

Upgrade Program Appearance Plan

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Introduction

This document is part of a series of upgrade plans for every [area](#) of your life. It's broadly designed for a single, middle-class, 30-something living in a major city in a developed country.

Our appearance can affect how we feel, relate to others, and how we're perceived. It can drastically impact our confidence and self-esteem, which can influence many facets of our life. Although learning to love yourself and achieve an authentic confidence cannot be solved by addressing your physical appearance alone, there can be meaningful benefits to looking and feeling good about yourself.

Please go to "File" > "Make a copy" and make a copy of it for yourself. Then fill it out section by section according to your particular needs and circumstances. Perhaps add sections or items, delete them, change the order, and so on.

Your aim should be to make the plan as applicable and useful to you as possible. You should not follow the plan blindly—think it through for yourself.

Note that this process might be challenging. You might need to teach yourself things you aren't very knowledgeable about yet. You might feel like you need to do preliminary work in a different life area first. That's okay. Figure out broadly what makes sense for you, operationalize that understanding as specific actions in the [Actions](#) section, and then do them.

If it feels overwhelming, just start with the parts you find most valuable and do what you can. Tackle the rest over time. It may also help to set aside a dedicated [day](#) to work exclusively on this by yourself or with friends. Or you may choose to enlist an [UP Coach](#) to co-design and execute this plan alongside you.

Epistemic Status

This is an overview of how confident the principal [author](#) is in this plan.

- Generally moderate confidence in plan
- Based on 30+ years of moderate personal attention to appearance and 100+ hours supporting 10+ clients on their appearance

Objectives

Decide what objectives you have with this plan and rank them in order of importance. Below are some sample objectives.

1. Improve appearance to your desired levels

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2. Improve confidence and self-esteem around appearance
 - a. Eliminate any unhealthy thoughts, feelings, and/or behaviors around appearance
3. Minimize time and money invested in appearance
4. Improve personal brand
5. Attract a romantic partner or partners

Metrics

Decide what metrics you will use to evaluate the effectiveness of this plan. Also include the frequency in which you'll evaluate those metrics. For example, ad hoc, once, hourly, daily, weekly, monthly, quarterly, annually or per decade. Below are some sample metrics.

- Appearance Rating: How would you rate your appearance, on a 1-10 scale?
- Style Rating: How would you rate your personal style, on a 1-10 scale?
- Body Mass Index (BMI)

Values

List all of your relevant values and rank them in order of importance. Below are some sample values.

1. Self-Confidence
2. Authenticity
3. Representation
4. Reputation
5. Persuasiveness
6. Beauty
7. Professionalism
8. Sophistication

Value Analysis

List and then analyze all of the costs and benefits of this plan. Potentially also estimate expected value, cost-benefit, return on investment, and/or net present value.

- Time costs: 1 - 1,000 hours
- Financial costs: \$100 - \$100,000 dollars (e.g., personal stylists, aestheticians, dermatologists, body products, hair products, books, etc.)
- Benefits: \$X in potentially extremely large objective and subjective benefits (e.g., compensation, emotional well-being, status, etc.)

Strategies

Decide on your high-level strategies for achieving your objectives. Below are some sample strategies.

Key People

- Do the work on your own
- Outsource some or most of the work to experts (e.g., estheticians, fashion stylists, etc.)
- Outsource some or most of the work to assistants

Key Timings

- Make incremental changes every day until you reach your desired appearance
- Make as many changes as you can over a set period (e.g., one month, six months or one year)
- Make changes as intensively as you can until you've reached your desired appearance

Actions

List the specific actions you will take to achieve your objectives. You should add these tasks to your project management system unless you are choosing to do them now. Below is an example sequence of actions you might take.

1. Describe your [mental model](#) of your appearance
 - a. Create a visual representation from memory without referencing this plan or outside sources of information
 - b. Create a new visual representation after thoroughly studying this plan and any relevant sources of information
 - c. Pay special attention to the improvements in the second version as incorporating those new insights may be crucial to the success of your plan
2. Finish every section of this plan, including the [assessments](#), [tools](#), and [resources](#) below
3. Think hard about what appearance means to you and why it is or isn't important
4. Analyze your appearance
 - a. Do head to toe review of yourself to determine what you'd like to improve
 - b. Rank this list of potential improvements
 - c. Decide and begin executing
5. Improve hair
 - a. Consult with dermatologist to evaluate your hair
 - b. Work with a hairstylist to decide on your optimal hair cut
 - c. Invest in quality hair tools and accessories (e.g., brushes, combs, towels, blow dryer, hair clips, pomades, etc.)

