is a powerful tool.  
It's the first thing that people notice  
and it can make a big  
impact on how you feel.  
There is scientific evidence that proves  
that color can elevate our mood  
or it can make us feel flat.  
So, choose wisely.  
When you wear bright, vibrant colors,  
that light you up,  
it just makes you feel good.  
But if you hide out in dark, drab colors,  
that's how you're going to feel as well.  
Now don't get me started about black,  
because black is not  
everybody's best color.  
However, when you wear black,  
I encourage you to wear  
it because you love it,  
not because you don't  
know what else to wear.  
My second tip: Print.  
I love helping my clients  
add prints and patterns to their wardrobe.  
They add a sense of fun,  
a sense of playfulness,  
and can make a simple outfit  
much more interesting.  
Try animal prints,

florals, stripes, polka dots,  
but try some prints.  
If you're not used to wearing prints,  
try them in a simple scarf,  
in a top, in your shoes.  
If you're a little bit more  
comfortable with prints,  
go bold.  
Maybe a print dress,  
a kimono or print pants.  
Now my third tip:  
Add in some accessories that you love.  
So many women tell me,  
they wear the same old  
accessories every single day,  
because they just don't know what to wear.  
But if you take some time and get dressed,  
and add in accessories that you love,  
that's where the magic happens.  
Wear something that puts  
a smile on your face,  
that brings your entire outfit together,  
and maybe something that's  
a little bit unexpected.  
You could also bring in something  
that reminds you of a loved one.  
Maybe you have a watch  
from your grandmother.  
Maybe you have a scarf  
that reminds you of a  
wonderful trip you took  
with your husband or a dear friend,  
but accessories can  
really punctuate your look  
and help you put your  
personal style on your outfit.  
We get dressed every single day,  
so why not leverage your style?  
Use it as a tool to bring  
in more joy in your life,  
help you be the woman  
that you were meant to be,  
and help you to live life to the fullest.  
It starts with what you wear  
and having a positive attitude.  
When you look good,

you feel good.  
and it can help you feel more confident,  
more connected to others and  
increase your joy in life.  
So, try wearing an outfit that you love.  
Who knows? It just may reduce  
your risk of heart disease.

(upbeat music)

[Narrator] We hope you  
enjoyed this goRED talk.  
Thank you again to our  
Triangle Cities goRED sponsors,  
Allscripts and Broadstep  
Behavioral Health.  
The goRED Talk Series is sponsored  
by Broadstep Behavioral Health.  
For more information about goRED  
For Women and heart health,  
please visit [www.goREDforwomen.org](http://www.goREDforwomen.org).  
Thank you for tuning in and goRED.  
(upbeat music fades)