

# How to Apply Makeup Professionally

## Introduction



Applying makeup has always been one of those things every woman is expected to know. The real truth is that so many women have no idea how to put on makeup correctly and to actually make an improvement to the way they look.

If you were one of the lucky ones, then your mother probably showed you a few things here and there. But to be honest, she probably also had no real training in this subject. Some of us had to pick up a few makeup tips here and there but never really had the opportunity to learn the right techniques.

I am Anneke la Grange from the University of Makeup. In this book I take each aspect of makeup and start by discussing what we want to accomplish and how we're going to accomplish it. By knowing the techniques in this book you will open a new world of confidence for yourself. You're not only going to learn how to apply makeup correctly, you're going to learn how to apply it professionally.

You can use this knowledge just for yourself or take it further and start mentoring your friends and family. Maybe a new career is waiting for you...a career in being a professional makeup artist. You will be able to make yourself absolutely beautiful and also turn others into supermodels.

This book is very extensive and for most people it may be a bit too much information. Therefore, don't try to learn everything at once. Take it step by step and remember the things that you find the most interesting.

You will also find that there are practical steps in most chapters. We've actually filmed each tutorial and created a video course. We have an online training course at [UniversityofMakeup.com](http://UniversityofMakeup.com) and there our members have access to the entire video course. So if you're interested in not only having the training in an ebook format but also want to learn by watching the training videos, you can join us at the [UniversityofMakeup.com](http://UniversityofMakeup.com).

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## Chapter 1: Daily and Weekly Skin Care Routine

Caring for your skin is not an optional item on your daily list of things to do. The way you look plays a very crucial role in shaping the way you feel about yourself. When your skin is fresh and glowing with good health, you feel confident and self-assured. Proper skin care gives you great looking skin which works wonders for your self-esteem!



### Daily Skin Care Routine

No matter what your skin type, having a regular cleansing regimen every day is critical for good skin health. Most skin experts advise that excessive cleaning should also be avoided at all costs. Washing your skin twice a day with a good facial cleanser that is designed for your skin type helps keep acne and other skin infections under control.

Cleansing gets rid of left over makeup and cosmetics that will end up clogging your pores. It also removes any sweat and environmental impurities from the surface of the skin. Many cleansers also hydrate the skin and make it supple and elastic. It is very important to use the correct cleanser for your skin type. Do not use regular soap to wash your face. Regular soap is high alkaline which will dry out your skin. Some also contain perfume which removes the normal protective sebum layer from your skin. This tends to make your skin loses its normal moisture and in some cases may even stimulate an oily skin to produce more oil.

Toning your skin is the second step in your daily skin care regimen. Toner gets rid of any excess cleanser that is still on your skin, it refreshes the skin and even out its pH levels. It also enhances cell renewal and refines the texture of your skin. Use a toner that gives your skin the vitamins and minerals it needs and you will see your skin revitalized in no time at all. The toner should be applied right after the cleansing (twice a day) and be left on.

Protecting your skin from sun rays is another daily skin care routine that you should adopt. Sun blocks are available for all skin types. Select one that suits yours and use it diligently whenever you need to go out.

Moisturizing your skin and keeping it well hydrated is an important step to follow. It helps the skin to maintain its normal moisture balance, puts lost moisture back into your skin and it also helps create the perfect base for your foundation. Many people with oily skin believe that moisturizing is unnecessary for them. But this may not really be true. Allowing your skin to get excessively dry may actually worsen your

oily skin problems and cause acne or red patches. Drink plenty of water each day to clear out the toxins from your skin and to keep it supple and elastic all day long.

Another daily skin care tip is to pay attention to the products that you use on your skin each day and note how your skin feels or reacts afterwards. This helps you identify the cosmetics, creams and moisturizers that suit your skin best and have the least harmful impact. The same attention needs to be paid to the hair care products you use since these may also have an effect on your skin, especially if you have sensitive skin.

## Weekly Skin Care Routine- Exfoliation



To support your daily skincare routine, it is also important for you to take some extra care over the weekend to get your skin ready for the week ahead. Although some experts recommend exfoliation as a daily routine, I recommend that you do it once or twice a week. This is quite sufficient for good skin health.

### What is Exfoliation?

Exfoliation is the process of removing old, dead skin cells that remain on the outermost surface of your skin. This is an important part of facial skin care and body treatment. Exfoliation, when done correctly, leaves your skin looking and feeling fresh and smooth. Since the outer layer of dead cells is removed by this process, creams, serums and moisturizers penetrate the skin better and have better effect when applied after exfoliation.

### When to Exfoliate?

It is not necessary to carry out exfoliation every day. This is necessary only when there is enough build-up of dead cells over the skin surface to be detrimental to overall skin health/appearance. To know when to exfoliate, here is a simple test you can use. Apply a piece of clear tape to your forehead and rub gently. When you remove it and you see tiny pieces of flaky skin adhering to it, you need to exfoliate.

Exfoliation becomes even more important as you become older. As part of normal body processes, the skin renews cells at the lower layer or dermis. These rise to the surface (epidermis), keratinizing as they advance. These keratin-filled cells form a protective outermost layer of skin. In time, they slough off and allow new cells to take their place and the cycle goes on.

However, as we age (near age of 40 and above), the process of cell regeneration and replacement slows down dramatically. As a result of uneven sloughing off and replacement with new cells, the skin loses its glow and becomes rough. Exfoliation is very essential in such conditions to remove the dead cells that remain on the epidermis so that new cells can take their place.

Exfoliation is a very effective solution to many skin problems, especially those arising from or aggravated by closed pores. Checking periodically if this process is necessary and doing it as soon as the right signs appear helps keep your skin in great condition.

## How to Exfoliate?

There are four ways in which you can exfoliate the dead skin cells: Granular, Cream, Enzyme and Chemical.

Granular exfoliation is best to use on young teenage skins with no acne. Usually fine peach pits are in the exfoliation and this helps to remove any dead skin cells. Use a wet sponge to remove the scrub from your face.

Cream exfoliation is best to use on mature skins (women between 40-50 years). It looks like cream and is applied in a thin layer and left to dry. No steam is used during this. Once it's dry, you can rub it off with dry fingers.

Enzyme exfoliation is usually used with a steamer and it works well on older skin types and acne skins. It is also a cream that you apply. The steamer then activates the enzymes to work on your skin. Remove it with sponges.

Chemical exfoliation is used to remove any spots, blemishes and acne scars from the face. Both enzyme and chemical exfoliation are done at spas, skin care studios or at medical skin care centers where experienced professionals oversee the process.

Microdermabrasion is also a commonly used facial exfoliation method. There are options here as well and you can choose between crystal microdermabrasion and diamond tip microdermabrasion. However, this is a far more aggressive treatment involving the use of special machinery.

## Weekly Skin Care Routine- Facial Mask Treatments

Another weekly skin care process you should adopt is the use of facial masks. You may be using masks when you need to prepare your skin for a special event or when it seems very dull and lifeless. But making this a part of your weekly regimen ensures that it gets done week after week.

## Why is Facial Mask Treatment Necessary?

Facial masks give your skin suppleness, hydration and elasticity. Masks (especially clay based ones) absorb excess oil from your skin and deep cleanse the pores. For those who suffer from severe acne, masks with salicylic acid are very effective as it also revitalizes the skin.

Most facial masks diminish the fine lines that appear on the face with age. Alpha hydroxyl acids in the mask speed up cell renewal to have this effect. This also results in smoother skin texture. Regular use of facial masks also makes your skin firmer and evens out the skin tone. This prepares your skin well for perfect makeup application.

Regular use of the right kinds of facial masks helps combat several common skin problems including rosacea, oiliness, acne and dry skin. However, if you suffer from severe skin problems, you should choose your facial mask with care so that its ingredients do not spark off irritation or rashes.

Use your facial mask right after a thorough cleansing and exfoliation. The pores are unclogged by the cleansing and exfoliation. The beneficial ingredients in the facial mask can penetrate the skin far better at this time so that they have maximum impact.

## How to Do a Facial Practical Video

[Click Here to Watch the Practical Video](#)

The following items will be used:

- Glass Bowl
- Makeup Remover
- Ear Buds
- Cleanser
- Exfoliator
- Mask

- Toner
- Sun Block
- Eye Cream
- Moisturizer

Now let's start with the practical...

Step 1: Take two cotton wools and apply makeup remover onto them. Use them to wipe off the makeup from both eyes.

Step 2: Take another cotton wool and wipe your client's lips to remove her lipstick.

Step 3: Use wet ear buds to remove any leftover mascara that might still be on your client's eyes.

Step 4: Take a cleanser, appropriate to the skin type that your client has and apply a generous amount of cleanser on the palm of your hand. Wipe both hands together so that the cleanser can spread evenly over your hands. This ensures an easy application over the face area.

Begin by applying the cleanser on the chin and work in circles upwards towards the top of her mouth. Use both ring fingers and middle fingers to perform the circles.

Spread the cleanser, in circular movements, from the top of her mouth onto her nose.

Make circles over her nose and move upwards between her eyebrows, making circles around both eyes.

Moving onto your client's forehead; take both ring fingers and middle fingers and do stroking movements from her eyebrows towards her hairline.

Take your ring fingers and middle fingers sideways to her temples and do circular movements.

Working from your client's temples, make circular movements firstly underneath her eyes and move back to her temples. Also go over her cheekbones and then again almost over her jaw line.

Take both hands and "wipe" around your client's jaw line, ending it off at her décolleté area.

Step 5: Take your sponges and remove the cleanser from her face.

Step 6: Take the exfoliator and squeeze a generous amount onto your hands. This is applied in the same manner as your cleanser. (This step is part of the weekly skin care routine).

Step 7: Wet your sponges and remove the exfoliator from your client's face.

Step 8: Take your mask, one that is best for your client's skin type, and apply it with a mask brush or with clean hands. Clay masks should not be applied over the eye or mouth area, whereas mud masks can be applied over them. (This is also part of the weekly skin care routine).

Leave the mask on for 10 – 20 minutes, according to the type of mask you are using.

Step 9: Wet your facial sponges and begin to remove the mask from the chin area and work upwards. Repeat this step until the mask is removed.

Step 10: Take your toner and apply a generous amount onto two round cotton wools. Use both hands to apply the toner all over her face.

Although the toner should be left on, the excess can be removed with a tissue.

Step 11: Select a sun block that suits your client's skin and apply it over her face. Use this diligently whenever you need to go out.

Step 12: Squeeze a small amount of eye cream onto both your ring fingers. Wipe both fingers over each other just to spread the eye cream. "Push" this on around her eyes so that you do not stretch the skin in this delicate area.

Step 13. The last step to your daily skin care routine is Moisturizer. Take your moisturizer and squeeze out about 1, 5- 2cm of cream. Finally, rub your hands together and gently press the moisturizer all over the face.

## Chapter 2: Skin Science and Analysis

Knowing your skin type is the very first step in proper skin care. Treatments that work perfectly for one type may be disastrous for another. We are all born with a specific skin type and there is no way to change it in line with our preferences! However, it is definitely possible to maintain a flawless, healthy and glowing complexion no matter which skin type you have. To achieve this, it is important to know which skin type you belong to.



### The 5 Skin Types

Your skin falls into one of these five categories- Normal, Oily, Dry, Sensitive and Combination. Each of these has its own unique characteristics that should be factored in before starting any skin treatment regimen. Let's learn more about each type:

**Normal Skin-** Normal skin feels elastic and looks vibrant and fresh at all times. People with normal skin should consider themselves very lucky indeed. That's because this skin type makes for very few or no breakouts, is not too dry or oily and does not have any marks or blemishes. Normal skin does not feel tight or dry with changes in the weather and have very little or no fine lines. The pores are small and quite invisible which means that a little foundation goes a long way.

It is mostly children who have normal skin. This skin type is often described as the ideal one since it is possible to keep it glowing and blemish free with relatively little effort even as your age advances. Normal skin ages best and looks glowing and youthful with little maintenance even as you grow older.

To sum up, normal skin is characterized by these:

- Fine, even texture
- Smooth surface
- Small pores which are barely visible
- Good balance between oil and moisture

**Dry Skin-** In this skin type the pores are very fine. The skin feels tight and dry immediately after cleansing and may even be sensitive for some people. This is because the skin has a lack of sebum (oil). People with this skin type are most prone to developing wrinkles and red patches. The skin is also more likely to feel

flaky and to take on an unhealthy appearance because of dead cell buildup. Regular moisturizing, exfoliating and cleansing are a vital part of daily skin care for dry skin.

Dry skin may not cause too many problems at young age but as you grow older, this skin type is likely to show the effects of aging much more prominently than others. Most problems with dry skin occur when the weather is cold. Special care is essential during winter months to avoid flaky skin and rashes.

To sum up, dry skin is characterized by these:

- Very fine pores
- Dry and dehydrated with parched appearance; may even be sensitive.
- Needs regular moisturizing to stay hydrated and supple

**Oily Skin-** Oily skin has enlarged pores (think of the skin of an orange) and is prone to developing acne and other skin problems. The over production of oil by the sebaceous glands causes the skin pores to become blocked easily leading to spots as well as other skin blemishes. Oily skin looks greasy especially in certain areas of the face (the T zone). The good news is that the effects of ageing are not very evidently on oily skin. This kind of skin usually looks shiny and sometimes has a dull appearance.

To sum up, oily skin is characterized by these:

- Enlarged pores that may be quite visible
- Looks greasy and shiny especially in the T zone
- Appears dull
- Needs frequent cleansing to keep away skin problems

**Combination Skin-** Skincare experts believe that this is the most common skin type. Patches of dry and oily skin characterize this skin type. The cheeks and the area surrounding the eyes remain dry and oil free. The T zone, (forehead, nose and chin) is oily and greasy. This skin may also have expression lines. The challenge with this skin type is that the oily and dry parts need different kinds of treatment and care.

To sum up, combination skin is characterized by these:

- Large pores especially on nose area
- Some parts are greasy while others are dry
- Needs moisturizing for dry parts as well as cleansing to remove excess oil
- Dry parts feel tight after washing while oily parts become shiny/ greasy soon after wash

**Sensitive Skin-** This skin type usually is thin, has a fine texture and feels tight and dry. Special care is essential for people with this skin type since it gets irritated and inflamed very easily. Red patches, itchiness, tingling and spots are common problems with sensitive skin. This fragile skin type should only be exposed to skincare products that are selected with great care.

People with sensitive skin have fine pores and the skin itself is delicate. Even moderate exposure to sun may cause this skin type to break out in blotches or develop rashes. This kind of skin is perhaps the most difficult to care for and keep in blemish-free, glowing condition. But you can keep it flawless with proper care and the use of specially designed products for sensitive skin.

To sum up, sensitive skin is characterized by these:

- Thin texture that makes skin appear almost translucent
- Fine pores
- Wrinkles prematurely
- Feels tight after washing
- May react strongly to change in cosmetics/ hair care product
- Blushes, sunburns and itches easily

## Does Skin Type Differ Between Men and Women?

Men have a higher level of collagen and their skin is about 20% thicker when compared with women. Males usually have tougher skin which is also more prone to oiliness. The pores are larger and more exposed and visible. When compared with women, the blood supply to the skin is also greater in men. The fact that men sweat easier should also be taken into account as an important difference between men and women's skin type.

## How to Test What Skin Type you Have

Determining your skin type is not a complex affair at all. One of the simplest ways in which you can identify your skin type is to wipe your face with a clean tissue as soon as you wake in the morning. Here is what people with different skin types will find with this test:

**Normal Skin-** The tissue is oil free and your skin feels as elastic and supple as ever.

**Dry Skin-** The tissue is oil free but your facial skin feels dry and tight.

**Oily skin-** The tissue has oily spots and your face looks oily, especially the nose and forehead areas.

Combination Skin- The tissue has oil traces when you wipe your nose, forehead or chin but is clean when you wipe your cheeks.

Sensitive Skin- Those who have this skin type do not usually need the tissue-test to figure this out. That's because sensitive skin reacts poorly to several things- harsh sunlight, dehydration, many creams / shampoos / cosmetics, even the weather.

## What is pH-Balance?

pH is an abbreviation for Potential Hydrogen. The pH number ranges from 0 to 14 and it measures how alkaline or acidic a liquid is. Anything below 7 is Acid and anything above 7 is Alkaline. Water has the same amount of acids and alkalis which gives it a pH level of 7.

pH levels in skin cleansers do make a difference. Your skin has a pH level of about 5.5. The outer layer is acidic which helps to keep bacteria out and keeps the skin moisturized. You should use a cleanser which has the same or slightly higher pH level as your skin. This will help to maintain the outer protective layer. If you choose to use soap as a cleanser, which is too alkaline, then it will dissolve the acid in your skin and it will lead to dryness.

A skin cleanser, with a pH level slightly higher than 5.5, will remove the oil and dirt from the skin. Soap has a pH level between 9 and 12. This is too high if you want to keep your skin moisturized. On the other hand, cleansers should also not have a pH level which is too low because then it won't remove the dirt.

Therefore, look for cleansers that are soap-free with balanced pH levels.

## Chapter 3: Skin Care for Different Skin Types



The first and most important step when starting a skincare regimen is to find out your skin type. This helps you choose the right products to use so that your skin benefits most, in the shortest possible time.

Most cosmetics, cleansers, toners, facial masks and other products have the skin type they are best suited for mentioned prominently on the packaging. When shopping for products, make sure to pay special attention to this information.

Another advantage of knowing your skin type is that you know which *ingredients* are likely to be harmful to your skin. For example, for those with sensitive skin, apricot scrub is best avoided because it is too aggressive and harsh. Salicylic acid is good for acne prone skin. For those with oily skin, products containing salicylic acid are also a good choice. To make a judicious choice of products, you do need to look at their ingredients. Knowing your skin type lets you pick products with all the right ingredients to give you healthy and great looking skin.

### Caring for Normal Skin

Normal skin is the easiest to care for. The best products to use for this skin type are those that support normal skin functions. Of course, even normal skin does break out at rare times or develops rashes or skin blemishes when exposed to certain products. But this skin type usually bounces back to its normal healthy glow with some help from you with the right skin care products.

To care for normal skin you need a gentle cleanser which also works as your makeup remover. Keep your skin well hydrated with moisturizers and toning gels. Use a hydrating gel mask once a week to keep the skin supple and to keep dry skin problems well away. Serums and day creams to nourish and protect the skin during daytime and firming eye creams, night time creams and oils allow normal skin to repair cell damage and regain a healthy glow for the day ahead.

### Caring for Dry Skin

Dry skin requires extra special care, especially during winter months. Regular and effective cleansing is very important for dry skin since clogged pores further reduce the available sebum. Use a mild cleansing milk to ensure that the dryness is not worsened by the cleansing process. Avoid washing your face too many times as it strips the skin of essential oils and moisture. Cleansing once before applying makeup and once at night

is sufficient. Cleansers that have good moisture retention are good choices for dry skin. Avoid alcohol based toners that dry out your skin. Use a toner with honey or mint instead.

Use nourishing creams generously. Pick creams that have vitamin E to give your dry skin new life. Vitamin E also postpones the appearance of wrinkles and lines. Under eye creams are also good options. But if you are using a heavier one during the daytime take care to remove it thoroughly at bedtime.

Oil massages with natural oil (e.g.: olive/coconut) before bath help your skin stay hydrated after the wash. Take short warm showers and keep away from all bath soap bars (except those with high fat content). Apply a rich moisturizer right after your bath so that it can penetrate your skin most effectively.