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- d. Wash your hair as
 - e. Use protective hair products (e.g., [Xyon Health](#), [Olaplex Number 3 Hair Perfector](#), [Nutrafol](#), [Mane Solution](#) products, etc.)
 - f. Use silk pillowcases to reduce potential damage to hair
 - g. Use a scalp massager and/or exfoliate scalp regularly to reduce buildup and dandruff
 - h. Reduce balding ideally before it starts
 - i. Reduce stress as much as you can
 - ii. Consider applying [rosemary oil](#) to your scalp for 5-20 minutes before showering or using [minoxidil](#)¹
 - iii. Consider low-level light/laser therapy (LLLT)² (e.g., [Hairmax Laser Comb](#), [iGrow Laser Helmet](#), [LaserCap](#))
 - iv. Consider [platelet-rich plasma \(PRP\)](#)³ therapy, ideally with growth hormones
 - v. Consider [autologous micrograft treatment \(AMT\)](#)⁴ or [hair transplant](#)
 - 1. Turkey, South Korea, and Thailand are popular medical tourism hotspots
 - vi. Use sunscreen on balding spots if out in the sun
 - i. Consider changing hair color if desired
6. Improve eyes and eyelashes
- a. Consider working with an esthetician
 - b. Consider eyelash and/or brow serum
 - c. Get enough sleep to avoid bags under the eyes
 - d. Consider allergy testing to reduce eye irritation and puffiness (allergic shiners)
 - e. Consider lash extensions as an alternative to mascara
 - f. Use sunglasses to protect your eyes from the sun
7. Improve ears
- a. Clean ears twice a week
 - b. Avoid loud noises
 - c. Keep your ears dry
 - d. Be aware of excessive ear wax buildup
 - e. Avoid cotton swabs and other small objects
 - f. Get regular hearing screenings
 - g. Regularly disinfect earbuds
 - h. If needed, consider OTC hearing aids
8. Improve nose
- a. Consider inhaling and exhaling alternating nostrils
 - b. Consider regular nasal irrigation

¹ [Rosemary oil vs minoxidil 2% for the treatment of androgenetic alopecia: a randomized comparative trial](#)

² [A Systematic Review and Meta-analysis of Randomized Controlled Trials of United States Food and Drug Administration-Approved, Home-use, Low-Level Light/Laser Therapy Devices for Pattern Hair Loss: Device Design and Technology](#)

³ [The Efficacy of Platelet-Rich Plasma for Hair Loss: A Proven Therapy](#)

⁴ [Short-Term Efficacy of Autologous Cellular Micrografts in Male and Fem](#)

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- c. Consider seeing an ear, nose, and throat doctor (deviated septum, allergies, enlarged turbinates, sinusitis, etc.)
 - d. Get a quality air purifier
9. Improve lips
- a. Use lip balm with SPF 30 or higher
 - b. Exfoliate lips (sugar scrub)
 - c. Stay hydrated
 - d. Consider [Sculptra](#) (injectable volumizer, \$500-\$1,000 per treatment, lasts two years)
 - e. Consider [CoolSculpting](#)⁵ treatment to reduce 20-25% of fat
10. Improve teeth
- a. Brush teeth twice a day
 - i. Brush gums and sides of mouth
 - ii. Use tongue scraper
 - iii. Use baking soda toothpaste
 - iv. Choose toothbrush wisely and replace it often
 - b. Floss daily
 - c. Use oral rinse to treat bad breath (e.g., [ProFresh Oral Rinse](#))
 - d. Limit sugary, starchy, and acidic foods
 - e. Invest in a mouthguard for bruxism
 - f. See your dentist at least twice a year
 - g. Whiten teeth
11. Improve jawline
- a. Do jaw exercises (chin lifts and tongue twisters)
 - b. Do facial massages
 - c. Rest your tongue on the roof of your mouth
12. Improve neck
- a. Include your neck in your facial skincare routine
 - b. Do neck exercises to encourage tightness
 - c. Use neck patches to add lift
13. Improve shoulders
- a. Develop scapular strength through exercises
 - b. Stretch your chest and neck muscles regularly
 - c. Avoid poor posture
 - d. Don't overload the front of the shoulder
 - e. Make your thoracic spine more flexible
 - f. Consider seeing a chiropractor
 - g. Try to prevent osteoporosis
14. Improve arms
- a. Use deodorant as needed (e.g., consider [MiraDry](#) to reduce smell permanently)

