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'It Mom' Sarah James

She's here, there, everywhere. Pop beauty Sarah James shares her secrets to staying on top of it all.

by *Debbie Lavdas*



She can do it all without even the slightest sign of frayed wits or split ends. Sarah James has great hair – she's been in Pantene commercials – a dreamy husband and two adorable kids. In addition to Levi's campaigns, she has appeared on "Rachael" (Rachael Ray's show) and ABC's "Nightline." Sarah does beauty segments with Marie Osmond, has a cute Oklahoma accent and has never used Botox.

Hate her? Get in line.

Nevertheless, Sarah, 38, confesses to a few challenges in keeping it all together. She shares her tips and truths – which you'll love her for – in juggling the daily demands of her life.

Sarah's best tips:


Meals

"I do all of my meal planning for the week on Sundays. I use an inexpensive meal planning/recipe website called Relish (relishrelish.com) that provides hundreds of recipes to choose from on a weekly basis. Once I choose the recipes for the week, the website creates a PDF with a shopping list – divided into grocery categories, it's so awesome! – and I can do my shopping with ease. Sunday is a great day to grocery shop, since my husband can stay home with the kiddos. I can shop in peace."

Exercise

"If I didn't exercise on a regular basis, I would explode. For me, exercise is the key to staying sane with all the parenting craziness. However, as most moms know, finding the time can be difficult – but you need to make that sacrifice! I usually work out at 5:30 a.m. before my children wake up, though this isn't the greatest time to roll out of bed. I love having an uninterrupted hour to take care of myself. The energy boost I get from working out first thing in the morning carries me throughout the entire day."

Mom dollars

"Part of running a tight ship involves chores for everyone in the family. To help keep morale up, we use a 'mom dollar' reward system. I created some colorful 'dollars' to give to my children when they go above and beyond with their chores and behavior. I keep them in my purse and around the house, and my kids have special boxes in their rooms where they keep their accumulated dollars. At the end of the month, they can exchange them for real dollars to buy a treat or toy. On the flip side, mom dollars can be revoked, so it keeps my kids on their toes." 

Stat box: Sarah James

- ★ Newport Beach
- ★ Two children, ages 2 and 6
- ★ TV celeb, blogger, beauty expert

Website:

whoorl.com

Twitter:

@Whoorl

Her truths

Sarah James fesses up to these real-life flaws – which can make us all feel better.

- She's a confessed control freak.
- The devil comes out when she drinks.
- She's striving to be more vulnerable.
- She projects onto her kids.
- She's too tired for sex.
- She'd give anything to have skinny, mile-long legs.
- She has a mouth like a sailor.