## Caring for Oily Skin

Oily skin has a natural barrier against moisture loss which is why you can avoid rich moisturizers for this skin type. However, some oily skin types may be prone to dryness in winter months. Then moisturizing is necessary.

Proper cleansing is a very important part of your oily skin care regimen as to prevent acne. Cleansing clears your pores and ensures that there is no debris clogging them leading to blackheads, infections and other common oily skin problems. Use oil control cleansers (e.g.: with activated charcoal) or those containing salicylic acid and avoid those containing sulfates.

People with oily skin may, if necessary, carry out exfoliation twice a week. This removes buildup over the epidermis. Moisturizing serums are better choices than lotions or creams. If your skin becomes dry with the serum use one that hydrates.

Although oily skin does have its own natural protection, you should apply sunscreen when you go out. Avoid sunscreen- moisturizer combos and opt for lightweight sunscreen-only products. For your weekly facials, use clay based masks that absorb the excess oil from your skin.

## Caring for Combination Skin

For those with combination skin, choosing products that suit both the dry parts and the greasy parts is a difficult task. Sometimes, it may be better to simply use two different products for either. However, most people can care effectively for this skin type by choosing their skincare products from a range that is specially designed for combination skin.

When it comes to dealing with specific skin problems, it is relatively easy to use the product, say, an acne treatment gel, only on the affected or problem prone areas. For instance, you could use the acne cream over your T-zone and use a moisturizer around the eyes and over your cheeks where the skin is dry and flaky.

Antioxidant rich products or those containing cell communicating ingredients are a good choice for people with combination skin. If the greasiness is causing most of the skin problems you encounter, then light weight gels, serums and lotions are the better choice.

If you are breaking out more after the use of a specific product, it is likely that you are allergic to ingredients it contains. Avoiding this product could correct your skin problem and also make your skin more balanced and easier to care for.

Cleansing your face with a gentle cleanser is the very first step in combination skin care. Water soluble products are the best as they help avoid dryness and irritation. Gel based cleansers or mild foaming ones are perfect to control the breakouts in the oily parts of your face. But if your skin is already irritated or sun burned, opting for a lotion cleanser may be a better option. If a toner is part of your daily skin care regimen then use only products that have no alcohol, menthol or fragrances. Citrus oils are also best avoided in toners.

Use an effective sunblock no matter how short your trip outside is going to be. Sunscreens and sun blocks keep your skin looking healthier and younger for longer and keep wrinkles away. Lotion or cream moisturizers applied to the dry areas keep the skin here problem free. But avoid these on the greasy parts at all cost.

## Caring for Sensitive Skin

This skin type is perhaps the most challenging one to care for mainly because it is very prone to irritation at the slightest provocation. A good first step in sensitive skin care is to only use products that are labeled fragrance free or perfume free. Fragrances can cause skin reactions; in fact, they may be the cause of more skin reactions than any other ingredients in your skin care product.

Other things to avoid are products with too many chemicals (or preservatives). If finding a preservative free product is proving difficult, try experimenting with different products to find the preservatives that affect you least. Products with alcohol content are a no-no (example, some toners) as they dry out the skin and leave it more vulnerable to irritation. Avoid oil based makeup products. To ensure that the products

you buy are suitable for your skin type, always test them out on a small area of skin that is not readily visible to others.

What you can use are skincare products that are hypo-allergenic. Rather than face washes or soaps, use a mild cleanser to wash your face. Keep your skin from becoming too dry by moisturizing with a water based moisturizer. For sun protection, use a sun screen whenever you step out. Remember that sensitive skin burns very easily when exposed to the sun's rays.

Avoid using makeup on irritated /broken skin or rashes as this will exacerbate your problem. When drying your skin after a wash, always pat dry rather than rub dry to keep your skin irritation free.

## Chapter 4: History of Makeup

Humans have used cosmetics and makeup to embellish their looks and cover up blemishes since times immemorial. The life like bust of Queen Nefertiti is perhaps one of the best known portrayals of the makeup skills of the ancients. But the Egyptians were not the only ones to use various natural products to highlight their best features.



Al Zahrawi, a teacher in the ancient times in Persia, authored a medical encyclopedia which had an entire chapter dedicated to cosmetics and their proper use. The Chinese painted their nails and adorned their faces with delicate designs. The Japanese actually had a kind of makeup foundation made from wax plus lipstick from safflower petals and other cosmetics.

In every part of the world we can find evidence that modern makeup has evolved from roots that were very much in existence even in the ancient times.

### The Egyptians Show the Way

Although the first account of ‘face painting’ can be found in the Old Testament, true credit for giving cosmetology and makeup its due attention, for the very first time, goes to the Egyptians. Even back in 10,000 BC, Egyptian men and women knew about oil massages and creams to make their skin soft and supple. The use of perfumes, body lotions, kohl, face colors and many other cosmetic items was very popular with these ancient people.

The Egyptians believed that to be accepted by the Gods in their afterlife they needed to look good. This explains why we find beautifully painted faces on the sarcophagi unearthed from Egyptian pyramids. Busts and friezes of reigning pharaohs and his consort were also artistically decorated so that facial features were heavily highlighted to match the real person’s regular makeup. The religious connotation attached to one’s appearance ensured that perfect makeup and skin care was a very important activity in daily Egyptian life.

## The Many Cosmetics used by Egyptians

The Egyptians used a surprisingly large number of makeup and skin care products. Rouge colored their lips and cheeks, while dyes and paints hued their body and facial skin. There is enough evidence to show that the Egyptians even colored their hair.

Perhaps best known of all is their extravagant use of kohl to accentuate the eyes. This dark colored powder was made with many different naturally occurring substances that gave different hues and different textures. Some of these are crushed antimony, lead, copper, burnt almonds, ash, malachite, copper ore, ochre and many others. Both the upper and lower lids were heavily accented with kohl and a line extended to the side of the face too. The use of kohl protected the eyes from excessive sunlight and the Egyptians believed that it cured eye infections as well.

The use of aromatic oils, unguents and lotions to improve skin tone and color while giving the wearer a pleasant fragrance was quite common. In fact, the Egyptians even used cleansers (animal fat mixed with powdered lime and perfume). We still follow many of the skin care and makeup techniques the Egyptians used in these ancient times.

## How Makeup Evolved in other Parts of the World

The Greeks were heavily influenced by Egyptian customs which soon found their way into Greek homes too. Both Greeks and Chinese painted their faces white with different ingredients. Greek women used berries as blush while Chinese focused more on their nails, painting them in line with their social classes.

The Romans were not far behind and they probably used some of the very first pimple cures with their butter barley mixes. Mud baths (a precursor to today's facial masks) and hair dying were also quite common with the Romans. In the Middle Ages, English women dyed their hair and whitened their face with egg whites.

Sadly, many of the cosmetics used by these people were quite harmful to the skin and to overall health as well. Today, we have the choice to identify products that are tested stringently to prove that they are harmless. We have the opportunity to pick only those cosmetics that will truly give our skin glowing health from the inside as well as outside.

## In Modern Times

In the recent past, the movie industry gets the credit for ensuring that makeup has not 'lost its sheen'. The presence of an entire industry that was willing to pay for cosmetics and skin care advice and similar products encouraged many entrepreneurs into entering this field. Elizabeth Arden, Helena Rubinstein and many others launched their immensely successful product ranges in the 20<sup>th</sup> century thanks to the appeal and demand for these drummed by movie stars.

The introduction of the internet has made the world a global village. It is now possible to cater to clients across the world with ease. Both men and women in every part of the world are growing more and more aware of the importance of looking good. Given this, the cosmetics and skin care industry is all set to enter its golden age.

## Chapter 5: The Color Wheel and Color Combinations

Before you can become a makeup guru, you need to know how different colors work. Knowing this helps you put together a perfectly suitable color palette for yourself or a client. Remember that the colors need to go well with the facial features and also be in alignment with the look you are aiming to achieve.



The color theory helps you understand colors and the best ways in which to use them to create a look that is simply stunning. It also helps you understand which colors complement and which neutralize each other. This keeps you from making a major *faux pas* with your makeup while helping you create stunning looks with ease.

### The Basics

When a ray of light is passed through a prism, you see the seven basic colors. Each and every color in existence, falls somewhere within this spectrum of light. In the 20<sup>th</sup> century, Johannes Itten created the color wheel that showed the primary, secondary and tertiary colors and also introduced color matching.

### Different Kinds of Colors

In the color wheel, the three basic colors, red, blue and yellow are known as the *primary colors*. They cannot be created from any other colors. Every other color is derived from one or more of these primary colors.

The primary color blue is the strongest color and is associated with coolness. Red is warmth and adds fullness, Yellow has the least strength and it is both warm and cool.

The strengths of various primary colors are an important aspect to remember. To equal the strength of blue, you need three times as much yellow and twice as much red and so on.



primary

*Secondary colors* are derived from a mix of two primary colors in equal proportions. For example, yellow mixed with red gives orange, red mixed with blue gives violet (purple) and yellow mixed with blue gives green. These are the three secondary colors.



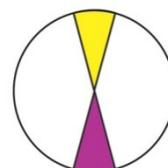
**secondary**

*Tertiary/Intermediate colors* are created when a primary color is mixed with a secondary color falling next to it on the color wheel. A tertiary color may be named with two color names such as yellowed brown. This means that yellow has been added to brown.



**intermediate**

*Complementary colors* are those that are right opposite each other on the color wheel. Mix them together and you get browns or grays. When complementary colors are put next to each other, they brighten the look and intensify each other. In facial makeup, complementary colors have the best effect when used on different areas rather than when placed right next to each other.



**complementary**

*Analogous colors* are right next to each other on the color wheel. These colors generally fall in the same family and harmonize well. They serve to highlight each other perfectly without setting a jarring note. That is why you will find so many analogous colors in your eye shadow palette. The darker colors are used to define the eye shape and add depth while the lighter ones highlight the eye perfectly.



**analogous**

Yellow, red and orange are the warm colors while blue, violet and green are the cool ones. Colors that have yellow/red/orange *undertones* are also warm. They are brighter and tend to draw attention to the area of the face they are applied on. Cool colors or colors with blue/violet/green undertones are soothing and tend to give you an understated look.

When applying blue, violet or green concealer on specific areas of the face they impart a *receding* appearance. In other words, it covers imperfections. Blue concealer can be used on excessive tanned skin, violet/purple concealer on yellow areas such as pigmentation marks and green concealer on red areas such as pimples. We will discuss the use of concealer in a later chapter.

Learning about transparent and opaque colors is also critical for a makeup artist. Transparent colors are the ones that darken with more volume while opaque ones do not change no matter how little or great the volume applied.

## Using the Color Wheel

The properties of color describe the color's basic characteristic. They are the following:



hue

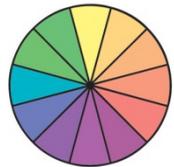
**Hue:** The true color of the primary, secondary or tertiary colors you have mixed together is called their hue. These are the most intense and basic colors you can get. By adding black, white or grey to these, you can vary the brightness and density of the palette. If you need pastel shades or muted colors for your makeup then this is how you get them.



shade

**Tone:** Adding gray to a pure hue gives you a toned color. While you may not use this extensively while applying makeup, it may be required for corrections.

**Shade:** A pure hue plus black gives you shades of the original true color. For example: Adding black to red gives you a deeper, richer red.



tint

**Tint:** When you add white to a pure hue, you tint it. For example, adding white to purple will give you lavender.

The Shade and Tint Color Wheel shows you the various tints and shades that you can derive from various colors. The tints are achieved by adding white to the basic color. The shades derived by adding black to the basic color.

Now you understand how having a good grasp of the color theory can help you in these areas:

- Knowing what colors to use together
- Understanding which colors accentuate or neutralize which
- Knowing how to correct flaws in the skin by using correct color combos
- Understanding how different colors, when used in combination, result in different 'looks'

Before you pick out a color to use in your makeup take into consideration your eye color and skin tone. Of course your wardrobe choices also have to be factored in. By saying this, I do not mean that your eye shadow should match your clothing. Rather keep your eye shadow and clothing in the same color family or complimentary family.

## Eye Makeup Ideas

Shades that softly contrast with your eye color are great for showing off your eye perfectly. Avoid colors that exactly match your eyes as this will make them unremarkable. At the same time, you may want to avoid sharp contrasts unless you are going for a dramatic, 'set the stage on fire' look. Remember that green eye shadow and red lips do make a stunning 'out there' fashion statement but not many women can carry it off with confidence.

Trendy colors look forced unless they are set off by other balancing tones. There is also the risk that these colors will quickly go out of fashion. Stick to simple natural colors for your daily makeup and you can never go wrong.

Analogous colors used in conjunction with others over your eyes let you highlight and add depth with ease. Otherwise choose different colors that blend together well. Dark colors will make your eyes appear smaller while lighter shades make them look bigger.

Colors that go well with all eye colors are navy, charcoal and powdered blue. The navy or charcoal will be used to define your eyes, while the powdered blue will be used for highlighting. If you cannot make up your mind about what to wear then stick to these tried and tested universal eye makeup favorites.

Many women use widely varying colors for day time wear and night time wear. During the day it is best to stick to natural looks with matte shades. Late evening or night time is the perfect time to try out colors with sheen and sparkle. The smoky look with dark shades and the contrasting bright look can both be carried off very well at night time.

Complementary colors make your eyes *pop*! If you want to make a statement, you should try complementary colors out. For example, green eyes with pink tones are an excellent way to grab attention.

One important point to remember is that matching your eye makeup colors solely to your clothing may make for disastrous results. Always ensure that your eye shadow choice goes well with your eye color (and skin tone/lipstick/blush etc). That said, it is fun to experiment with eye makeup so don't hesitate to try out various combos until you find the ones you like best.

## Choosing the Right Colors for your Skin Tone

What looks great on one woman may look just ordinary on another. One of the reasons for this could be that they have different skin tones. It is very important for you to choose your makeup colors in line with your skin tone for the most stunning effects. The undertones of your skin impact how your makeup colors look when applied to your face. Here is a quick look at the undertones different skin tones may have:

Fair Skin- yellow, gold, reddish or rosy, pale peach, pale pink

Olive Skin- Yellow, Yellow- orange, yellow- red

Dark skin- red, red- brown, blue, blue- black, ebony, orange- brown

Very important when starting with your foundation is that the color should blend in with the rest of your skin. Choose three colors that are in a similar shade but ranges from light to dark and apply it directly underneath each other on your cheekbone. The one that blends in with your face is the correct color to apply. For those of you who have a very active lifestyle, you may want to skip the foundation and go with a tinted moisturizer for a more natural look.

Women with **fair skin** can use a foundation that is a shade warmer than their skin tone. This gives your skin a glow. Blue- reds and pinks are best for the lips while softer shades like pale pinks or peach looks great. Fair skinned women should avoid extreme colors over the cheeks as this can be too excessively vivid. If you do want a dramatic look, you may use dark colors but make sure you take all of your eye makeup, lipstick shades etc. into consideration for you to get the perfect look.

**Olive skinned** women can carry off the bronze shades and brighter colors best. You can even add an extra shimmer to your look by using a bronzer over your cheekbone/brow bone areas. Gold, coral, orange- reds look great on the lips. A rule of thumb is that medium colors give you an understated look that is close to 'natural'. Lighter and darker shades give you a bold look.

With **dark skin** tones, the challenge is to look attractive without getting an unnatural paleness. Avoid pale shades and opt for burgundy or red-browns. For your lips choose purple, mahogany or shades of brown. Dark colors make for the understated look. With medium colors the makeup is more evident but still looks elegantly attractive in a subtle way. Brighter colors need to be chosen with great care otherwise they appear too vivid to present a cohesively made up look.

## Chapter 6: Makeup and Tools a Makeup Artist Need

The University of Makeup provides two similar [makeup kits](#). The [Pro Makeup Kit](#) has all the basic items that any makeup artist should have where the [Master Makeup Kit](#) is a complete set of items perfect for any makeup artistry. Our makeup kits are ideal for bridal, fashion, runway, red carpet, theatrical and photo shoot makeup.

We have manufactured the best makeup on the market with the knowledge of the most experienced makeup artists in the industry.

In this chapter I will give an overview on the items in the Master Makeup Kit. These or similar items are needed to be a professional makeup artist.

### Black Makeup Case

This padded black roll top makeup case is designed to hold all types of makeup and accessories to make you look professional, keep you organized and help you be efficient on the job. The durable, soft-sided makeup case opens with a double-zip, rollaway closure. Inside, the padded twin two-tier trays slide out for easy access to small makeup containers and items. The spacious bottom compartment provides excellent storage space. Comfortable rolled handles and a removable shoulder strap makes it easy to carry anywhere.



### 13 Piece Brush Set in the Black Brush Case

A complete set of top quality brushes that have minimal shedding and are hand crafted for strokes that feel like satin on the skin. The black handle and black ferrule help to give a sleek and clean professional look. The handle is also tapered for easy maneuvering of the brush.



The chapter “Makeup Brushes that You Need” will discuss each brush in detail

## 15 Color Eye Shadow Palette –Neutral, Smokey and Theatrical

Our eyeshadow palettes are a customer favorite! Made with high pigment density that won't fade, our pressed eyeshadows apply and blend perfectly. Available in 15, 28, 78 and 88 pans, these palettes are easy to travel with and create a fun opportunity to play with mattes, frosts, pearls, sheers and colors.

The Neutral palette has browns, deep chocolates, greys and highlights. The Smokey palette has bronze, gold, dark greys, black and highlights. The Theatrical palette has primary colors, metallics, deep tones and everything dramatic.



## 10 Color Concealer Palette

With such a wide range of shades, this concealer palette is perfect for makeup artists. The medium to full coverage concealer brightens uneven skin tones, hides under eye circles and covers tattoos and discolorations. Blend for light coverage or use our Eye Primer/Concealer Brush for maximum results. Each concealer is 36.5 mm.



## 6 Color Pressed Powder Palette

We've compiled our most popular mineral powder shades into one lightweight plastic palette!



## 10 Color Lip Palette – Bright and Neutral

Pick the perfect texture and shade to match any outfit and mood! We've put our most popular neutrals, brights and bronzes in creamy, flat matte and glossy formulas into one palette. Mix and blend to create custom colors. Each lip color is 36.5 mm.



## 10 Color Blush Palette - Bright and Neutral

Carry our 10 most popular blushes in one palette so you can be ready to create any fresh faced look. This palette combines a range of shades and textures including matte, frost and pearl. Each blush is 36.5 mm.



## Complexion Primer

This lightweight, oil-free gel formula enhances and smoothes the skin's texture to allow foundation to glide on like silk and stay on all day. A dime-size amount is all you need to create a flawless finish. Perfect for all skin types. Please remember to avoid eye and lash area.



## 5 Color Natural Liquid Foundation

Our liquid hydra-base foundation offers a new way to achieve a smooth satin finish without the heavy foundation feel. This special formula blends the natural properties of micro-minerals to provide buildable, weightless coverage with a delicate, luminous look. A dime-size pump provides all the coverage you need.



## 2 Cream Foundation Quads

This silky, water-based foundation infused with vitamin E and soothing botanicals blends easily to combine shades and build the perfect coverage for naturally flawless looking skin. For maximum results, apply this product using our Foundation Brush.



## HD Translucent Powder

This is a universal translucent finishing powder to be applied over foundation or to be worn alone. While it mattifies the skin without changing its natural contours, this 100% mineral silica powder softens the appearance of imperfections.



## XL Face and Body Bronzer - Radiant Glow

These extra large mineral pressed bronzers give skin tones the radiant glow of a sun-kissed summer. At a whopping 120mm product diameter, these bronzers will provide an all-over better-than-natural looking bronze glow.