⁵ [Significant improvement in body contour with multiple cycles of CoolSculpting: Results of a prospective study](#)

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- b. Consider botox for underarm sweating
 - c. Do a variety of exercises to strengthen your arms (e.g., arm slide, ball slams, narrow push-up, battle ropes, etc.)
 - d. Use skin lotion, moisturize tattoos
 - e. Use a high quality razor to reduce irritation and ingrown hairs
15. Improve hands
- a. Use moisturizing cream regularly (usually 1-3 times/day) with high-quality products (e.g., [CeraVe](#), [Cetaphil](#), [Neutrogena Norwegian Formula Hand Cream](#), [One Skin](#), etc.)
 - b. Use antioxidant cream every night
 - c. If you have oily skin, exfoliate 1-2/week
 - d. Treat hands with masks and wax
 - e. Always use gloves when working with abrasive chemicals or materials
 - f. Consider dermatological treatments
16. Improve nails
- a. Get manicures regularly
 - b. Rub cuticle oil onto your cuticles when dry
 - c. Brighten stained nails with nail scrubs
 - d. Refrain from biting your fingernails
17. Improve abdomen
- a. Cut calories, but not too much
 - b. Practice mindful eating
 - c. Eat more fiber, especially soluble fiber
 - d. Try protein shakes
 - e. Take probiotics
 - f. Get substantial cardiovascular exercise
 - g. Do resistance training
 - i. Consider high intensity interval training (HIIT)
 - h. Strengthen your core
 - i. Take walks regularly
 - j. Limit intake of added sugar
 - k. Limit alcohol intake
 - l. Invest in quality shapewear
18. Improve back
- a. Monitor your back by correct standing, sitting, and walking
 - b. Tone and build muscle with exercises
 - c. Get regular massages
 - d. Ensure that your work environment isn't contributing to your poor posture
 - e. Do shoulder squeezes to stop slouching
19. Improve legs
- a. Get substantial cardiovascular exercise

- b. Avoid varicose veins by keeping your legs from long periods of strain and wearing compression stockings⁶
 - c. Treat varicose veins (e.g., [Endovenous Laser Therapy \(EVLT\)](#)⁷)
 - d. Scrub away dead skin regularly
20. Improve feet
- a. Get pedicures regularly
 - b. Make a habit of wiggling your feet and toes during the day
 - c. Massage your feet to stretch the muscles and improve blood flow
 - d. Raise your legs when you rest
 - e. Visit a podiatrist 2-3 times a year
 - f. Purchase supportive footwear/sneakers, especially for exercise
 - g. Avoid uncomfortable footwear as much as possible to prevent bunions and foot pain
 - h. Epsom salt soaks
21. Improve skin
- a. Find out what type of skin you have
 - b. Build a comprehensive facial skin care routine based on your skin type (either with a dermatologist or through your own research)
 - i. Decide on the type of skin care products you will use (i.e., all-natural vs. clinical)
 - ii. Use a facial cleanser in the morning and at night (avoid using soap)
 - iii. Depending on your skin type and age, apply a toner, serum, and/or face oil at night after cleansing
 - iv. Apply an eye cream before using moisturizer in the morning and at night
 - v. Use a moisturizer on your face and neck in the morning and at night
 - vi. Use a facial sunscreen during the day
 - vii. Occasionally use face masks or exfoliators depending on your skin type
 - c. Use broad spectrum chemical sunscreen of 30 SPF (1 ounce per body, reapply every two hours)
 - i. Consider [HelioCare sunscreen pill](#)
 - d. Use a humidifier to moisturize skin during the day
 - e. Consider laser hair removal (generally 6-8 treatments) with professional or home system (e.g., [Silk'n Flash N Go Pro](#))
 - f. Consider retinoids or tretinoin to reduce fine lines and wrinkles (with caution for possible interactions or sun exposure)⁸
 - g. Develop optimal makeup skills
22. Develop optimal personal style
- a. Consider working with a personal stylist
 - b. Create optimal wardrobe according to personal style

