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**Donna Chevrier  
& Associates**

**FOR IMMEDIATE RELEASE**

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## **STUDY FOUND INCREASED SELF-ESTEEM THROUGH IMAGE CONSULTATIONS**

Mississauga, Ontario May 31, 2005 – Increased self-esteem is among the benefits resulting from professional image consultations, a just-released study has revealed. The study was commissioned by the Association of Image Consultants International (AICI). The purpose of the study was to measure the gain to clients from the work conducted by AICI image consultants. The study conducted by Dr. Joanne Linrud, was under the auspices of the Marketing Research and Planning Council, in the Department of Marketing at Central Michigan University.

Donna Chevrier attended an AICI conference in Atlanta Ga. where the research outcome was unveiled for members. Ms. Chevrier is an image professional certified through the Association of Image Consultants International. Her company, Donna Chevrier & Associates based in Mississauga, ON provides image related and emotional intelligence training to corporations and individual clients in Canada and the United States. “Helping my clients to build their confidence and credibility, often with life changing results is very rewarding.” says Ms. Chevrier.

The study provided an opportunity to explore the various ways in which image consultants can and do contribute meaningfully to their clients’ lives. Clients’ responses to a set of direct questions asking about their goal achievement following their image consultation sessions revealed a strong belief that they had achieved – or nearly achieved – their goals through one to 12 hours of image and the image related services of communication and etiquette skills training.

The study design utilized pre- and post-measures of clients’ perception of their needs. As well, self-esteem measures were obtained using the Harman Self Esteem Index®.

Ms. Chevrier is a founding member of AICI, the premier international image organization formed in 1990 with representatives in 40 countries around the world. As AICI Canadian Liaison in 1994, Donna was also founding President of Canada’s first and only chapter, located in Toronto Ontario. Canadian AICI members also reside in Quebec, Alberta, and British Columbia.

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