## 10 Lip Liner Pencils

Designed to enhance the natural shape of the lip, our lip pencil is perfect for defining lips with precision and also great for blending in color. This formula is water resistant and comes in 10 beautiful colors.



## 5 Natural Lip Gloss

Our hydrating formula combines conditioning and nourishing ingredients to soothe and calm lips. It glides on smoothly and puts the finishing touch on any makeup look.



## 8 Eye Liner Pencils

A creamy pencil with strong color definition to create a dramatic, high-fashion look. This formula is exceptionally opaque and waterproof so it won't smudge or fade. It glides on easily and comes in eight beautiful shades.



## 5 Gel Eye Liners

Line and define your eyes with this gel-based waterproof formula that stays on all day. Create a strong, dramatic look on its own or blend with eyeshadow for a smoky, sultry look. Receive five beautiful shades.



## Trio Brow Palette

This palette is an innovative way to keep brows looking groomed and gorgeous on the go. This palette comes with two powders, one dark and one light to custom blend the most natural brow color. It also includes an angled brush for clean and precise application, and a wax cream to hold a perfect shape all day.



## 4 Brow Pencils + Highlight Pencil

Use our smooth, blendable Eye Brow Pencil to enhance and refine the shape of your eyebrows. There are 4 different colors and a highlighter.



## Mascara

Our glossy, light mascara fortifies and conditions lashes for a naturally beautiful look.



## Disposable Mascara Wands (10/pkg)

Great for applying mascara or brow gel and blending color, these disposable wands are a must for hygienic practices! Each package contains 10 mascara wands.



## Pink Brow Combs (10/pkg)

More detailed than the original spoolie, these combs are great for lash and brow brushing.



## 8pc Wedge Sponge Block

This 8pc Sponge wedge is great for on the go makeup applications, as well as makeup artists.



## Stainless Steel Mixing Palette and Spatula

Every makeup artist needs an all-purpose palette and spatula to mix and blend everything from foundations to lipsticks... and more! The best part is that it's hygienic and shows your clients that you are a seasoned professional!



## Eyebrow Tweezer - Angled Silver

This angled, versatile tweezer is a perfect addition to any esthetic kit. Great for brow shaping, basic tweezing and individual lash applications.



## Small Scissors

Our small scissors are the ideal tool for quick fixes, detailed corrections and simple grooming. The stainless steel design and curved point ensures safety and stability.



## Eyelash Curler

Our stainless steel eyelash curler offers a comfortable foam base and the perfect pressure for curling and enhancing natural lashes.



## Adhesive for Strip Lashes

This product dries quickly to make putting on band and individual lashes a breeze. The color dries dark to blend with natural lashes and eyeliner.



## False Lashes

These lush lashes provide a natural look to make a subtle statement and are perfect for any special event. Use with our “Lash Grip Adhesive.”



## Chapter 7: Makeup Brushes That You Need

The University of Makeup has a complete set of top quality brushes that have minimal shedding and are hand crafted for strokes that feel like satin on the skin. The black handle and black ferrule help to give a sleek and clean professional look. The handle is also tapered for easy maneuvering of the brush.

### 126 Powder Brush

Our goat haired Powder brush is an imperative tool for applying a medium veil of powder to the face, and décolletage. The full textured shape creates strong coverage from your loose, and compact/pressed powders.



### 127 Blush Brush

Our high quality goat hair blush brush softly glides on the perfect finish. This is the ultimate tool for precise application to the cheek bones.



### 125 Foundation Brush

This precise Taklon foundation brush was designed to create the most smooth, flawless finish. It works amazingly with liquid, creme, and even powder products. The hair glides through liquids without any streaking, distributes and blends foundation into the face.



### 221 All Over Eye Blender Brush

If you only have one brush, this is the one! Keep this tool handy for strong color on the lid, highlighting the brow, and anything in between. The pony hair is strong but blends color too. This brush also comes in multiple sizes.



## 202 Large Shader Brush

Press base colors and highlight brows with this 'must have' sable shader brush. Apply color with a strong finish and use this amazing tool for blending all color smoothly. Its a basic for any Makeup connoisseur.



## 130 Concealer Brush

Our concealing brush is perfect for layering and texturizing light color into the face contours, and under eye areas. The thin sleek taklon latches to creme and liquid which makes for precise product deposition.



## 204 Crease Brush

This brush features soft yet firm bristles with a tapered tip. Helps apply eye shadows into the crease of eyes. It increases depth & dimension of your eyes and is made of all-natural squirrel hair. This brush ensures precise application & effortless blending.



## 219 Precision Crease Brush

The Precision Crease Brush defines the crease area by creating a perfect contour. The brush effortlessly picks up color & deposits on skin. It is made of pony hair and helps you to blend and shape like an expert.



## 229 Detailing Brush

Our mini detailer comes in handy for those precision makeup looks. Highlight and define liner with this rounded sable brush. It will latch a stronger application of powder and creme product for both eyes and lips.



## 316 Lip Brush

Glide lip products on flawlessly with this long sable lip brush. Hair forms to a point for smoothing and blending color.



## 207 Angle Eye Liner Brush

This Angle Eye Liner Brush brush is the best for brow, eyeliner (powder) and gel applications. We love it because of the preciseness, and ability to build color with ease. Press and glide the angle next to the lash line for the best effect.



## 212 Spoolie Brush

This Spoolie design is best for any lash, and brow grooming. It is washable even for use with mascara, or brow gel. Smooth through lashes, brows with this reusable tool.



## 211 Lash Brow Groomer Brush

Our double sided brow brush is a basic for brow grooming, and lash blending. Our Synthetic mixed brow brush is a stronger dense brush, paired with a thin comb for the double combo.



## Chapter 8: Makeup Tools and Brush Sanitation

Perfect makeup requires the use of the right tools and the best cosmetics. But just making use of the perfect equipment is not enough to keep your skin looking and feeling great. It is important to maintain your makeup equipment in good condition and also to ensure that it stays fresh, clean and usable.



### The Importance of Keeping your Makeup and Tools Clean

When you apply your makeup using the various tools such as brushes, sponges, etc. some of the cosmetic material is left behind on them. When the brush touches your skin, it is exposed to the oil residue and dirt that cover your skin. Using the same brush over and over again results in these remnants coming into contact with your skin repeatedly. The result of this is outbreaks, rashes and allergies that arise as a result of poor skin hygiene.

No matter how much you clean your skin, using dirty brushes or sponges to apply makeup exposes your skin to irritants several times a day. By adopting a regular maintenance routine is the only way to avoid this. It is also important to ensure that the makeup you use is clean. If your makeup has been contaminated, do not hesitate to discard it since filthy makeup can have severe reactions on your skin.

### How to Keep Your Makeup Clean

Avoid sharing mascara, eyeliners, lip gloss and lipsticks with other users to keep it sanitary. After use, sanitize your eye pencils and lip pencils with a makeup sanitizer or sharpen them with a pencil sharpener. Allow the products to dry thoroughly before putting them away in your covered kit.

If you have an eye infection and have been using your mascara or gel eyeliner, discard it and use a fresh one to avoid infecting your eye again.

Powder products can be shared with others, without compromising hygiene, provided each of you has a separate brush/applicator. Remember to clean the brushes/applicators thoroughly so that the product is not contaminated by them. All sponges and puffs should be cleaned using soap and water and letting it dry naturally and all tweezers and curlers should be sterilized with surgical alcohol.

Avoid double dipping with all cosmetics. This introduces the contaminants present on your skin, which have been transferred to the applicator/brush/wand/sponge, into the cosmetic. An effective method is to use a palette to hold the makeup product you want to use. You can use palettes for dry/powdered cosmetics and also for creams and lotions.

Steel palettes are easiest to clean effectively. Ensure that your palette is clean and sanitized before you dispense the required amount of cosmetic onto it. To scrape out gels/cream foundations etc. onto the palette, use a clean spatula.

One of the very first precautions to take with makeup is to disinfect the work surface before you unpack your kit. To disinfect products like eye shadow after use, you can spray alcohol on a tissue and wipe the surface of the cosmetic. Use high percentage (91% and above) isopropyl to do this for best sanitation. Use a hand sanitizer, cosmetic sanitizer and alcohol to clean up quickly once you have completed the makeup application.



## How to Sanitize your Brushes

Sharing brushes and applicators may transfer bacteria from one person's skin to another. This is not always possible for makeup artists working on different clients. Regular cleansing is therefore essential. For brushes used to apply powder, foundation, blushes or eye shadows, wipe the surface with a tissue

immediately after use. Brushes should be replaced after 3- 5 years of use or earlier if necessary, whereas sponges should be replaced once a month or every second month. Mascara should be replaced after 3 months and lipsticks every year. If you are using a liner brush to apply liquid gel or glitter liners, then you can consider the use of disposable applicators. The same goes for lip brushes and mascara wands. If you do not have disposable applicators for lipstick or liquid eye liners but have brushes instead, then you must sanitize these brushes after every use.

Within this period of use it is very important to clean and sanitize these tools effectively.

Always stock your makeup kit with a good quality brush cleanser. These cleansers remove residual makeup from the brush and also get rid of the bacteria and germs on it. Spray brush cleanser on the used brushes and leave for a while until the cleaner is absorbed fully. Wipe off with a tissue.

It is also important to periodically wash brushes with shampoo and conditioner and rinse thoroughly. Let the brushes dry off by laying them out flat with the heads hanging down so that they can dry quickly and effectively.

## Shelf Life of Makeup

No matter how much you love your favorite pale pink lipstick or your stunning moss green eye shadow, there is a time when you have to bid goodbye to them. Using cosmetics past their expiry date can have disastrous effects on your skin. In general, if you notice a change in the smell or color of your cosmetics then it is time to discard them. Here are a few other points to note about the shelf life of makeup.

**Mascara-** Since you apply this eye makeup product with a brush the chances of bacteria being introduced to the mascara are very high. Contaminated mascara can cause eye infections (conjunctivitis, sties etc). Throw out your mascara after a maximum of 3 months of use.

**Eye Shadow-** Powder shadows have a longer shelf life and can be replaced between 18 months - 3 years provided you maintain excellent hygiene with your brushes/applicators. Cream based shadows have a much shorter shelf life and need to be discarded as soon as you notice anything off about the color or smell.

**Eyeliner Pencils-** The normal eyeliners can be used for up to 2 years with regular sharpening, whilst the liquid ones should be kept no longer than 6 months. If you notice a white film forming on the tip, it is time to throw the pencil out.

Recurring eye irritation whenever you use eye makeup is also an indication that it's time to replace your eye makeup products.

**Concealer-** Powder and stick concealers have a shelf life of up to a year and a half whilst the liquid ones should be replaced every year. If you notice any funny smell or see that the concealer begins to separate, then it is time for a new one.

**Foundation-** Oil-free foundations are more prone to bacterial contamination than powder based ones and are usually the first to get off. This foundation should be tossed after you have had it for a year whilst cream/powder foundation can last up to a year and a half. Avoid storing it in your bathroom as the moist atmosphere makes bacterial contamination more likely.

Face Powders- These are long lasting cosmetics with a shelf life of two years at the very least. However, face powder with botanical extracts may not last this long. These extracts usually have some water content which acts as a breeding ground for bacteria.

Blush- Powder blush lasts up to two years but cream blushes have a much shorter shelf life. Replace these after a year. Store the color in a dry, dark and cool place to prolong its life.

Lipstick- The shelf life of lipstick is longer than most of the other makeup products and may be kept up to 3 years, but ideally it should be thrown out after a year's use to keep it fresh.

Lip gloss- Lip gloss doesn't last as long as lipstick due to the fact that it is formulated differently. It should be kept no longer than a year and a half. Lip gloss with a brush applicator should be wiped with a tissue to prevent it from becoming infected by any bacteria.

## How to Clean Makeup Brushes and Tools Practical Video

[Click Here to Watch the Practical Video](#)

The following items will be used:

- Surgical Alcohol
- Tissues
- Brush Cleanser
- Pencil Sharpener
- Cotton Wool
- Shampoo

Now let's start with the practical...

Step 1: Take your pencil sharpener and sharpen your eyeliner and lip pencils. This will remove any excess makeup or build-up from your pencils.

Step 2: Use a clean cotton wool and wipe your mascara, lipsticks and lip glosses. For better hygiene purposes, use a new and clean brush applicator after each use.

Step 3: Pour some surgical alcohol onto a clean cotton wool. Use it to sterilize your pencil sharpener, steel palette, tweezers and eyelash curler.

Step 4: If you don't have brush cleanser, take shampoo and wash your brushes with it. If you do have brush cleanser, take a cotton wool and pour it onto it to clean your brushes thoroughly.

Step 5: Take shampoo and wash all your foundation sponges and puffs with this water and leave it to dry naturally. Remember that these sponges and puffs should be thrown out every 1-3 months.

Step 6: Pour some alcohol onto a tissue. Take the tissue and wipe the surface of your loose powder and eye shadow palettes.

## Chapter 9: How to Shape and Fill in Your Eyebrows

The angles of your face are highlighted by your eyebrows. You can narrow the facial structure, broaden it or lift the eyes by working on your eyebrows. You can frame your eyes perfectly and tone down or underline the eye makeup with the right eyebrow shape. Perfectly shaped eyebrows bring balance to your face and add symmetry to all of its features.



### Using the Golden Ratio

The golden ratio is a number that depicts the perfect proportion that is most pleasing to the human eye. Anastasia Soare, beauty 'innovator', was perhaps the first person to apply this number to the techniques of eyebrow shaping. Anastasia has created the perfect look for innumerable celebrities and has transformed asymmetrical and sparse eyebrows into the most stunningly attractive facial features.

Anastasia's trademarked Golden ratio technique brings about balance in your face using the eyebrows as the starting point. You too can use this ratio to determine the shape that will set off your facial features in the best possible way. This is how to do it:

- A: Draw an imaginary line from the outside corner of your nose upwards towards the inside corner of your eye. Your eyebrow should end where it meets this line.
- B: Draw another imaginary line from the tip of your nose crossing the pupil of your eye diagonally. The point where this line cuts the eyebrow is the perfect position for the arch.
- C: Draw an imaginary line from the bottom of your nose to the outer corner of your eye and beyond. This is where your eyebrow should end.



## How to Shape Your Eyebrows

Now that you know exactly how the perfect eyebrows for your face should look like, you can start shaping your brows to match this ideal. Keep in mind that the eyebrow should start directly above the eye's inner corner.

The initial three quarters of your brow should gradually move upwards where your natural arch and peak are. The last quarter heads downwards, tapering off at the very end. You have an option of curving the line from the peak to the end or making it a straight line. Do note that either option makes for a very different look so you might want to experiment with them both for a while before you understand exactly how they look on you.

A few points to keep in mind when shaping your eyebrows:

- Tweeze your brows right after a shower or bath. Hair is pliable at this time and the pores are open and this makes it easy to pluck your brows painlessly.
- Over-tweezing should be avoided because it may result in 'too thin' eyebrows.
- Threading at home is best avoided because there is so little control over the shape you achieve. Threading is best done by a professional.
- Waxing is an effective way to get the eyebrow shape you desire although tweezing is a quick and easy solution for a light instant clean up. With waxing you should take care to see that you do not remove more of the brow than you intend to.
- When plucking your brows, limit yourself to the area between the brow and the brow bone. Tweezing above this line may result in an uneven shape.
- Plucking a few hairs farther from the innermost corner of your eye makes the eye look bigger.

## Best Eyebrow Shapes for Different Face Shapes

A round face is the perfect canvas for a fuller, thicker brow. A thin brow makes the face look plumper. An arched eyebrow gives the square face the lift it needs to appear more oval. Keep the brow thinner to allow the arch to get maximum attention here. Medium arches work best with oval faces. A good rule of thumb to follow is to keep to the brow's natural shape as far as possible.

For older women, the brows tend to droop at the ends due to the sagging skin. For such brows, Anastasia Soare recommends lifting the brows to give the eyes a more open and wider appearance. Make the brow shorter and the arch straighter to achieve this effect.

# How to Shape Your Eyebrows Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- Spatula
- Tweezer
- Eyeliner Pencils

Now let's start with the practical...

Step 1: Determine where your client's eyebrows should start:

-Take your spatula and place it right next to the outside corner of her nose, taking it upwards to the inside corner of her eyes. Make a dot here so that you know where to shape.

Step 2: Determine where the arch should be:

- Place the spatula's one side onto the tip of your client's nose and take it diagonally through the pupil of her eye. Make a dot just above the area where the arch should be.

Step 3: Determine where your eyebrow should end:

- Place the spatula on the outside corner of your client's nose and take it straight to the outside corner of her eye. Make a dot so that you know where to stop plucking.

Step 4: Brush the eyebrows neatly in an upwards movement so that you know where you must pluck any unwanted hair.

Step 5: Finally, start plucking the hair outside your marked lines until finished.

## Chapter 10: How to Fill In Your Eyebrows

Eyebrow filling gives your overall facial makeup a completed look. Mismatched brows or overly sparse brows pull the attention away from your best features and impair your overall appearance quite significantly. Eyebrow filling is also important because it helps to showcase your eye makeup.



Whether you use pencils or powders, keep in mind that they stick to skin far more than they do to hair. For making sparse eyebrows look fuller, fill in the areas where the hair should grow for a perfect eyebrow. Before you put pencil or powder to your brow, comb it out well and examine exactly where you need to work. Always apply the strokes in the direction of hair growth for a natural look.

Use brow powder to fill in your plucked eyebrows for a natural look. You get the greatest control over color placement when you use a stiff brush for the powder. If you have thin eyebrows or you have inadvertently over plucked, use a brow pencil for the filling. Finish the filling properly so that you avoid the penciled look. Never ‘draw’ the entire brow. This makes your eyebrows the most obvious features of your face but gives them an extremely artificial appearance.

To keep your eyebrows in place, use a gel if necessary. Tinted ones are ideal if you would like to add a color to your eyebrow. Blondes should go one or two shades darker than their hair color while brunettes can opt for the same color or a couple of shades lighter.

Before the perfect fill-in, brush the brow downward and then draw a line along the upper edge to mark where the arch should peak. Now comb up and out. Add volume to the sparse areas with a sharp brow pencil. Feathering strokes with your pencil give the best effect. The final natural look is achieved with brow powder. If you have colored your brows too dark, lighten the shades with a toothbrush dipped in shadow or neutral powder.

# How to Fill In Your Eyebrows Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our Makeup Kit will be used:

- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- Brown or Black Eyeliner Pencil

Now let's start with the practical...

First I am going to demonstrate how to fill in your eyebrows with our Trio Brow Palette.

Step 1: Take your eyebrow comb and comb your client's eyebrows neatly.

Step 2: Choose a brow powder appropriate to the color of your client's hair. Take the 207 Angle Eyeliner Brush and dip it softly into the brow powder/eye shadow. Apply the brow powder/eye shadow in the direction of hair growth to ensure a natural look.

Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance. When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas that don't.

Now I am going to demonstrate how to fill in your eyebrows using an eyeliner pencil.

Step 1: Take your eyebrow comb and comb your client's eyebrows neatly.

Step 2: Choose an eyeliner pencil appropriate to the color of your client's hair. Apply the pencil in the direction of hair growth to ensure a natural look.

Also use feathering strokes to fill in the areas that needs filling and go gentle on the areas that don't need much filling.