⁶ [Compression Therapy Following Endovenous Thermal Ablation of Varicose Veins: A Systematic Review and Meta-Analysis](#)

⁷ [Endovenous Laser Ablation for Varicose Vein Treatment: A Systematic Review and Meta-Analysis](#)

⁸ [Retinoids in the Treatment of Skin Aging: An Overview of Clinical Efficacy and Safety](#)

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- i. Consider using a personal shopping service (e.g., [ThreadLab](#), [StitchFix](#), etc.)
 - ii. Consider building a capsule wardrobe (e.g., [Cladwell](#))
 - iii. Consider getting better fitting custom-made pieces by going to a tailor or dedicated service (e.g., [MTailor](#))
23. Develop optimal body language
 - a. Develop optimal gait
 - b. Develop optimal posture
 - c. Be aware of nervous ticks or repetitive habits (knuckle cracking, lip biting)
24. Develop optimal voice
 - a. Practice speaking until you enunciate clearly, remove most of your filler words, and speak with appropriate volume and emphasis
 - b. Try to avoid nervous voice and extreme code switching
 - c. Consider working with a speech coach
25. Improve your [health](#)
 - a. Consider IV drip therapy
 - b. Get bloodwork done
 - c. Be cognizant of reproductive health and hormonal fluctuations
26. Improve your [fitness](#)
 - a. Develop a workout routine
 - b. Take your dogs out for long walks
 - c. Join a sports team
27. Improve your [nutrition](#)
 - a. Incorporate as much fresh food as possible
 - b. Consider a prepared meal serviceBe mindful of your food and drink intake
28. Improve your [sleep](#)
 - a. Utilize a sleep app
 - b. Use a white noise machine
 - c. Be mindful of harsh lighting near bedtime
 - d. Consider sleep supplements (melatonin, magnesium)
29. Improve your [emotional well-being](#)
 - a. Monitor emotions, feelings, and thought patterns throughout the day, week, month
 - b. Track your thoughts using an app
 - c. Find a therapist

Schedule

Decide on which days you will take which actions. You should add these dates to your calendar now.

- [Date]: Finalize plan
- [Dates]: Execute plan

- [Dates]: Review plan's outcomes

Predictions

Predict how well you will do in achieving your objectives.

- [Name]: I predict with [X]% confidence that I will [Y] by [Z].
- [Team Member's Name]: I predict with [X]% confidence that [Name] will [Y] by [Z].
- [Team Member's Name]: I predict with [X]% confidence that [Name] will [Y] by [Z].

- Combined: We predict with an average [X]% confidence that [Name] will [Y] by [Z].

Outcomes

Objectively record how well you achieved your objectives.

- [Date #1]: [Outcomes]
- [Date #2]: [Outcomes]
- [Date #3]: [Outcomes]
- [Date #4]: [Outcomes]
- [Date #5]: [Outcomes]
- [Date #6]: [Outcomes]
- [Date #7]: [Outcomes]
- [Date #8]: [Outcomes]
- [Date #9]: [Outcomes]
- [Date #10]: [Outcomes]

Assessments

List all of the assessments you might take to understand how you're doing compared to your objectives. Below are some sample assessments.