## Chapter 11: How to Tint Your Eyebrows and Eyelashes

An important part of getting your makeup right is ensuring that your hair color suits your face, especially your eyes. However, most people don't realize that simply changing their hair color without correspondingly changing eyebrow or eye lash color can make your hair look unnatural. Whenever someone gets hair color done, it is only fair to advise them to go in for suitable eyebrow and eyelash tinting, to balance their overall look, in an attempt to make it look more natural.



Eyebrow and eyelash tinting has been around for a while now, and has become very common not only among adults but also teenagers. Such is the popularity of this service that numerous makeup companies and brands have flooded the market with DIY eyebrow tinting sets. The advantages of such eyebrow and eyelash tinting are many.

Firstly, this process helps you define your eyes, even if they are deep set or if you suffer from dark circles around them. Secondly, by coloring your eyebrows and eyelashes in a flattering color, you do away with the need of doing them up through daily makeup. Thirdly, this process especially works well on fair skinned people who have to live with light colored eyelashes and eyebrows, which almost seem invisible. Lastly, tinting works equally well for women getting on in age having to bear graying and thinning brows and lashes.

### Choosing the right color tint

Before getting down to dyeing your eyebrows and eyelashes, there are a few things to consider. The first among them is your hair color. For example, if you were a blonde who changed her hair color to a darker shade, then you should ideally choose the same or similar color dye for your eyebrows and eyelashes as well. Also, it is best to get your eyebrows shaped well before applying the dye, instead of after. Next, you need to zero in on a branded eyebrow tinting kit and read its instructions carefully.

Most importantly, irrespective of whether you tint your eyebrows at home or in a beauty salon, always ensure a patch test is done to test if the dye is compatible with your skin. This is because eyes and the area around it are very sensitive and should not be touched by harmful chemicals, as they could impair sight. Should you develop ache, irritation or allergy during the patch test, then it is best to remove the dye

immediately. Wait for a couple of days before doing another patch test with a different brand of eyebrow tint kit.

## **Tinting your eyebrows the right way**

Once you find a compatible dye or color, you can then proceed with the coloring process. To begin with, pull all your hair back in a bun or with a hair band. Next, wash your face well, especially around the eyes to ensure there is no makeup lurking in that area. Pat your face dry, and put a layer of common Vaseline all around your eyes and eyebrows depending on the area you are tinting, as this helps any stray color from straining your forehead or eyes.

Begin by mixing the dye with peroxide as directed. Here, remember to mix color in a glass bowl. Steel or metals bowls can react with the dye, and plastic bowls can often get stained. Also, invest in some good quality eye brow brushes with which you can paint the dye on your brow. Some experts use cotton balls as well, but that is because their hands are set at this. But if you are an amateur, then a brush is your best bet of doing a good job.

Ensure your color preparation is thick in consistency as you don't want it dripping over and into your eyes. After the dye is mixed, you need to look at yourself in the mirror and simply paint on the color in your brow with the brush. Always follow the shape of the eyebrow, starting with the broadest area and go back and forth, similar to making brush strokes in a painting.

Never leave the color on longer than instructed, as given its thick concentration and small area of application, such dyes literally work within minutes, and by leaving them on for too long, you risk coloring your skin as well. To remove, simply use a smooth wet cloth or a wet wipe and whisk away all the Vaseline and extra dye on your brow. Do this twice to ensure no dye or Vaseline is left and you will find nicely shaped, colored and defined eyebrows left.

## **Coloring eyelashes the right way**

Eyelash coloring is trickier, as here you need to keep your eyes closed during the process and cotton balls need to be used to dab color on your lashes. This generally gets difficult; especially if you have shorter or almost non-existent eyelashes. It always helps if you have somebody else do it for you. However, once done such tinting can give your face the much needed long-lash look and add natural volume to your lashes, which no amount of mascara can promise.

If done well, such brow and lash tint can take only 15 minutes to apply, while their results can last for up to six weeks, offering you the benefit of ‘always wearing eyeliner and mascara’ look. Never skip a patch test before coloring, even if you have used that particular brand of dye before. If you have sensitive skin, go in for organic color dyes that can be mixed with water instead of hydrogen peroxide. While these color equally well, their only shortfall is that they don’t generally last equally long.

All shades of color tints are available in the market, with tints of black, red and brown being the most popular ones. However, like with hair color, here it is advisable to experiment only two shades closer to your real brow color. For example, if you already have light red brows and lashes then a shade of deep blond would suit you well, and should you have dark red brows, then dark brown would look nice on you.

This is because like hair on our head, our brows and lashes too suffer hair fall, and when new hair grows out, you don’t want contrasting colored lashes and brow hairs visible. Instead, a dye two shades closer to your hair color will automatically camouflage the new hair easily, till you get time for a touch up again. With the right coloring technique and the right choice of color, your brow and lash tint can add a stunning new dimension to your face, one that compliments both your skin tone and hair color, giving you an overall natural and balanced gorgeous look.

## How to Tint Your Eyebrows and Eyelashes Practical Video

[Click Here to Watch the Practical Video](#)

The following items will be used:

- Facial cleansing wipes
- Vaseline
- Cotton wool
- Glass bowl
- Tint for your eyelashes and eyebrows
- 10% Peroxide
- Cotton buds
- 212 Spoolie Brush

Before you start tinting, here are a few things to remember:

- Match the tint color to the same or a similar shade as your hairs.
- Get your eyebrows shaped well before you do the tinting.

- If you're doing it at home, make sure that you read the instructions on the product leaflet carefully.
- Always make sure that you do a patch test, on the palm of the hand for example, to see if the tint is compatible with your skin.

Now let's start with the practical...

Step 1: Pull your client's hair back with a hair band.

Step 2: Ensure that your client's face is clean and free from any makeup etc.

Step 3: Apply Vaseline all around your client's eyes and eyebrows, depending on the area where you want to tint. This will ensure that no color gets onto the skin of her eyes or forehead.

Step 4: Cut a round cotton wool in half, dip it into water and squeeze out the excess water. Apply these half-moon pieces underneath your client's eyes to ensure that no tint comes in contact with her skin.

Step 5: Take a glass bowl and squeeze out a pea-sized amount of tint into the bottom of the bowl.

Step 6: Drop 3 drops of 10% peroxide onto the tinting color and mix it with an ear bud or brow brush. It is advisable that you use colors that are two shades closer to your client's eyebrow color.

Step 7: Apply the color onto her eyelashes. If you do this on yourself, then make sure that your eye is closed while looking in the mirror with the other eye.

Step 8: Leave the color on for 10-15 minutes. Please check to product's leaflet for the exact duration.

Step 9: After 15 minutes, take a wet cotton wool and use it to wipe over your client's eyelashes. Repeat this step a few times using multiple cotton wools until there's no color visible on the cotton wool.

Step 10: Wet a cotton bud and gently "roll" it over and underneath your client's eyelashes. Ask her to keep her eyes closed while doing this. Repeat the same procedure on the other side.

Step 11: Comb your client's eyebrows neatly with the 211 Lash Brow Groomer Brush.

Step 12: Moving onto the eyebrows: Take a glass bowl and squeeze out a pea-sized amount of tint into the bottom of the bowl.

Step 13: Drop 3 drops of 10% peroxide onto the tinting color and mix it with an cotton bud or brow brush. Remember to check the product's leaflet for exact amount.

Step 14: Apply this color onto your client's eyebrows starting at the end and working it inwards towards the inner corner of her eyes. With this application you are working against the hair growth and ensuring that every hair gets tinted.

Step 15: Leave the tint between 45 and 90 seconds, depending on the darkness of the color you want to achieve and also according to the particular product's instructions.

Step 16: Wet a cotton wool and wipe all over your client's eyebrows.

Step 17: Finally, take your eyebrow comb and comb your client's eyebrows neatly towards their original position.

Remember:

Never leave the color on longer than instructed, as given its thick concentration and small area of application, such dyes literally work within minutes, and by leaving them on for too long, you risk coloring your skin as well.

## Chapter 12: Choosing the Correct Makeup and Hair Color for your Skin Tone

Looking good is easy if you ensure that your natural colors are in harmony with the colors you are wearing. This means ensuring that the colors of the makeup you choose blend well with your overall skin color and hair color. This is crucial as matching colors in this manner ensures that the makeup you apply highlights your face and adds value to it, instead of taking away from it or distracting attention.



The secret to doing flattering makeup is to build on what you are already gifted with, your natural skin tone and hair color. Here, it is also important to remember that successful makeup is more about using the right shades of colors than bold colors itself.

Primarily, skin has two shades of color called the undertone and the overtone. The overtone of your skin is what you see when you look at yourself, and because this skin is exposed to numerous elements such as tanning, it changes color over the years. However, the undertone of your skin remains much the same throughout your life as it is considered the inside or permanent shade of our skin. Here, it is good to understand that your skin color is different from your skin undertone, it is the base of your skin color, or like a natural foundation at best.

Such an undertone is best visible on the underside of our wrist. Good makeup is about matching and blending color with the skin undertone and not the skin color. This should be done in such a harmonious and gentle way that it builds or adds to your overall complexion, giving it a smoother, softer and flawless look. Broadly speaking, makeup and skin experts have divided these skin undertones into three broad categories, namely cool tones, warm tones and neutral tones.

### Choosing the Correct Makeup Colors for Your Skin Tone

When it comes to doing makeup, finding out the correct skin tone is paramount. To do this, you simply have to look at the inside of your forearm and wrist, where veins are generally visible. If your veins appear slightly greenish, that means you have a yellow skin undertone or a warm skin tone. However, if your veins appear more bluish, you clearly have bluish-pinkish undertones or a cold skin tone. Should you not be able to clearly make out the color of your veins, and the overall area has a beige tint, then you possess a neutral skin tone.

Another popular and easy way of determining your skin tone is to wash your face well, and pat it dry. Now stand in front of the bathroom mirror and hold a plain white sheet of paper next to your face. If your face starts looking slightly yellow or red in comparison, then you have a warm skin tone. Similarly, if your face gives off a pinkish-bluish aura then your skin tone is cool. And should your face simply come across as brownish then your skin tone is neutral.

Once you have established your skin undertone with the help of these simple tests, the next step is to mix and match makeup colors according to your skin tone. The warm skin tone color palette includes a range of shades such as honey beige, shades of beige, almond, copper, gold etc. These colors in general and their accompanying shades are bound to compliment the skin of any person with a warm skin undertone. When applying makeup for a person with a warm skin tone, your foundation should reflect any one of these shades. And the best way to ensure that the foundation is the perfect match for the skin tone is to do another quick, easy test.

Take 3 similar foundation colors and apply it underneath each other onto your cheekbone. The perfect match foundation would simply become invisible to the naked eye, instead leaving a smoother and even looking skin tone. This easy test should always be performed before applying any foundation on the face, as it ensures you find your perfect skin tone match. We will discuss foundation in more detail in later chapters.

When it comes to lip, eye and nail color, people with warm skin tones generally look good in shades of browns, tans, corals, tans, reds, bronze etc. People with cold skin undertones on the other hand look great in foundations with shades of ivory, and browns. While pink, rose, mauve, berry, red, plum, wine, orange etc. look good on them in lipstick, nail paint and eye color. The biggest advantage here goes to people with neutral skin tone. They should generally settle for foundation in shades of beige.

Having established skin tones and their complimentary palettes, it is good to remember that no two people can have the exact same skin tone. So, while these colors and shades work well on most skin tones, you must apply and test these colors before embracing them in your makeup. Here, experimenting with color is a must; otherwise you might find yourself bored of using the same color, while losing out on a huge range of flattering shades out there.

## Choosing the Right Hair Color for Your Skin Tone

Just as makeup is all about blending skin tones and artificial shades that suit you and compliment you in a natural looking way, so is hair color. When it comes to hair color, your makeup must add to your overall

appeal. The general thumb rule tried and tested by experts over the years, states that you should color your hair no more than two shades darker or lighter than the natural hair color you are blessed with.

The same goes for hair lowlights and highlights as well, as such shading of hair ensures it frames your face beautifully and in a way that it brings out only your best features. Should your skin tone be warm, then hair color shades of honey, auburn or golden would suit you really well. For people with cool complexions generally shades of beige, brown and black look good. And as always, people with neutral skin tones are free to experiment with colors, as most shades of black, brown and golden would suit them well!

When it comes to hair, the hair color you use should always look natural and not stand out. For example, if you have a warm peaches and cream skin complexion, then a warm, copper hair color would lift your face and add certain brightness to it. Similarly, for fair skinned people, golden or blonde hair would do little, when compared to a nice deep brown hair color that would immediately frame their face, highlighting their bone structure.

Apart from this, cool toned people should generally avoid going in for hair colors such as red, bronze and yellow as such colors would simply make them appear pale or sallow. Instead, warm toned people should opt for these colors and other warm shades of browns, chestnuts, rich golden browns and auburns. But they should generally avoid colors such as blue, beige, violet, and ash, as these have a tendency to make warm skin look washed out.

Here, you don't have to go strictly by a shade card, as you too can create colors by mixing them, to come out with new, exciting shades that do justice to your hair. However, colors such as fiery red, violet, green and electric blue are unusual hair colors and not everyone can carry these off.

A word of advice, makeup or hair color used should always be of good quality and should be tested before applying, as the chemicals in these products could impart a bad allergy or itch. All such chemical products have a shelf life and in that time, they should either be used or thrown out as they are not safe for use after that time period.

Lastly, never abuse the makeup or hair color at your disposal; always start by using little and use more only if required. Too much color too soon can spoil your skin and do irreparable damage to your hair texture as well. Like makeup and hair color, you need a certain level of practice, experimentation and intuition to get both your makeup and hair color right, and match it well with your underlying skin tone to get an overall radiant look.

## Chapter 13: How to Apply Cover Stick/Concealer

We all would love to have naturally flawless and glowing skin, but we don't. Like it or not, the stress of hectic work schedules, the build-up of pollution in the environment, poor eating habits and unhealthy lifestyles all take a harmful toll on your skin. Considering how delicate our skin and its complexion are, they are highly sensitive to any and all of these things.

The most common way your skin reacts to such adverse changes in the body and routines is by growing blemishes, pimples and showing discoloration. While nothing can substitute healthy eating, good hygiene and good sleep, most of us look for shortcuts in our daily life to cover these blips on our face, so we can put forward our best face daily. One such popular and safe solution to covering and concealing such facial problems is by applying a cover stick or concealer.



### What can it conceal?

Just as its name suggests, this makeup tool helps conceal dark circles, broken veins, black heads, skin discoloration etc., which most of us suffer at some point or another in our lives. Today, such concealer sticks have found a place in almost all women's vanity kits, who simply swear by its effectiveness and ease of application. Such a cover stick is especially great for women on the go, who either don't have the time or the inclination to use too much makeup. Since such concealers are creamy and soft, they gently glide on your skin and settle seamlessly on the surface to give it a natural, flawless glow.

In fact, many women prefer using such sticks to spending time applying coats of foundation. Many others use it over their foundations, and some others under their foundation to ensure complete skin coverage. But the best way to use a concealer is to use it as a base and dust some loose powder or blush over it with light brush strokes. Cover sticks are a very useful and versatile makeup product that can be used by themselves or in combination with other makeup products.

### Buying the right cover stick

If you too are looking for such a simple and wholesome solution to your 'on and off' skin problems, then investing in a good cover stick/concealer is the best bet for you. While shopping for one, always choose

one which is produced by a reputed brand. And even then, never go by the quality alone and always do a spot test or a patch test to ensure that it is compatible with your skin. Here, it is important to try on some concealer in the natural light as well to ensure it blends well with your overall skin tone.

Since most such cover sticks are made of chemicals, a patch test on the underside of your wrist, or on your neck or even on your jaw line would ensure two things. Firstly, it would help you establish that your chosen shade of concealer stick blends well with your skin undertone. Secondly, it would help you establish if it suits the pH balance of your skin or not. Both these things are crucial, as an ill matched cover stick would only serve to highlight your skin flaws, rather than hide them and leave you with itchy, red or in worse cases blotchy looking skin.

## The trick to applying it correctly

Generally there are two ways of applying such a concealer. The first method is to dot your whole face, especially the areas you want covered, and gently run your concealer brush over your face blending these dots with your skin in outward strokes. This needs to be done with a light hand and many women simply use their index finger to blend the dotted concealer with their skin, in order to give their whole face an even and neat complexion. Many other women use their concealer to only cover their facial flaws, and hence only dab some on their problem areas alone, blending it slightly with their surrounding skin.

Having established that, it is good to know that such concealers also come in various colors and shades to battle specific skin problems. For example, a green cover stick works the best when applied to red areas of your skin, such as on and around pimples and red veins that can be commonly seen around your nose. A purple shade cover stick works the best on yellow or discolored areas of your skin such as pigmentation marks, while an orange concealer stick generally works the best on areas with a bluish tinge such as those dark under eye patches. Your concealer may also have a blue or pink shade. Blue counteracts orange tones typically caused from uneven or excessive tanning or self-tanning where a pink shade covers green areas such as green veins.

When using a corrector concealer with shades of green, purple, orange, pink or blue, then think of the color wheel. To cancel out a certain color you should use the opposite color on the color wheel e.g. you would use green on red areas because the opposite color of red is green on the color wheel.

## A word of caution

As easy to use and effective as these cover sticks or concealers are, you need to ensure two things for best results. Firstly, avoid sharing your cover stick with other women, as you could catch contagious skin bacteria and allergies from them such as acne. As a makeup artist you should always clean your brushes after each client. Secondly, avoid using a cover stick beyond its expiry date, as the chemicals in such kind of makeup products break down after that period and are not conducive to delicate skin after that.

Also, when not in use or in warm weather, you can store your concealer in the refrigerator, as it is prone to melting and lasts better when refrigerated. Another must do is to always wash your hands before dotting your face or blending your concealer. If you believe in applying it on your face directly, then keep the stick clean and free of germs by wiping it down with a wet wipe after each application. Also, never sleep with a concealer on, as it may clog your pores, causing more skin eruptions.

As a best practice, always wash your face and gently pat it dry before using a cover stick, and after removing it, to ensure all your pores are breathing. There are numerous kinds of concealers available in the market and you must settle for the one friendliest to your skin. For example, if you have oily skin then a gel based cover stick or water based one would suit you well, and for dry skin a creamier stick would work well.

The hallmark of any good stick concealer is that it should not stretch or dry your skin; instead it should look and feel natural. If applied well and effectively, such a good quality, waterproof cover stick can even do away with the need of foundation, lifting your face and making it look fresh and bright by itself.

## How to Apply Cover Stick/Concealer Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 130 Concealer Brush
- 10 Color Concealer Palette
- Corrector Concealer Quad

Now let's start with the practical...

First I will show you how to apply concealer using the Corrector Concealer Quad. The Corrector Concealer Quad is used on areas such as dark circles, pigmentation marks, pimples, scars and under-eye circles:

Step 1: Clean your client's face or wipe it with facial wipes to make sure that her skin is free from any makeup residue.

Step 2: Examine her skin to see if there is any area that needs advanced covering such as dark circles, pigmentation marks, pimples, scars, under-eye circles, etc.

Step 3: Use your green concealer on any red areas such as red veins or pimples.

Step 4: Use your purple concealer on any yellow areas such as pigmentation marks.

Step 5: Finally, use your orange concealer on areas with a bluish color such as dark under eye circles/patches.

Remember to wipe your brush clean with a tissue between each concealer color.

Now I will show you how to apply concealer using the 10 Color Concealer Palette. The 10 Color Concealer Palette is used on areas where there are uneven skin tone:

Step 1: Clean your client's face or wipe it with facial wipes to make sure that her skin is free from any makeup residue.

Step 2: Examine her skin to see if there is any area that needs advanced covering such as uneven skin tone.

Step 3: Finally, take your concealer brush and dip it into the concealer. The concealer must be one to two shades lighter than your client's skin tone. Apply the concealer on the areas to create a more even appearance.

## Chapter 14: How to Apply Foundation

Makeup experts and cosmetics companies have created a product called foundation. The makeup foundation, as its name suggests, is the base or foundation on which you can build yourself a new face, by adding color to it in the right places and highlighting your best features.



There are many advantages of using a foundation. Laying a good coat of foundation on your face is crucial as it promises to hold your entire eye and cheek makeup together, come sun or rain. Also, using foundation on top of your concealer is a great way to give extra coverage to those under eye dark circles, scars, acne, blemishes and uneven skin tones. It is particularly a great product for ageing women struggling to cope with fine lines, freckles, age spots and wrinkles. Ever since this particular makeup product has been introduced, its popularity and demand has increased manifold.

As a result, foundations of all shades, tints and hues are available in the market today. And not just that, even the texture of foundation has changed over the years. From liquid, cream to gel, matt and powder, foundation is now available in all forms and aims to fulfill the unique skin needs of all women. The versatility of this product is obvious from the fact that it can be applied either with your fingers, by common face sponges or even by specially designed foundation brushes that help you glide it on for a smooth and soft look.

### Choosing the right foundation

When it comes to buying the right foundation, there are two main things to consider. First, the foundation that you choose should match your skin undertone. For example, if you have a warm skin tone then you should try on foundations of shades of yellow, for cool skin tones you can try on shades of blues and pinks. If you have a neutral skin tone, then you can try on shades of beige for a foundation. Here, it is best to never go by what someone else uses. This is because two people may have the same skin color, but they cannot have the same skin undertone, as that is something determined by numerous factors including your genetics.



The perfect foundation for you can be found only by trial and error, wherein you do a market research to see what shades the best cosmetic brands in the market are offering. Even then, don't just settle for anything that looks similar to your skin tone, as your foundation should be an exact match of your skin tone, no less or no more. And the only way to determine that is by trying out various shades of foundation in natural light. The best place to try on foundation is between your lower cheek and your jaw line. Should the foundation blend in perfectly and become invisible, you have a winner.

Once, you have found the correct shade of foundation, the second step is to decide which texture will suit you the best. Makeup artists and skin experts generally advise that should you have an oily skin texture, you should buy a matte-powder foundation (also named as a 2-in-1 foundation) as the powder minerals are known to absorb the excess oil on your face, ensuring that your makeup does not melt away. For dry skin, a cream based stick or liquid foundation is good as these products come with specially created moisturizing ingredients that work to keep your skin hydrated under all that makeup. For combination skin, an oil-free foundation is best, as it will work well on your oily T-zone as well on your dry cheeks.

## Applying your foundation

When it comes to applying your chosen foundation, always begin by giving your face a light scrub, and then gently pat it dry with a clean towel. Should you want, you can follow this up with a light coat of moisturizer over your face and neck. Women generally choose to apply their foundation in two ways. Some women, who are not inclined to do much makeup, prefer to do spot application only, in which they dab some foundation on their problem areas such as under eye circles, scars and blemishes, and go about blending it with their skin tone. While there is nothing wrong in using your foundation as a concealer, it can become tricky. In such cases, if the foundation is not blended well or if the shade of the foundation is not the same as your overall skin tone, it could make you look really absurd, to say the least.

However, the best and the most popular way of applying foundation is to do a full face coverage to ensure an overall balanced and even skin tone. One method is to start by dotting your face with your chosen foundation and then using a sponge or a foundation brush or even your index finger to blend it well with the skin. The two most important things here are that you need to be gentle and make soft strokes with your chosen tool of application and secondly, never rub in your foundation. Foundation is not moisturizer which needs to be rubbed in to hydrate skin pores, its job is to stay on top of your skin, protecting it and hence it needs to be glided on.

While applying foundation, don't neglect your neck, nose, jaw line or your hairline. The foundation should be blended starting from your hairline down to your neck; otherwise in natural light your skin will reflect

two or three shades of skin. Once you feel that your face is suitably covered, dust a little translucent powder or blush on it and your foundation shall settle in no time. Once this is done, you can carry on with the rest of your face, eye and lip makeup. Here, it is good to remember that you should always start by applying a thin layer of foundation, put more only if needed, or you may end up with a caked look.

## For beginners

If you are looking to apply foundation for the first time, then it is always better to experiment with a powder or cream based foundation, as these are the easiest ones to apply. While a powder foundation needs to be brushed onto the skin in light outward strokes, a cream based foundation has to be simply glided on using a soft makeup brush that may come along with it. These are best for a novice as they are applied and removed easily. Hence, these are the best to experiment with, in terms of realizing how much foundation you actually need for your face.

Also, it is best to keep a soft cloth or a packet of wet wipes handy while applying foundation for the first time, so you can erase and start again. Try putting on your foundation next to a window where there is abundant natural light to ensure you are getting the right skin shading done in the right places. Always apply makeup, like foundation, in a cool room, or under or near an air conditioner. This shall ensure your foundation settles well and fast, and binds with the rest of your makeup well. Going in for a waterproof foundation is also a good idea especially during the monsoon or the winter months, as that ensures that even if your makeup like eye shadow and lipsticks fades or gets washed away, your foundation shall continue to give you an overall flawless skin look.

Once applied, remember to wipe your foundation stick, and clean your sponges and brushes well as they tend to harbor bacteria which could germinate till the next application. Also, your foundation may be skin friendly, but it is still artificial makeup at the end of the day and therefore it needs to be removed before you turn in for the night. Foundations are made up of natural and artificial minerals and ingredients that tend to break down after a certain time period. Once this happens, they too can do damage to your skin.

However, if you apply, use and remove your foundation well, you will actually see a marked improvement in your overall skin tone, because your foundation acts as a shield for your skin protecting it from harsh sun rays, pollution and dust. For this reason, it must be periodically removed to open your pores and let them breathe.

Foundation can be simply wiped away by wet wipes, or you could always invest in some good quality makeup remover and use some of that on a cotton ball to remove all traces of foundation from your face.

Once this is done, you must wash your face with a gentle face wash or a soft scrub like papaya scrub and pat dry. Follow this with a night time moisturizer and your skin will look and feel great, both day and night.

## How to Apply Foundation Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 3 shades of Natural Liquid Foundation
- Foundation Quads
- 125 Foundation Brush/Spatula
- Foundation Sponge
- Stainless Steel Mixing Palette

Now let's start with the practical...

First I will do a demonstration on how to use the Quad foundations.

Step 1: Make sure that your client's face is clean and moisturized.

Step 2: Take 3 similar shades of foundation and apply it underneath each other onto your client's cheekbone. The color that blends in with her normal skin tone is the correct one to apply.

Step 3: Wipe off the 3 foundation colors.

Step 4: Take your 125 Foundation Brush/spatula and apply the foundation directly from the quad onto your client's face.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of your face, then you need to apply the same shade foundation onto her neck as well.

Step 6: Finally, take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Now I will demonstrate how to apply foundation using the liquid foundations.

Step 1: Make sure that your client's face is clean and moisturized.

Step 2: Take 3 similar shades of foundation and apply it underneath each other onto your client's cheekbone. The color that blends in with her normal skin tone is the correct one to apply.

Step 3: Wipe off the 3 foundation colors.

Step 4: Squeeze the correct foundation color onto your Stainless Steel Mixing Palette and blend it with your 125 Foundation Brush.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of your face, then you need to apply the same shade foundation onto her neck as well.

Step 6: Finally, take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Remember, your foundation may be skin friendly, but it is still good practice to remove it before you go to sleep.

## Chapter 15: How to Apply Loose and Pressed Powder

When you think of makeup, there is no one product or cosmetic that stands out from the rest. There are a lot of elements and ingredients that constitute makeup and blend together to give your face a flawless glow. A well applied foundation and nicely blended concealer can work wonders for your patchy and discolored skin, but they alone cannot hold your new face together for very long. This is because no matter how high quality your foundation or concealer is, they need to be held solidly in place with the help of powder.



Powder is a crucial ingredient of good makeup. Powder promises to hold and set your base of foundation in place while you apply other makeup to it such as eye makeup, blush, etc. In the absence of powder dusted on your foundation, applying such makeup is very difficult as in most cases; the blush doesn't reflect well or gives a patchy look to your skin. Not surprisingly then, world over makeup artists and skin experts have argued the importance of dusting some tinted or translucent powder over your foundation to give your face an ethereal and natural glow that stays on for long.

### When buying your powder

Today, there are so many powders being sold in the market that it is, at times, confusing to understand as to which powder would suit you best.

If and when you find yourself in such a confusion, the best thing to do is to take some time out and reflect on why you need such a powder and how do you plan to use it. There are different powders that rectify different skin ailments. For example, if you are prone to dark circles and are looking to conceal them with some concealer and powder then you need to buy some loose powder which can be lightly dabbed in the under eye area to better camouflage your concealer. Similarly, there are different kinds of powders available in the market for oily skin, dry skin and uneven skin tone to name the most popular ones.

That having said, the same shade and brand of powder may not suit all types of skin tones. That is why you should always try on your powder before buying it. Actually, the best thing to do is to buy your powder along with your foundation or concealer, depending on which one you use more often. This way, when you

try on your foundation in the shop, you can blend in different shades of powder as well to see which give you the best coverage or the best glow.

## Kinds of powder

Generally there are two kinds of powder available in the market, namely pressed powder and loose powder. Given your complexion and skin ailments, you can choose either one of them.

Pressed powder is just as its name suggests - loose powder pressed well together and set in a portable and convenient container that can be easily and safely carried around in your handbag, vanity kit or even purse. Loose powder is on the other hand, powder that is not packed tightly and comes in a handy canister or a box with a screw lid.

An important thing to consider is the coverage required from the powder. It is generally felt that loose powder offers a better and more natural look because of its light-as-air quality. Plus, such loose powder goes well with foundation, since its light nature ensures this powder gels well with your chosen foundation and sets immediately. Pressed powder on the other hand, is slightly heavier and hence good for spot application, such as covering or dabbing on pimples and zits. For this reason pressed powder is generally preferred for carrying around and doing quick and easy touch-ups around the clock.

The last thing to remember is that if you are buying loose powder, then you also need to invest in a good quality, thick brush to ensure natural and full coverage. Should you be buying pressed powder, then you need to look for a good powder pad or sponge. Using a sponge to dab your pressed powder will give the best results if you are looking to cover your problem areas such as under eye dark circles.

## Applying your powder

A best practice that most makeup experts swear by when it comes to powder in particular is 'less is more'. Always keep this in mind while applying your powder over the foundation. To begin with, apply your matching foundation and concealer in a cool room and allow it a minute or two to settle down. Next, carefully open your pressed powder or your loose powder container and dip your brush or sponge in it. Always remember to gently tap your brush or sponge against the container to dust off all that extra powder clinging to the brush or pad. Some women prefer to wet their sponge in a bit of water and then dab it in powder before applying it on their face for better coverage.

If you are using a powder brush, then the next step is to hold your brush very softly and press it over your whole face and neck, making sure that you cover your whole face. Here you can start from your cheek

bones and go up till your hairline. You can also apply it on your neck area to ensure that in natural light, different shades of skin are not visible. Should you be using a powder pad or sponge, then you must lightly dab and press in onto your face. Begin by applying it along the cheek bones and the jaw line. This helps refine and sharpen your facial features.

Lastly, always use little powder at a time, or else you would end up with an unnatural look. Once you've applied your powder remember to wash and dry your brush and sponge well before the next use.

## How to Apply Loose and Pressed Powder Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- HD Translucent Powder
- 6 Color Pressed Powder
- 126 Powder Brush
- Tissues

Now let's start with the practical...

First I will demonstrate how to use the HD Loose Translucent Powder:

Step 1: Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line.

Step 2: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 3: Finally, take your powder brush and remove any excess powder from your client's face by brushing over it while making stroking movements.

Now I will demonstrate how to use the 6 Color Pressed Powder:

Step 1: Take your 6 Color Pressed Powder and use your 126 Powder Brush and dip it into the powder.

Step 2: Take your powder brush and begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line.

Step 3: Wipe your brush with a clean tissue.

Remember, always use small amounts of powder at a time, or else you would end up getting a caked face or unnatural look. Wash and dry your brush and sponge well before the next use, or else they could attract bacteria.

## Chapter 16: How to Apply Eye Shadow and Eyeliner

A woman's eyes are perhaps the most beautiful feature of her face. They have a life of their own, they express emotions and feelings and when light up, they put a glow on your whole face. While we are all gifted with beautiful eyes, our fast lifestyles, poor habits and irregular routines tend to take a toll on our delicate eyes, leaving them dull and sometimes even with dark circles under them. This is where eye makeup can do wonders for your eyes, by highlighting them and correcting their flaws.



However, unlike face makeup, eye makeup is not easy. This is because while doing face makeup your canvas is vast, giving you ample scope and space to experiment, but when it comes to eye makeup you have to be extra careful as eyes are a comparatively smaller and delicate canvas. Overdoing your eye makeup should certainly be avoided but knowing what is too much only comes from regular practice. Try to invest in good quality makeup products. Quality products will make the task much easier and a lot more fun.

### Choosing the right eyeliner and eye shadow

It is important to carefully select your eyeliner and eye shadow. Here it is important to select colors in the same color combination or color range.

You could also match your eye makeup to your overall skin tone. For example, if you are not particularly fond of heavy makeup and normally just wear tinted moisturizer or concealer, then the best eye shadow colors would be nude, beige or shades of brown for day wear, if you are fair and plum. Use tan or berry if you are whitish in complexion.

For such women who like to wear minimal eye makeup or wear subtle makeup to the office, a plain black, brown or tan eye liner is the best as it will open up your eyes and give them a defined shape. Experts also feel that matching your eye makeup to make it contrast with your iris color brings out the best results.

## Applying eye makeup

First things, first! Always tweeze and shape your eyebrows before starting your eye makeup. Then wash your face well, especially around the eyes and pat dry. Never scrub the area under and around your eyes too harshly, as it is bound to backfire and in worst cases lead to skin breakage. Next, apply your foundation and blend it well from your hairline to your jaw line, including around your eyes and over your eye area. Now, delicately dab some matching concealer in your under eye and surrounding area. Next, dust some tinted or translucent finishing powder on your face and let it set for a moment. I always recommend applying primer, concealer, foundation and powder and then work my way downwards towards the rest of my face.

Experts generally believe that layered eye makeup gives the best results as it blends really well. To achieve such a flattering look, you need to apply three shades of complimentary eye shadow colors. This is where an eye shadow palette comes to your rescue as it offers you the best similar shades along with a convenient brush designed to apply them. Start by choosing a light base color eye shadow (such as white, cream, beige or champagne, etc.) that is almost similar to your eyelid color. Apply it on one eye and then the next.

Once the base is applied, you can apply different shades of eye shadow depending on your requirement. For example, if you have small eyes and you want to make them look bigger, then you can apply a medium color eye shadow such as light brown or lavender, etc. in the crease of your eye and take the eye shadow upwards at the end of the eyes. Dark shades of color generally look the best when applied in the outer corners of your eyes as it gives your eyes a smoky, smoldering look. Apply a highlighting color like champagne just underneath your eyebrow.

Since eye makeup is all about blending the shades well, you need to put minimum pressure and keep your strokes short and delicate. Here, it also helps if you keep a wet wipe or cotton swab ready should something spill out or not blend well. Once blended, you can always dust some setting powder on your eyes as well, to hold it and help it set better.

## Applying eyeliner

Once your eye shadow is done and set, you can start with applying your eyeliner. Eyeliner is a must for eye makeup, because irrespective of the size and shape of your eyes, it can ensure that your eyes stand out and look stunning. In fact, many women don't fuss with eye shadow and go straight away for eyeliner. The best way to apply an eyeliner pencil is to line your upper and lower eye lashes at their very base. Always start at

the inner corner of your eyes and draw along the lash line outwards. Here you can use a thin or a thick line depending on the look you are going for.

However, the best approach is to begin by drawing a thin line, and draw a thick line on top of it. If you want the wide eye effect then it is best to draw a line from the iris to the outer eyelashes only. For a more softer and natural look gently and deliberately smudge your eyeliner towards the lashes and do this along the shape of the whole eye. And should you want to make your eyes appear bigger than they are, then you have to extend the eyeliner pencil a little past the corners of your eyes. However, there is no fixed rule as to how and where to apply your eyeliner and each eye has a different shape and size. So, you need to practice and experiment before zooming in on a preferred style of eye makeup.

## **Dos and don'ts of eye makeup**

Since eyes are such a delicate part of the body, every form of makeup you apply on or near them has to be of good quality and tested first. While using an eyeliner pencil, ensure that it is not too sharp or too blunt. If you don't have an eye pencil sharpener handy, and have to choose between a sharp and a comparatively blunt pencil, always go in for the blunter one. This is because using such a sharp eye pencil is always a hazard, to the extent that even experts with practiced hands, blunt them on a tissue or surface before applying them. This will make the application easier where the eyeliner is soft enough to simply glide on.

Also, if possible, explore the idea of liquid eyeliner as these are great alternatives to using a pencil. Such eyeliners are soft and silky smooth so they can never hurt your eyes, should your hand occasionally slip or slide. Plus, such eyeliners have an added advantage where they offer more variety of metallic shades from which to choose from. You should sharpen your pencils and clean your brushes after every client to keep it clean. Never use a wet makeup brush, as that would never give the desired matte look you need.

Lastly, whichever eye makeup you choose to buy, you should ensure that it goes well with your overall skin type. Pencil eyeliners tend to smudge often on oily skin, so instead, try liquid eyeliners. Gel or cream eyeliners also work good on such skin types and fare equally well on dry and combination skin. Powder eyeliners are trickier to apply because of their nature and hence not good for amateurs.

# How to Apply Eye Shadow and Eyeliner Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 15 Color Eye Shadow Palette –Neutral
- 221 All Over Eye Blender Brush
- 202 Large Shader Brush
- 204 Crease Brush
- 207 Angle Eyeliner Brush
- 229 Detailing Brush

Now let's start with the practical...

Step 1: Take a highlighting color like white, champagne, gold or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows till her eyelids.

Step 2: Take your 204 Crease Brush and apply a medium eye shadow in the crease of her eyes.

Step 3: Take your 202 Large Shader Brush and blend in the color.

Step 4: Take your 204 Crease brush and dip it into the darker eye shadow. Apply this color on the outside corners of her eyes, in the crease. Create a "v" shaped curve.

Step 5: Take your 202 Large Shader Brush and blend this color so that it blends in with the rest of the eye makeup.

Step 6: Take your highlighting color again and apply a small amount on the inside corners of your client's eyes, using the 229 Detailing Brush.

Step 7: Take a brown, black or grey eyeliner pencil or liquid eyeliner. Start by lining your eyes with the eyeliner pencil or liquid eyeliner that you have chosen. Always do the top first, working from the outside to the inside corner of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eyes. If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 8: Finally, take a white eye liner pencil or highlighter and put this on the inside of your eye to give your eyes a refreshed look.

\*\*\*Just a word of advice- If you want the wide eye effect then it is best to draw a line from the iris to the outer eyelashes only. For a more softer and natural look gently and deliberately smudge your eyeliner towards the lashes and do this along the shape of the whole eye. And should you want to make your eyes appear bigger than they are, then you have to extend the eyeliner pencil a little past the corners of your eyes.