- [Appearance Anxiety Inventory \(AAI\)](#): a 10 question self-report scale that measures the cognitive and behavioral aspects of body image anxiety in general, and body dysmorphic disorder (BDD) in particular
- [Body Esteem Scale \(BES\)](#): a 35-item questionnaire regarding feelings on different attributes of an individual's body
- [Clinical Impairment Assessment Questionnaire \(CIA 3.0\)](#): a 16-item, self-report questionnaire designed to measure psychosocial impairment due to eating disorder features in the past 28 days
- [Physical Attraction Scale \(PAS-S\)](#): a multidimensional scale that measures physical attraction

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- [PinkMirror Face Analysis Report](#): an automated tool for assessing a user's physical attractiveness (\$9.97/month)
- [Photofeeler](#): a tool that evaluates photos on Business, Social and Dating and 9 traits
- [Snappr Photo Analyzer](#): a tool that uses the latest research, combined with image recognition and machine learning technologies, to determine how well an individual's photo will perform online

Tools

List all of the tools you might use to achieve your objectives. Below are some sample tools.

- [Abercrombie & Fitch](#)
- [Adidas](#)
- [Agent Provocateur](#)
- [AgingBooth](#)
- [Aldo](#)
- [Renue By Science](#)
- [Allure Beauty Box](#)
- [Asics](#)
- [Asos](#)
- [Autologous micrograft treatment \(AMT\)](#)
- [Baubax](#)
- [Bershka](#)
- [Birchbox](#)
- [Boohoo](#)
- [BoxyCharm](#)
- [Call It Spring](#)
- [Calvin Klein](#)
- [CeraVe](#)
- [Cetaphil](#)
- [Charles Tyrwhitt](#)
- [Cladwell](#)
- [Combatant Gentlemen](#)
- [Compression Therapy Stockings](#)
- [CoolSculpting](#)
- [Cotton On](#)
- [DermaWand](#)
- [Endovenous Laser Therapy \(EVLT\)](#)
- [Eye Cream](#)
- [FaceApp](#)
- [Fashion Nova](#)
- [Forever21](#)
- [Frank & Oak](#)

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- [Glossybox](#)
- [Guess](#)
- [Hair transplant](#)
- [Hairmax Laser Comb](#)
- [HelioCare sunscreen pill](#)
- [H&M](#)
- [IGrow Laser Helmet](#)
- [Indochino](#)
- [Invisalign](#)
- [Ipsy](#)
- [LaserCap](#)
- [LikeAGlove](#)
- [LimbplastX Lengthening](#)
- [Macy's](#)
- [Mango](#)
- [Mennace](#)
- [Missguided](#)
- [Minoxidil](#)
- [MiraDry](#)
- [Modern Meadow](#)
- [Moisturizer](#)
- [MTailor](#)
- [Na-kd](#)
- [Neutrogena Norwegian Formula Hand Cream](#)
- [New Balance](#)
- [Nike](#)
- [Nordstrom](#)
- [Olaplex Number 3 Hair Perfector](#)
- [One Skin](#)
- [Plastic surgery](#)
- [Platelet-rich plasma](#)
- [ProFresh Oral Rinse](#)
- [Proven](#)
- [Pull & Bear](#)
- [Puma](#)
- [Retinoid Creams](#)
- [Retinol](#)
- [Rosemary oil](#)
- [Savage X Fenty](#)
- [Sculptra](#)
- [Sephora](#)
- [Shop It To Me](#)
- [Silk'n Flash N Go Pro](#)

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- [Size Stream](#)
- [SmileDirectClub](#)
- [Smilelove](#)
- [Soko Glam](#)
- [Steve Madden](#)
- [Stitch Fix](#)
- [ThreadLab](#)
- [Tommy Hilfinger](#)
- [Toothpaste](#)
- [Topman](#)
- [Topshop](#)
- [Tretinoin](#)
- [TroveSkin](#)
- [Ulta](#)
- [Under Armor](#)
- [UP Actions](#)
- [UP Assessments](#)
- [UP Curriculum](#)
- [UP Emotional Plan](#)
- [UP Fitness Plan](#)
- [UP Health Plan](#)
- [UP Nutrition Plan](#)
- [UP Sleep Plan](#)
- [UP Tools](#)
- [Victoria's Secret](#)
- [Zara](#)

Resources

List all of the resources you might use to achieve your objectives. Below is a sample resource.

- [The Age Fix: A Leading Plastic Surgeon Reveals How to Really Look 10 Years Younger](#)
(book)

Notes

Add any random thoughts, questions, and uncertainties you may have.

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