## Chapter 17: How to Apply Mascara

The best thing about makeup is that it is like trick photography; you can play with it and experiment with it wholeheartedly, till you get a look that flatters you. Makeup, especially eye makeup, is most commonly used to do two things. It is either used to highlight or enhance the best attributes of your face and eyes, or it is carefully applied to draw attention away from your facial flaws. In both cases, it can work to your advantage if done right. A good example of such helpful makeup is mascara.



Mascara is generally considered the most popular form of eye makeup as it today falls in the unisex makeup category, with both men and women using it to play up their eyes. The main purpose of mascara is to visually extend the appearance of your lashes. So who should use mascara? Everyone, because it is such a nifty makeup product, that it can do wonders for any and all eye shapes and sizes.

### Using a lash curler and mascara

Once your overall face and eye makeup is set, you can turn your attention to applying mascara. Here it must be mentioned that while buying your mascara, you must always invest in a good quality lash curler as well, as the two (lash curler and mascara) give the best results when applied one after the other. The biggest advantage of lash curlers is that they gently curl your eyelashes temporarily and open up your eyes to give the impression that they are bigger in size.

While using a lash curler, the trick is to be gentle but firm. Put your open lash curler on your upper eyelash and squeeze gently for about 10 to 20 seconds and then leave. Once done, you can start applying your mascara by opening it and dabbing the lash liner brush against the rim of the tube. This ensures there is just the right amount of mascara on your brush. Next, position yourself in front of a mirror with an overhead light and put the mascara brush at the base of the upper eyelid, making zigzag movements till the end of the lash. Do this two or three times, looking in the mirror, ensuring that your eye lashes are separating and not clumping together. Short and light strokes give the best results.

Some mascara kits come with a handy lash comb as well. Once you have one coat of your mascara on, use this small brush to comb out your lashes, preventing them from sticking to one another. Here it is good to remember that this exercise of combing your eyelashes should always be done while they are still damp

from the freshly applied mascara. Should you attempt to comb your eyelashes once they are dry, the chances are high that the mascara might peel or flake off into your eyes and on your face.

Using your mascara stick on the lower eyelashes is generally more difficult, as most of us have thin hair or hardly any hair there. The best way to go about this is to look into the mirror, pull your face down a bit and hold your mascara stick perpendicular to your eyes and lightly start running it over the eyelashes you can see in the lower row. If you are one of those gifted people who have thick lower lashes as well, then you can apply your mascara exactly the same way and in the same quantity as your upper lashes.

While applying your mascara, it is best to have some cotton buds or wet wipes handy. Should your mascara crack or spill, you can always wipe it away immediately. If you have applied a bit of mascara onto your eyelid by mistake, then you can just use a cotton bud containing makeup remover and remove the spilled mascara. Here, remember to do only a small spot application or else you may end up smudging all your eye makeup and may have to start from scratch again.

Mascaras now come in all shades but the best ones are those in dark colors (black, brown and tan) as a nice thick coat of such makeup can make your eyes look big and deep. Companies have now started taking out transparent mascara as well for people who already have thick eyelashes and only want to comb them and highlight them. Such mascara is also great as it leaves you with a bright eyed, fresh look and can be worn day and night since it has no color. However, it is important to never sleep with mascara on. Ensure that you always wipe or wash it off before going to bed.

Lastly, using waterproof mascara is a good idea because eyes generally do water occasionally and the sweat factor adds to the dangers of your mascara going into your eyes. Also, too much of mascara can backfire and give your lashes an artificial look. Since the idea of using mascara is to create a subtle, thick, long-lash look with big eyes, just two or three coats of any mascara is enough. After its application you should immediately put your mascara brush back in its tube or else it will dry and become crumbly, to the extent that you would not be able to use it again.

# How to Apply Mascara Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Eyelash Curler
- Mascara

Now let's start with the practical...

Step 1: Take your eyelash curler and ask your client to open her eyes and look straight ahead.

Step 2: Place the open eyelash curler on her upper eyelashes and squeeze gently for about 10-20 seconds.

Step 3: Take your mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush.

Step 4: Ask your client to keep her eyes closed. Use your other hand's thumb and gently lift your client's eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

Step 5: Repeat this process 2-3 times until you get the desired look.

Step 6: Finally, apply mascara onto her lower lashes. If she does not have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Always remember that mascara should only be used to give your eyes a subtle, thick and long-lash look and therefore you mustn't overdo it. Another important thing to remember is to immediately put your mascara brush back into its container after use, otherwise it can dry out.

## Chapter 18: How to Apply Blush

We all would love to have rosy red or pink shell colored cheeks, but only a few of us are gifted with these in real life. For the rest of us, we can only find solace in makeup such as blush to give us that perfect look. Blush is usually applied after you have applied concealer, foundation, powder, eye shadow and eyeliner. However, many women who don't like to go in for full face makeup prefer to use blush after a tinted moisturizer or foundation.



The first step in choosing a good and flattering blush is to match it with your skin tone or complexion. Experts believe since blush is used to create an artificial flush of color on your cheeks, it is best to match it with the real color of your flush. For this, you can always try giving your cheeks a little pat to see the color that appears after, or you can do something strenuous like taking a quick brisk walk around the corner to work up a face flush and then match your blush on to that particular hue of your skin tone.

Once you know your complimentary color of blush, you can then go about looking for a texture that suits you best. Since there are numerous blush cosmetics available in the market, it is best to take your time and find one that suits your skin type well. Generally, powder blushes work very well on oily skin, as the powder absorbs the extra oil. However, if you have dry skin then a cream based blush is a good idea. For combination skin, a gel based preparation works well.

While some blushes come with their own brush, you should invest in a quality blush brush with natural hair. This brush covers the maximum area and also ensures that it is evenly distributed on your cheeks giving it the natural glowing look.

### Applying blush

While there is no hard and fast rule as to how to apply blush, you should never apply too much of it. Rather start with a small amount and add more if needed. For this, begin by completing all your other makeup (concealer, foundation, powder and eye makeup) and allow it to set. Next, run your blush brush in your chosen shade and dab it slightly on the rim of the container, to dust off extra or excess blush. You may also rub the brush over your hand to remove the excess.

Once your brush has the correct amount of blush on it, look in a well-lit mirror and smile pulling your lips apart. This process helps you locate your cheekbones or the 'apple' of your cheeks. However, some experts say that making a fish face works even better as it exposes the round rises or mounts of your cheeks that naturally tend to flush.

Once located, you need to target this particular area and glide your blush brush across this zone in broad, outward strokes. Another way of applying it is to locate the apple of your cheeks and place your brush right in its center and from there start brushing outwards and in circular movements, as this gives a more natural looking coverage. Similarly, if you are using a liquid, gel or cream based blush then start by dotting the core of your cheek mounts and lightly blend the blush outwards with your middle or index finger. Use another clean finger or sponge to remove any excess blush that could not get blended.

If you have facial hair, then using downward brush strokes is a good idea as it would ensure these small hair stay down, rather than be combed in the opposite direction which would make them stand up, resulting in uneven application.

## Tips for amateurs

While applying blush, should you suddenly realize it is too much or not well applied then keep a box of translucent powder handy to apply on the area. This ensures two things. Firstly, it would help tone down whichever shade of blush you have generously applied, and secondly it would also help settle and set your overall makeup. Since this setting powder is translucent, it would not interfere with the overall color of your makeup. Another great tip that I normally use is to take your foundation sponge and lightly swipe it over your applied blush color. If too much pink or red blush has been accidentally brushed on, then you could always use some sober natural looking tinted powder as well, to bring your cheeks closer to their natural color.

However, if you used a cream or liquid based blush and have overdone it then the only solution is to keep some blotting paper handy and dab it to your cheeks where needed, as this would ensure all the excess blush is absorbed on to the tissue.

# How to Apply Blush Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 127 Blush Brush
- 10 Color Blush Palette- either Bright or Neutral

Now let's start with the practical...

If your client has no visible cheekbones, then the following method must be used.

Step 1: Take your index finger and determine where your client's cheekbones are. To find this spot, simply place the tip of your index finger on the tragus part of your ear. If you don't know what part that is, then you can do two things. First, you can try making a fish face and suck your cheeks in, or second you can make a 45° angle between your lips and your ear. When you keep your finger inclined at such an angle you can feel your cheek bones above your fingers. This then is the area that needs to be contoured or shaded.

Step 2: Take your 127 Blush Brush and apply a dark shade of powder/bronzer/blush just underneath her natural cheekbones.

Step 3: Wipe your brush with a clean tissue

Step 4: Finally, take the same brush and dip it into a light cream, beige or white eye shadow color. Apply this color just above her natural cheekbones.

By doing this, you will create the illusion that she has nice accentuated cheekbones.

Now I will demonstrate how to apply blush for normal everyday makeup.

Step 1: Take your blush brush and dip it either into the bright or neutral color blush palette. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 2: Ask your model or client to smile and apply the blush upwards in a straight line, beginning opposite to her nose and taking it upwards till the outside corner of her eyes.

Step 3: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on your cheeks.

Step 4: Finally, if too much blush color has been used, then you can take your foundation sponge and lightly swipe it over the applied blush color. If the previous method is not for you, then you could dab your powder brush into translucent powder and lightly go over that area.

Please Note That:

- If your client has no visible cheekbones, then it is best to feel where her cheekbones are and apply the blush color just underneath that. Take a highlighting color and apply it on top of her cheekbones. The darker shade of blush will in fact make the area appear as if it's "pushed-in", creating a prominent cheekbone. The highlighting color will bring an area forward
- If your client has very high and prominent cheekbones, then the darker shade of blush should be applied on top of the prominent cheekbone, creating a softer appearance. The highlighting color should be applied just underneath the cheekbone
- If you have facial hair, then using downward brush strokes is a good idea as it would ensure these small hairs stay down and are covered
- Blush is a wonderful makeup accessory that accentuates your natural cheekbones, but it's important to never overdo it.

## Chapter 19: How to Apply Lip Liner, Lipstick and Lip Gloss



After a woman's eyes her lips usually draw the most attention. Good lip makeup such as a well applied lip liner, a good color lipstick and a flattering lip gloss can really liven up your whole face and give it a sultry and fetching look. However, like eye makeup, lip makeup too is tricky as there is always the danger of going overboard given the small area of application.

Having said that, lip makeup is not all about colorful pouts, instead it is about filling in the right lip color in the right way so you don't end up with very artificial looking lips. Here are a few step by step suggestions to make your task easier and fun.

### How to apply lip liner

To begin with, always apply all your face makeup and eye makeup, leaving your lip makeup for last. This is because if you do it first, there are always chances that your hand may brush against your lips, staining your hands and removing all your lipstick. It is also easier to choose the right lip color after you've chosen your eye makeup and blush color.

Start your lip makeup by applying a lip liner. There are many shades of lip liners available on the market. To play safe, go with a shade that is the natural color of your lips or matches the shade of your lipstick. Many women who are into punk and Goth styles actually use black or deep blue or darker shades of lip liners as these help them look different and dramatic.

You can apply a little lip balm on your lips to moisturize them. This ensures the lipstick doesn't directly come on to your skin or leave it dry and chaffed. Once this is done, just run a smooth tissue on your lips to absorb all the extra stickiness from the balm. Now using the liner, trace the shape of your lips starting at your upper lip and drawing the line outwards towards the corners of your mouth. Follow the same process on your lower lip as well. And finally when both lips are traced, fill in your lips gently with the liner. Take your powder sponge and lightly dip it into your translucent powder. The powder will act as a holding base for your lipstick, ensuring that it stays on longer and also preventing it from flaking.

## How to apply lipstick

The next step is applying lipstick. There are two general ways of doing this. One, you can directly tilt the lipstick out of its case and apply it or you could use a delicate lipstick brush and use it to paint the lipstick onto your lips. If you use a lip brush you will get a nice even coat of lipstick, and therefore it is always recommended you use one.



Even in lipsticks, there are various textures. It is advisable that you always go in for one that has moisturizing ingredients as these are the best for keeping your lips soft and looking smooth. For daytime, matte finish lipsticks are the best and for night time, glossy or shiny lipsticks generally do the trick. Generally speaking, lipsticks too should be matched with your skin undertone or skin color for best results. For example, if you are fair, then lipstick shades of pink, red, rose and orange are bound to look good on you. For slightly darker skin tones, shades of beige, plum, wine, rose and dark shades of magenta usually look good. Apply a bit of translucent powder over your lipstick and apply another layer of lipstick. This sets your lipstick well.

## How to apply lip gloss

After your lipstick has dried and rested, use a lip gloss to make them look fuller and softer. Lip glosses generally come in transparent or light, pastel shades as they are designed to go on top of your lipstick to give it a refined shine and polish. However, a good quality, fruity flavored lip gloss can be used on nude lips as well, to just bring out the real color of your lips or just lend them a slight pinkish tint.

Once you apply your gloss, always press your lips together to ensure the gloss covers the whole area. Many people prefer making an 'O' shaped mouth to pull their lips apart, so that both the lip gloss and lipstick can be applied in all those tough nooks and crannies of your mouth.

## How to ensure your lipstick stays on for long

The trick to making your lipstick last the whole day is in layering your lip balm, liner, lip color and gloss well so that it is even all throughout and smooth. It is generally unevenly applied lipstick that comes off the first chance it gets and gets transferred to anything you get near your mouth.

Always gently dab your colored lips with a soft tissue that can absorb the extra color. The best way to have it stay on for longer is if you apply translucent powder over your lip liner and also over the first coat of your lipstick application. Also, the market today has special non-transferable lipsticks which are great for parties as they stay locked onto your lips for 24 hrs and more, not staining your glass or cutlery when you eat and drink.

Lastly, it is helpful if you carry a lip gloss or lipstick in your purse and re-apply a coat of it every time you eat or drink something, because a layer of your lipstick is bound to come off at some time.

## How to apply lip liner and lipstick on different shaped lips

Just like no two pairs of eyes are of the same shape and size, so is the case with your lips. Women have different shaped lips and often a combination of two lip shapes even. In such cases the upper lip maybe really broad but the lower lip will be really thin, or in some case both lips will be equally thin. This is where well applied lip makeup can make a world of difference to the way your lips look and feel.

To make your lips appear fuller, you can use a good lip liner and a matching shade of lipstick. Such women should avoid darker color lipsticks at all costs. If you have really thick lips, to make them appear thin, always apply lipstick till the ends of your lips and a little towards the inside of your lips as well.

- For thin lips, you must work on increasing the size of your upper as well as lower lip. You can do this by creating a gentle curving line.
- If your upper lip is thinner than your lower lip, balance the curve of your upper lip to create an even and full look.
- For thin lower lips, you should extend the lower lip curve to even out the difference in size between the lips.
- If you have full lips in the center that taper sharply at the corners, you can extend the sides of both lips while minimizing curving towards the corners.
- If you have narrow corners and full lips in the center, you have a Cupid's bow. The best way to apply lip liner is to widen the sides of your lower and upper lips until they are balanced.
- For small mouths, you should build the sides of your lips and extend the corners of your mouth.
- If you have large, luscious and full lips, ensure that you keep your lipstick inside the lip to create a clean and sharp look.
- Should your lips droop on the corners, you must build the sides of your upper lip and extend the corners of your mouth.

Choosing the right shade of lipstick is half the battle. When you combine your great choice in color with the knowledge of correcting your lip shape, you can master the art of applying lip liners, lipstick and lip gloss.

## How to Apply Lip Liner, Lipstick and Lip Gloss Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Lip liner
- Translucent Powder
- 10 Color Lip Palette- Bright or Neutral
- Lip Gloss
- Powder Sponge
- 316 Lip Brush

Now let's start with the practical...

Step 1: Take your lip liner pencil and begin to line her lips on the upper or lower lip, taking the line outwards to the corners of her mouth. Repeat this at the top or bottom as well.

Step 2: Take the same lip liner and gently fill in her lips with it.

Step 3: Take your powder brush and lightly dip it into translucent powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 4: Take your lipstick brush and wipe it over your chosen lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip. For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 5: Pat another layer of translucent powder over the lipstick and repeat the same process of lipstick application one more time.

Step 6: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

Please Note That:

- For thin lips, you must work on increasing the size of your upper as well as lower lip. You can do this by creating a gentle curving line.
- If your upper lip is thinner than your lower lip, balance the curve of your upper lip to create an even and full look.
- For thin lower lips, you should extend the lower lip curve to even out the difference in size between the lips.
- For full lips in the center that taper sharply at the corners, you can extend the sides of both lips while minimizing curving towards the corners.
- For lips with narrow corners and full lips in the center, it is called a Cupid's bow. The best way to apply lip liner is to widen the sides of your lower and upper lips until they are balanced.
- For small mouths, you should build the sides of your lips and extend the corners of your mouth.
- For very large, luscious and full lips, ensure that you keep the lipstick inside the lip to create a clean and sharp look.
- Should the lips droop on the corners, you must build the sides of the upper lip and extend the corners of the mouth.
- Choosing the right shade of lipstick is half the battle. When you combine your great choice in color with the knowledge of correcting your lip shape, you can master the art of applying lip liners, lipstick and lip gloss.

## Chapter 20: Day and Evening Makeup

A major indicator that decides the type of makeup you should opt for is the time of day. Depending on what time a particular event or occasion is scheduled, you should choose your makeup wisely. While makeup does enhance specific features of your face, it may backfire if you do not make the right choice. Lighting plays a primary role in choosing the type of makeup as different environments create different effects.



### Difference between Day and Evening Makeup

Lighting is the decisive factor that distinguishes between day and evening makeup. If you want to bring out the best features, you should pay close attention to different lighting environments. A simple rule in deciding the right makeup is the more light you are exposed to, the less makeup you should wear. If you are exposed to bright lights like outdoors in the day, you should opt for subtle makeup while events in the evening call for a little more jazz!

Although you make use of the same makeup items for day and evening makeup, the color and intensity of the look makes all the difference. Depending on the lighting, different makeup colors can lend a unique texture and tint to your skin, making it imperative for you to make the right choice.

- **What constitutes day makeup?**

Needless to say, day time is the brightest part of the day with ample sunlight adding a golden sparkle to all environments. During the day, it is best to stick to subtle and natural makeup. As the bright sunlight is already highlighting the features of your face, your makeup should do little in exaggerating the same features. Day makeup is most commonly worn to the workplace or when carrying out everyday tasks. Neutral shades best define day makeup as they enhance your features without overdoing the overall look.

Neutral makeup helps define your facial features and you can use it to draw attention to specific parts by adding a bit of bold color. Day makeup is essentially balanced and subtle, bringing a light glow to your face.

Stick to browns and grays and add a light touch of blush and mascara to enhance your features. If you are planning on wearing eye makeup, a light touch of black eyeliner with a subtle lipstick or lip gloss completes your day look. It is important to stay away from using prominent makeup like thick eyeliners as natural sunlight and fluorescent lights can make your eyes look artificial and unnecessarily thick. While the choice of makeup is unique to your tastes, it is always a good idea to avoid exaggerating it or looking overdressed.

- **What is evening makeup?**

Unlike day time, evenings are comparatively dimmer, relying mainly on artificial lighting. Owing to the lack of bright light to enhance your features, your makeup needs to be a little more dramatic and glamorous. If you are attending a party at a dimly lit venue, bold makeup is the way to go. If you are waiting to try out a new brand or color of makeup, then is the best time to



experiment. To master evening makeup, you should zero in on your best features and highlight them with bold colors. To shine the spotlight on your eyes, use more mascara and eyeliner. You can even use kohl to make your eyes appear sultry and seductive. If lips are your best feature, don't be afraid to accentuate them with bold colors.

## Evening makeup for different eye colors

- Blue-eyed women can bring out their eyes with dark blue mascara. For a more dramatic look, you can pair it with charcoal eyeliner. For the smoky eyed effect, purple, dark blue, silver and gray shadows work well.
- If you have brown eyes, you'll be able to pull off black eyeliner beautifully in the evenings. Plum, mauve and dark brown eye shadows suit deep brown eyes. Women with light brown eyes can opt for dark brown eyeliner and pair it with neutral eye shadow shades.
- Chocolate brown eyeliners suit green-eyed beauties best. Pair this with colors like plum, lavender or dark green for an 'eye-catching' effect!

## How to Apply Day Makeup Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral
- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5: Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into black or brown eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a medium brown eye shadow color in the crease of her eyes.

Step 12: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 13: Take black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 14: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 15: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 16: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 17: Take your 127 Blush Brush and dip it into a suitable blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 18: Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 19: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 20: Take a natural shade lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 21: Take the lip liner and gently fill in your client's lips with it.

Step 22: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 23: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 24: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 25: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

# How to Go From Day to Evening Makeup Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our Makeup Kit will be used:

- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- Black or Dark Brown Eyeliner Pencil / Black Liquid Eyeliner
- Mascara or False Eyelashes
- 15 Color Eye Shadow Palette - Smoky /Neutral
- 229 Detailing Brush
- 207 Angle Eyeliner Brush
- Highlight Pencil
- 126 Powder Brush
- XL Face and Body Bronzer

Now let's start with the practical...

Step 1: Take your 221 All Over Eye Blender Brush and apply white, beige or silver eye shadow onto your client's eyelids and also underneath her eyebrows.

Step 2: Take your 204 or 219 Crease Brush and apply brown, grey, silver or black eye shadow on the outside corners of her eyes but still in the crease, creating a "v"-shaped curve.

Step 3: Take the same brush and blend this darker eye shadow color.

Step 4: Take the Black Eyeliner Pencil and draw a thick line over the one that you have applied for your daytime look.

Step 5: Take your 207 Angle Eyeliner brush and dip it into black eye shadow. Use this brush to go over the eyeliner to create a smudged look. This method works well if you want to create the Smoky Eye Look.

Step 6: Use the 227 Detailing Brush to apply a little bit of white eye shadow just on the inside corners of your client's eyes. This will give her eyes a refreshed look.

Step 7: Take your Highlight Pencil and draw a line onto her waterline. By using white eyeliner pencil, you will eliminate any red eyes from showing in party photos.

Step 8: Re-apply two or three coats of mascara or if you want to add drama, you can always opt for false eyelashes. Just make sure that you apply enough glue so that it doesn't come off halfway through the evening.

Step 9: For a radiant glow, dip your 126 Powder Brush into your XL Face and Body Bronzer and apply this on your client's cheekbones and also on her décolleté area.

Step 10: Finally, apply a darker shade of lipstick (either matte or shiny) onto her lips and finish off your evening look by applying a translucent lip gloss.

Please Note That:

- Blue-eyed women can bring out their eyes with dark blue mascara. For a more dramatic look, you can pair it with charcoal eyeliner. For the smoky eyed effect, purple, dark blue, silver and gray shadows work well.
- If you have brown eyes, you'll be able to pull off black eyeliner beautifully in the evenings. Plum, mauve and dark brown eye shadows suit deep brown eyes. Women with light brown eyes can opt for dark brown eyeliner and pair it with neutral eye shadow shades.
- Chocolate brown eyeliners suit green-eyed beauties best. Pair this with hues like plum, lavender or dark green for an 'eye-catching' effect!
- While the day look aims at looking natural and pretty, the night time makeup routine is aimed at creating a dramatic effect.

## Chapter 21: How to Apply False Eyelashes

Long lashes frame your irises and make them stand out with stunning effect. You can achieve a picture perfect look by using false eyelashes. You can even create different looks, for example the sultry look with long curving eyelashes or the innocent look with thick short lashes and much more.



### Different Types of False Eyelashes

You can choose between strip (full) lashes and individual ones. The strip lashes add density to your entire lash line. They make your lashes look fuller and thicker all through. These lashes are ideal for those who have sparse or very delicate lashes which are practically invisible. Full lashes are an excellent addition to your overall look as they draw the attention to your eyes instantly.

Individual lashes can help you even out your own sparse eyelash line and make it look thicker. These open up the eye area which makes them an excellent addition for women with small or narrow eyes. Always add the false lashes after you have completed your face and eye makeup.

### Applying False Eyelashes

Applying false eye lashes for that perfect look requires a lot of patience and a steady hand. Of course, the results are better the more you practice. Before applying false eyelashes you should know how to make them appear as natural and as attractive as possible. Keep these facts in mind:

- False eyelashes appear natural only when the individual lashes are of varying lengths.
- The longest clusters should always be positioned at the outer corner of the eye.
- Always apply individual lashes, one at a time and check the effects before going on to the next. This will help you avoid the 'obviously made-up' look.

Before you apply false strip eye lashes, ensure that they are trimmed to fit your lash line length correctly. Apply a very small portion of glue to the strip lash. You can apply the glue to the back of your hand or a clean, disinfected hard surface and run the lash strip across it for an even spread of the glue.

Blow on the false lash for a few seconds to get the glue to start hardening. Applying the lash at this stage keeps it from shifting position once you have placed it the way you want. Position the lash exactly over your natural eyelash line (using a tweezer) to get a seamless full eyelash that looks and feels most natural. Use the backside of your tweezer and softly run it over the strip lash to make sure that it sits tightly.

Individual lashes need trimming so that they are not unnaturally long when compared with your own lashes. Use shorter lashes towards the inner corner of your eye and leave longer ones for the opposite end for the most spectacular effects. Make sure that the gap between the real lashes and the fake ones are even so that they look most natural. At the outer end you can position a cluster of lashes or a couple of clusters for that attractive sultry look.

The method for application of these lashes is the same as strip lashes except that you take each one at a time, apply the glue and position it where your natural lashes are sparse. Always start applying individual lashes from the outer corner of the eye and work your way inwards.

You may use an eyelash curler over your lashes both natural and false and then apply your mascara to complete the look. I recommend that you don't use a lash curler when applying false lashes because the curler may shift the applied lashes and then you it will be difficult for the glue to set again.

## How to Apply False Eyelashes Practical Video

[Click Here to Watch the Practical Video](#)

The following items will be used:

- Eyelash Glue
- Strip Lashes and Individual Lashes
- Scissor
- Tweezer
- Eyelash Curler
- Mascara

Now let's start with the practical...

Firstly I will demonstrate how to apply individual lashes:

Step 1: These lashes need trimming so that they are not unnaturally long when compared with your client's own lashes.

Step 2: Take your tweezers, dip a cluster of individual lashes in the eyelash glue and position it where your client's natural lashes are sparse.

Step 3: Start by applying the lashes from the outer corner of her eyes and work your way inwards. Use shorter lashes towards the inner corner of her eyes and leave longer ones for the opposite end for the most spectacular effects. Make sure that the gap between the real lashes and the fake ones are even and so that they look natural. At the outer end you can position a cluster of lashes or a couple of clusters for that attractive sultry look.

Step 4: Use an eyelash curler over your client's lashes, both natural and false, and then apply mascara to complete the look.

Step 5: Finally, fill in the gaps and cover up the false lash at the lash line by applying another layer of your eyeliner.

Secondly I will demonstrate how to apply strip lashes:

Step 1: Ensure that the lashes are trimmed to fit your client's lash line length correctly.

Step 2: Keep your eyelash strip in place, by having your tweezers holding it firmly.

Step 3: Take your eyelash glue and apply a small portion of it onto the back of the eyelash strip.

Step 4: Blow onto the glue for a few seconds to get the glue to start hardening. Applying the lash at this stage keeps it from shifting position once you have placed it the way you want. Use your tweezers and position the lash exactly over your client's natural eyelash line to get a seamless full eyelash that looks and feels natural.

Step 5: Use the backside of your tweezers and softly run it over the strip lash to make sure that it sits tightly.

Step 6: Finally, apply mascara to your strip lashes. This is an optional step. It's a personal preference to either use mascara after you have applied the strip lashes or not.

## Chapter 22: How to do Perfect Smoky Eyes

The dark, smoldering smoky eye makeup is the perfect look for the evening. There are many celebrities who opt for this dramatic look when they walk the red carpet at glitzy events. You too can duplicate this alluring look with some practice.



The smoky eye look involves the use of some heavy colors over the eye area. In general, dark shades such as grays and blacks are predominantly used to achieve this look. One rule of thumb to keep in mind is that when you are opting for such dramatic eye makeup, you should avoid using distracting colors on other parts of the face. For instance, with your smoky eye makeup, you should never pair a bright lipstick which will draw attention away from the eye area. Similarly, strong colors should be avoided on other parts of the face too, such as bright blushes.

The focal point of your smoky eye makeup is the eyes. All other makeup should serve to highlight this feature and blend in with this look seamlessly. Opt for light, translucent blushes/light bronzer to add a hint of color to your cheeks and a pale/nude lipstick shade which sets off the smoldering eye makeup to great effect.

### The First Steps for Smoky Eye Makeup

The smoky eye is an ageless look that can be perfected with the right technique. The key to perfect smoky eyes lies in skillful blending. Before you start the application, ensure that you have the right equipment to master this look. You may need a smudge and blending brush in addition to the applicator and eye liner brush.

The very first step in smoky eye makeup is to apply the concealer. Any dark circles under your eye should be concealed very effectively before you start working on the look. Since this look involves the use of dark shades, the dark circles under your eyes can skew the entire makeup unless they are hidden completely. When you are choosing your concealer, pick one that is one to two shades lighter than your natural skin tone or an orange concealer if you have very dark circles underneath your eyes.

Using eye makeup primer is also a good option to get that perfect smoky eye look. These come in powder and cream form and they help the eye shadow stay on longer. By using this, it also prevents your eye

makeup from getting smudged beneath the eye lids. This helps you maintain that perfect smoky eye look all through the evening. Wipe primer across the eye and let it dry thoroughly before you get on to the next step.

Next, apply foundation all over your face and finish it off with loose translucent powder or even a color powder, if this is what you prefer. Just make sure that the powder is the same color as your skin tone and not darker or lighter.

## What Colors to use for Stunning Smoky Eyes?

Although the smoky eye makeup is always dark, there is no reason why you cannot add some color here. The key is to ensure that the colors you use do not undermine the stark effect of this look. You can pair light base colors and rich dark ones to achieve a stunning smoky eye look. Gold and champagne make excellent base colors too. Jewel toned shades are a good option for a variation of the smoky eyes effect. Gold browns and purples also give you a unique look.

Metallic tones go well with all skin tones. They add that bit of glamour to your smoky eyes that detract from the typical dark smoldering look and add a dash of mystery and allure. Green shadows and liners also give a more modern smoky eye look. For a completely different effect, use purple or blue mascara.

## Eye Shadow Application for Smoky Eyes

When applying the eye shadow, the richest and darkest color should always appear near/around the lash line. The color should go lighter as it reaches the crease of your eye. The base shadow color should always be light. You can use shimmery creams, whites, taupes, pearls or even silvers as the base color. Stick to neutral shades for the best effects. Apply the base shadow over the lids right up to the brow bone.

Next, take a medium shade eye shadow and apply it in the crease of your eye. Use your eye shadow brush to apply the dark shade starting at the outside corner of your eye, creating a “v” shape from the end of your crease area and finishing it off into your lash line. The eye liner should not be seen once you have completed the blending. Take your blending brush and blend this dark color so that it blends in with the rest of your makeup.

One critical point to remember is that both your eyes need to match perfectly with regards to the color tone, shade and density. Since you are blending the dark shade to achieve your smoky eye effect, matching both eyes can be a challenge unless you have enough practice with this look.

The secret of the bright, shimmering Kim Kardashian smoky eyes is to add a faint line with white pencil around the inner eye rims. Otherwise, you could use a light shimmer powder to highlight the inner corner alone.

Finish off your look with a generous application of mascara. You may want to apply several coats to make your lashes appear thick and luxuriant. To add some curl to the lashes use an eyelash curler. For a dramatic look, you may want to opt for strip or individual lashes to give your eyes that extra oomph.

## Applying the Eyeliner

The typical smoky eye look involves the use of a lot of black, gray or brown. Use any of these shades for the eyeliner. Apply the eyeliner on both the top and bottom lids and as close to the lash line as possible. On the upper lid, start thin at the innermost corner of the eye and make the line thicker as you move out. Pencil liners may give you a different, more dispersed effect than liquids so you can use both of these on different occasions to get slightly varying smoky eye looks.

An important component of the smoky eye look is the eyeliner on the bottom of the eye. Avoid liquid liners for this and use pencils instead as they are easier to smudge. Smudging the liner gives you a more natural look.

You can follow the eyeliner application with a brush dipped in eye shadow. Use an eye shadow brush for this and select a dark shade of shadow. This addition of eye shadow over the liner sets the line and makes the eye liner stay on for longer. It also gives a layering effect which enhances the smoky eye look.

## How to do the Perfect Smoky Eye Look Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula

- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral/Smoky
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Strip false eyelashes
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Neutral
- Nude Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral
- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Take 3 similar foundation colors and apply it onto your cheekbones directly underneath each other. The Color that disappears is the correct one to use.

Step 4: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/ Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to your client's skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. If you rather want to use a compact powder, then you can use your powder sponge and dip it into the powder.

Step 8: Take your powder brush and begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on her eyelids and lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

Step 9: Wipe your 126 Powder Brush with a clean tissue to remove any excess powder from it.

Step 10: Take your powder brush and remove any excess powder from your face.

Step 11: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 12: Choose a pencil/brow powder/eye shadow appropriate to the color of your hair. Take your 207 Angle Eyeliner Brush and dip it softly into the brow powder/eye shadow. Apply the pencil/brow powder/eye shadow in the direction of your client's hair growth to ensure a natural look. When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which do not need a whole lot of filling in. Never "draw" the color onto her eyebrows as this will only create an artificial appearance.

Step 13: Take a highlighting color like white, champagne, gold or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work it downwards to her eyelids.

Step 14: Take your 219 Precision Crease Brush and dip it into a grey eye shadow color. Apply this color in the crease of her eyes. Take the same brush and blend in the color.

Step 15: Take your 204 Crease brush and dip it into black eye shadow. Apply this color on the outside corner of your client's eyes, in the crease. Create a "v" shaped curve. Do blending over this color.

Step 16: Blend the eye shadow and correct any skew line with an earbud.

Step 17: Take your highlighting color again and apply a small amount on the inside corners of your client's eyes, using the 229 Detailing Brush.

Step 18: Take a black eyeliner pencil or gel eyeliner. Start by lining your client's eyes with the eyeliner pencil that you have chosen. Always do the top first, working from the outside to the inside corners of her eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eyes.

\*If you are doing it on yourself, close one of your eyes and look into a mirror with the other one so that you can see what you are doing. Place your finger at the outside corner of your eye and softly pull your eyelid so that it is easier to apply your eyeliner.

Step 19: Dip your 207 Angled Eyeliner Brush into black eye shadow and smudge it all over the eyeliner line.

Step 20: Use your 229 Detailing brush and apply a white shimmering eye shadow color on the inside corners of her eyes.

Step 21: Take your tweezer and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 22: Take your mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand's thumb and gently lift your model's eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

If you are doing this on yourself, you must not close your eyes. Keep it open while looking straight into a mirror.

Step 23: Apply mascara also onto her lower lashes. If she does not have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 24: Take your 127 Blush Brush and dip it either into the Face and Body Bronzer or a color that is one shade darker than your normal skin tone.

Step 25: Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your model or client to smile and apply the blush upwards in a straight line, beginning opposite to your nose and taking it upwards till the outside corner of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

Step 26: Take a nude shade lip liner and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Step 27: Gently fill in her lips with the lip liner.

Step 28: Dip your powder sponge lightly into your HD Loose Translucent Powder. Apply this powder all over your client's lips. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 29: Take your 316 Lipstick Brush and wipe it over your chosen lipstick color. Just an important note to remember is that your eyes and lips should never have the same intensity of color- only one of them should draw the most attention.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 30: Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

Step 31: Pat another layer of HD Loose Translucent Powder over the lipstick color and repeat the same process of lipstick application one more time.

Step 32: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

Also Note That:

A smoky eye do not always have to be black, you can use various colors such as brown, plum, etc. Just make sure that you stay in the same color range. You can use eye shadows that come in a trio of the same color range to make it easier for you.

## Chapter 23: How to do the Perfect Pin-Up Look



The perfect pin-up look transforms you from a beautiful woman into a sizzling, glamorous diva. This was a look perfected by the alluring damsels from the 40s and 50s. The splash of blood red lipstick, highly defined coquettish eyes, and flawless pale skin had these ravishing beauties grabbing attention wherever they went. Capture this ageless look for yourself with your very own makeup.

### First Steps

Clear skin is the perfect canvas to create the pin-up look. However, you can simply cover up the rare blemishes with some skilful application of concealer before you start off your makeup. Start with a powder or liquid foundation. Take care that only a very thin layer is applied so that you do not get that harsh look once the makeup is completed.

### Eye Make up for the Pin-up Girl

Eye makeup for the pin-up girl needs to be simple yet effective. Start with an eye primer applied to the entire eye area. If you don't have a primer handy, use your concealer and apply thinly over your eyelids. If the concealer is applied thickly it looks uneven and also causes your eye shadow to clump together especially in the crease of the eye.

Pick light or neutral eye shadows (beige, pearly whites) to the top of the eye right under the brow and to the top of the eyelid. A slight shimmer over the lids is acceptable. Blend it well enough to add just a touch of glamour and glitz to your eye without taking the attention away from the eye and iris.

For the special cat eye effect that the 40s pin-up girls loved, use a thick line of dark liquid/pencil liner along both edges of the eyelids. Add a winged effect to the outermost corners which gives you the perfect cat eye look.

Keep in mind that it is easier to go from thin to thick when applying your eyeliner. Before you create the winged end, step away from the mirror, visualize where you want the winged tip to end and mark the spot

with a tiny dot. Do this for both eyes so that you get perfectly symmetrical cat eyes. You can use gel liners and a fine tip liner brush for great results.

Combine black eyeliner and a contrasting color eye shadow for a dramatic look. Moss green and red eye shadows are good choices if you want a pin-up look with a difference.

The pin-up girls had perfectly arched eyebrows that lent definition to their facial features. Clean and sharp arches are what you need to duplicate this look. Use your tweezers to shape the eyebrows in the right way to achieve a sharp high arch. Add definition and correct the flaws with your eye pencils. Go for the darkest possible shades that blend with your skin color to define your brows. Take your hair color into account when picking out your eyebrow pencil color too. You can safely go two shades darker than your natural hair color if you have light hair. When you apply the pencil, make sure that the eyebrow is thicker towards your nose and thinner as it tapers towards your outer eye.

Add some false eye lashes to draw the attention to your beautiful cat eyes. Try out a half lash style by simply cutting off the outer half from a regular full strip lash. This half lash goes over the outermost corner of your eyes giving it an extra tilt and fullness to create that perfect cat eye look.

## Cherry Red Lips

Deep red is a critical component of your pin-up girl look and the cherry red lips are a captivating feature to add. Start with a moisturizing lip balm. Use your lip pencil to outline your lips, taking care to make the line slightly beyond the natural curve of your lip. This gives you the appearance of having fuller lips. Use the liner to fill in gaps at the corners of your mouth. These gaps will be very visible when you talk or laugh. Fill in your lips with the liner to make the lipstick last longer.

Use a deep, vibrant shade of red lipstick to fill in your lip inside this outline. Use a brush to get a smoother, even tone over your lips. Blot the first coat with a tissue, dab a tiny bit of cosmetic powder and then apply the second coat for long lasting cherry red lipstick. Finish the look with lip gloss. For fuller lips, apply a tiny bit of concealer over the outside lines of the lips with a small concealer brush. The lighter tone around the lips sets off the redness of the lips and makes them appear fuller.

Women with light skin tones can pull off the pin-up look with lipsticks in plum shades while the warmer reds look better on women with orange- yellow skin tone. Keep in mind that darker shades usually look good on all women while lighter shades may give a washed out appearance to some. Older women, in particular, should opt for darker, brown based reds for their lipsticks rather than those with pink or orange tones.

Finish up with a light touch of powder pink blush or peach blush over the apples of your cheeks. Smile to reveal the curved ‘apples’ and apply the blush over them to get a ‘permanent’ blush that goes perfectly with your pin-up girl look. Combine with the classic 40s hair style with bandanas, pinned curls and rolls to complete your perfect pin-up girl look.

## How to do the Perfect Pin-Up Look Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette or Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- False Eyelash Strips
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil in red
- 316 Lip Brush
- 10 Color Lip Palette- Bright

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/ Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to your client's skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Take your 126 Powder Brush and begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/presses powder, then you can use your powder sponge or 126 Powder Brush and dip it into the powder.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your client's face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair. Take your 207 Angle Eyeliner Brush and dip it softly into the brow powder/eye shadow. Apply the pencil/brow powder/eye shadow in the direction of hair growth to ensure a natural look.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which do not need a whole lot of filling in. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

Step 12: Take a highlighting color like white, champagne, gold or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work it downwards to her eyelids.

Step 13: Take your 204 Crease Brush and dip it into a light brown shimmering eye shadow. Apply this color in the crease of her eyes or onto her eyelids. This color should add just a touch of glamour to your client's eyes without taking the attention away from her eyes and iris color.

Step 14: Take your 202 Large Shader Brush and blend in the color.

Step 15: Take either a liquid or pencil liner in black and draw a line from the inside of your client's eyes, going thicker to the outside. For a dramatic cat-eye look, add a winged effect to the outermost corners of her eyes using your 207 Angle Eyeliner Brush or the 229 Detailing Brush.

Step 16: Take your tweezers and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 17: Take your mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand's thumb and gently lift your model's eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and give them a fuller look. Repeat this process 2-3 times until you get the desired look.

If you are doing this on yourself, you must not close your eyes. Keep it open while looking straight into a mirror.

Step 18: Apply mascara also onto her lower lashes. If she does not have a lot of lashes there, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 19: Take your 127 Blush Brush and dip it either into a light pink or peach blush just to give your cheeks that perfect touch of color.

Step 20: Take your red lip liner pencil and apply it all over your client's lip line, starting at the top and doing the bottom part last. Make sure that you fill in the gaps at the corners of her mouth.

Step 21: Fill in the rest of her mouth with the same color.

Step 22: Dip your powder sponge lightly into your HD Loose Translucent Powder. The powder acts as a holding base for your lipstick, ensuring that it stays on longer.

Step 23: Take your 316 Lipstick Brush and wipe it over your chosen red lipstick color. An important note to remember is that your eyes and lips should never have the same intensity of color- only one of them should draw the most attention.

Step 24: Apply it all over your client's lips, starting from the upper lip and repeating it on her lower lip.

Step 25: Pat another layer of HD Loose Translucent Powder over this lipstick color and repeat the same process of lipstick application one more time.

Step 26: Take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 24: Your 5 Minute Makeup Routine

Getting that perfect look for a gala event normally takes a good bit of time. But there are times when you just need simple makeup for a day at work or to meet with friends. Looking good does not necessarily require that you spend hours with your makeup kit. When you have limited time for makeup, you can use this quick and easy 5 minute routine to look elegant and ready.



A few points to remember:

- Do a periodic check of your makeup kit and all of its contents including surgical alcohol, sanitizers, brushes and brush cleansers and replace empty containers. That way, you will never run out of that perfect lipstick or favorite eye shadow right when you need it for a quick makeup session.
- Clean your brushes regularly and ensure that you wipe off all the makeup with a tissue after each use so that they are always ready for use. When you are in a hurry you do not have the luxury of time to clean brushes.
- Ensure that you have a compact kit where you store all your makeup. Replace individual products in the kit after every use. When you are in a hurry, all you need is this kit and you have everything you need for quick makeup at your fingertips.

The key objective of the 5 minute makeup routine is to look fresh and bright. Focus on doing away with the signs of tiredness and those black circles. Keep your makeup light so that you get that breezy, polished look in minutes. A good way to cut makeup time, without compromising on your look, is to opt for products that do double duty, for example, tinted moisturizers.

### The 5 Minute Makeup Routine

Prepare your skin for makeup with a moisturizer. If the black circles under the eyes are very prominent, the first step is to apply your concealer. Set the concealer with a dab of translucent powder. To add color to your face, you can either use the tinted moisturizer at the very beginning or opt for blushes after you have applied the concealer. Tinted moisturizers with SPF are a great option if you will be spending a lot of time outside. Remember to apply the moisturizer right down to your neck line.

If you prefer adding a blush, choose soft, light shades like pale pink or peach. A bronzer may also give you the color you desire without making the final look very heavy and thick. Use the bronzer sparingly over your cheekbones to lend definition to your facial structure. Lightly brush along your hairline and chin too with the remaining bronzer/blush.

Cream blushes are also a good option for a quick makeup session. They look great on the cheeks and they can work as eye shadow too. Of course, for the latter, they have to be the right shade. Cream blushes have the perfect texture to give your face a bright, moisturized glow without appearing greasy.

The eyes come next in your 5 minute makeup routine. A shadow pencil is a good choice if you want to quickly define your eyes while giving the lids a hint of color too. Dark eye shadow highlights your eyes and draws attention to them instantly. Neutral shades add a subtle definition without actually making your eyes the focal point of your face. The challenge with dark shades is that minor flaws in the makeup will stand out quite visibly. Unless you are a pro with your eyeliner/eye pencil, you should opt for the safer neutral shades for a quick makeup session.

For those who prefer eyeliners, start with the inner corner of your eye, keep to the lash line and slightly thicken the line as you reach the outermost corner of your eye. Blend with a brush and apply your mascara. If you have an extra minute you can curl your lashes with an eyelash curler before the mascara goes on. Unless you want to make your makeup heavier, limit yourself to a single coat of mascara. A touch of white at the innermost corner gives your eyes a shimmer and makes them look bright.

Kohl pencils are also an option for minimalistic eye makeup. Simply run the pencil over your waterline to get subtly defined eyes. Using eye shadow with a light shimmer gives your eyes a fresh, dewy look, eliminating signs of tiredness.

To complete your look for the day, your lips need a swipe of gloss. Light, punchy shades keep you looking fresh and full of life. If you use a lip balm, then pick one with tint so that it can double up as your lip color for your 5 minute makeup routine. If you do want to add a lipstick, pick soft shades like nude beige, or rosy tints. Avoid cherry reds or bright pinks for the quick makeup session.

## Some Do's and Don'ts to Keep in Mind

It is not always advisable to opt for the same look in both summer and winter months. For your summer 5 minute makeup look, always keep the colors light and avoid heavy cosmetics like foundation. The smoky eye look is *not* a great idea for summer when the dark shades can run or smudge easily. In fact, in summer months you can do away with the eyeliner and opt for a shimmer shadow instead. Touch up your T-zone with a light powder to stave off the greasy look that may appear after a few hours outside.

In winter, always start with a SPF moisturizer to keep the skin looking hydrated throughout the day. Using foundation is also a great option for winter when makeup does not tend to look heavy. The risk of clumping and smudging is also lower in cooler months so dark eyeliner and shadow can be used in combination to highlight and define your eyes with great effect. Go with a slightly darker, richer makeup palette for your winter months when you can carry these colors off with elegance.

## Your 5 Minute Makeup Routine Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Moisturizer which contains a SPF factor
- Liquid Foundation or Foundation Quads
- Concealer Palette or Corrector Concealer Quad
- 130 Concealer Brush
- Spoolie Brush
- 15 Eye Shadow Color Palette in Neutral
- 221 All Over Eye Blender Brush
- Eyeliner Pencils/Gel eyeliner
- Eyelash Curler
- Mascara- any color
- 127 Blush Brush
- Pale Pink/Peach Blush or XL Face and Body Bronzer
- Color Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a generous amount of Moisturizer onto the palm of your hands, rub your hands together and lightly "push" it onto your client's skin.

Step 2: Analyze the skin and if there is the need to cover any dark circles or blemishes, then you must do this with the appropriate color of concealer.

Step 3: Apply foundation with a wet sponge.

Step 4: Comb your eyebrows with your Spoolie brush.

Step 5: Using your 221 All Over Eye Blender Brush, choose a light/shimmery eye shadow color and apply it onto the eyelids. This will give her eyes the proper color that it needs for the daytime look. Always apply a white eye shadow color on the innermost corner of her eyes to give them that bright and refreshed look.

Step 6: Moving onto your eyeliner, take any color pencil or gel eyeliner and line the eyes, beginning from the inside corner of the eyes and slightly thickening the line as you move to the outermost corner. Make sure that this line is drawn almost into the eyelashes to prevent any gaps from showing. Kohl pencils are also a good option.

Step 7: Take your eyelash curler and curl your client's eyelashes if you have an extra minute at hand.

Step 8: Remove your mascara from the tube and apply 2-3 coats in zigzag movements. This will make the eyelashes appear fuller and prevent them from clogging.

Step 9: Take your favourite color blush or bronzer and wipe a small amount over the cheekbones, around the hairline and on the chin by using your 127 Blush Brush.

Step 10: Finally, take your lip gloss and apply it all over the lips. For this look it is best to choose shades that are light such as nudes or rosy tints.

Please Note That:

It is not always advisable to opt for the same look in both summer and winter months. In summer months you can do away with the eyeliner and opt for a shimmer shadow instead. Touch up your T-zone with a light powder to stave off the greasy look that may appear after a few hours outside.

In winter, always start with a SPF moisturizer to keep the skin looking hydrated throughout the day.

## Chapter 25: Makeup Techniques While Wearing Glasses

If you are one of those people who think that the time and the efforts put to wear your makeup are pointless as your glasses hide it? Then think again. Prescription glasses do not come with a death sentence that rule against your makeup. As a matter of fact, your prescription glasses hold the unique ability to work as the perfect accessory but certain techniques are required while wearing makeup along with glasses.



Adding certain frames to your face may sometimes cast a giant barrier between you and your makeup. With the right frames and appropriate makeup you could pull off any look. On the other hand, if you neglect to apply any makeup, then all your great features may disappear. You need to take several aspects into consideration when you are doing makeup when wearing glasses. Several aspects of your glasses affect the outcome of your makeup.

### Why is makeup different with glasses?

The reason why wearing makeup along with your glasses is different is because your glasses tend to bring the focus onto your eyes rather than your entire face. Also, your eyes look different under your glasses. The reason for this is because the light bends inside your lenses. You might have noticed that if you are near-sighted then the concave lens that you wear make your eyes and the surrounding region look a bit smaller through your glasses. If you are far-sighted then the convex lens that you use makes your eyes seem a bit larger than they actually are.

Therefore, the type of glasses influences the way you should wear makeup. Another area of concern is your dark circles. Your glasses cast shadows around your eyes rendering your dark circles more prominent. Finally, it comes to those obnoxious little nose braces. They tend to instantly smudge the makeup on your nose.

### Makeup for thick and thin frames

Glasses tend to give more focus to your eyes. So, it is not a very good idea to use a lot of makeup. The trick here is to keep it simple and natural and [www.pdfdrive.com](http://www.pdfdrive.com) provide good definition to your eyes. The amount of makeup

you can wear with glasses gradually increases with the thickness of your frames. A thicker frame allows you to wear a bit more makeup compared to glasses with thinner or no frames.

## Makeup for thick lenses

Top stylists are unanimous in their advice that women who wear glasses with thick lenses should steer clear of too much eyeliner and dark eye shadow. Both of these can make your eyes look like peepholes, and that's certainly not attractive! To the rescue are light colors that have a bit of shimmer. Soft and glowing colors bring out your eyes and are also easy to blend. What you cannot ignore is a good eyelash curler and a lot of mascara.

If you have near-sightedness that requires you to wear thick lenses, then the lenses will make your eyes appear to recede behind the frame. You may use an eyeliner pencil to draw a “wing” past your lash line if you are opting for the “cat” eye effect. Choose an eye shadow in a medium shade to make your eyes look bigger and apply a light, shimmery one in the inside corner of your eyes. Strong colors such as charcoal, dove-blue, plum etc. and remember that the emphasis should fall on the crease of your eye and also the outer corners of your eyes. This will open up your eyes, making them look bigger. Also apply black mascara generously on your top lashes. This creates a sort of a contrast and makes your eyes look more prominent and fresh.

## Makeup for thin lenses

If you have far-sightedness then your eyes tend to look larger than they actually are when you wear your glasses. In this case the lighter the makeup the better. You may want to opt for matte, neutral or darker eye shadows on your eyelids. Use the slightly darker eye shadow color in the crease of your eye but do avoid any shimmery or bright eye shadow colors. They will amplify your eyes even more. Take care to blend everything in; you would not want to go out with any mistakes as your glasses magnify them. It is also good to use a white liner on the inner rim of your bottom lashes to brighten up your eyes. If dark circles worry you, then a salmon tinted base can easily conceal them. Also, a little bit of the shimmery powder near the tear ducts might just add that extra bit of life into your eyes.

If you have glasses with black, colored or multi colored frames then use muffled down or earth-toned colors that match your tone. If you have thin framed or frameless glasses then you can probably get away with bolder shades but this doesn't mean more makeup. It would also help you if your glasses have the famed anti-glare coating. A pair of these glasses imparts better and gives a more accurate manifestation of

your eyes. Also, bear it in mind that you should certainly apply eyeliner when wearing glasses with thin lenses.

## How to apply makeup for the rest of your face, when wearing glasses

Glasses have a natural tendency to bring focus to your eyes, making it crucial to highlight all the features of your face so that your face does not hide behind your frames. The best way to achieve that is to apply lesser makeup but use brighter shades instead. Taking good care of your skin is extremely important for anybody regardless of whether you wear glasses or not. If you do wear glasses then the importance of skincare is paramount. Use any suitable gel to avoid puffy eyes as they get magnified under your glasses. It is good to begin with a light-reflecting under eye serum, also use an under eye cream to avoid your wrinkles or dry skin from getting amplified under your glasses.

When wearing glasses, your brows also attract a lot of attention. If you shape and groom them well they can contribute greatly to define the structure of your face. If you have thicker frames, take care that your brows do not hide under them. Also if you have thick brows, pluck them generously till you are able to tell them apart from your frames. Remember to use a brow pencil that clearly matches your hair color to define your brows. Finally, set them with an appropriate brow gel.

You can dauntlessly add bold colors to your face. A peach blush can superbly compliment your pretty eyes. Also a peach blush suits most skin tones. This will get your cheekbones into the spotlight. You are free to choose as bright a shade of lipstick as possible. If you have a dark frame then a dark shaded lipstick would perfectly compliment it. However, if you have glasses with thinner frames or no frames, then a lighter color or just a gloss would be enough to balance the glasses. Also, using a mineral foundation can prevent the nose braces from ruining your looks.

## How to choose the best frame shape for your face

Choosing a frame that suits the shape of your face can sometimes be a tricky task but certainly not impossible. Firstly, you must know what face shape you have and then purchase frames that complement its contours. We discuss how to determine your face shape in the “Corrective Contouring on Different Face Shapes” chapter.

Here are the ideal frames for the different face shapes.

**Round face:** Aviator or square frames will compliment your round face perfectly. While choosing a frame you should try to choose one that lengthens your features. Opt for frame tips with a clear bridge; they make your eyes appear wider. Round frames should be avoided at all costs.

**Oval face:** An oval-shaped face is by large considered the 'perfect' face shape. This is given that most frame shapes work well with oval faces, including aviator, square and oval. It is however best to pick frames that are at least as wide as the widest part of your face. The idea is to ensure a sense of proportion and maintain balance.

**Square face:** A square face is one that is as long as it is wide. Circular or curved frames will suit a square face. If you have a square face, try to choose frames that have a greater width than depth. This will add a more softening effect.

**Oblong face:** An oblong face is typically a lengthy and angular one with less width. Oblong or faces that are rectangular look good in circular, deep rectangular and triangular frames. A frame that is broader than its width can help accentuate your features.

**Heart shaped face:** If you have a heart-shaped face, circular and geometric frames will suit you well. Opt for wide bottomed frames as opposed to rimless ones. The idea is to minimize your generous temple width and draw your eyes more to the lower part of your face.

**Diamond shaped face:** A diamond shaped face is an angular one characterized by wide cheekbones, and a narrow chin and forehead. Aviator, square and circular frames go well with such face shapes. Opt for frames that are top-heavy, like frames that come with detailing over the brow line and semi-rimless ones.

## **A few important points to keep in mind**

Always keep your glasses at hand and monitor your progress as you work on your makeup. See to it that your vanity table provides ample lighting. If you have long eyelashes, they might come in contact with your glasses and smear all the mascara on it. So, it is better to curl them a bit.

Finally, makeup that looks great on a bright and sunny day might look overdone on a gloomy or a rainy day. To avoid this you must make sure to check your makeup in different light settings once you are done. Make sure that it looks good in all the settings. If you feel something is off, then either try to even it out or do it again.

Studies suggest that one in every three women wear glasses. Most of them have a misconception that glasses make them look plain and unattractive. The rest of them however shy away from any makeup as

they believe it will do no good. But with the help of these simple yet elegant makeup techniques, you can sculpt your face, bring out the beauty in your eyes and shine the limelight on your real self, who until now was hidden under a façade of your glasses.

With proper care and the right makeup, your prescription glasses can now be an ornament of self-expression and define your personality.

## Makeup Techniques When You're Wearing Glasses Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204/219 Crease Brush
- 202 Large Shader Brush
- 15 Color Eye shadow palette- neutral, smoky
- 8 Eyeliner pencils
- 5 Gel Eye Liners
- Eyelash Curler
- Mascara

First I will demonstrate...

**How to do Makeup on someone that is Far-Sighted**

Here are a few points to remember:

- Such a person can see very well at far distances, but not on short ones so the lenses will be very thick. This will result in any makeup fault showing immediately.
- Light, medium makeup colors should be used.
- Avoid shimmering makeup- rather opt for matte eye shadow colors
- Rather use dark brown eyeliner as black will only look harsh through the lenses.
- Apply the eye shadow color onto the fold of her eyes.

Now let's start with the practical...

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Dip your 207 Angle Eyeliner Brush into an appropriate eye shadow color that is similar to her hair color. If she has very light/blonde hair, then you may want to go for a color that is one to two shades darker than her hair color. Start by applying the eye shadow color from the thickest part of her eyebrows and gently work your way to the end of her eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply either a white, cream or beige color over her entire eye area.

Step 4: Choose a matte eye shadow color that compliments her eye color and apply this color onto her eyelids.

Step 5: Take either your 204 Crease Brush or your 202 Large Shader Brush and blend in this eye shadow color.

Step 6: You may want to use eyeliner if you want to, but remember that it must not be heavily applied.

Step 7: Take your Eyelash Curler and curl your client's eyelashes by gently squeezing them together for 10-20 seconds.

Step 8: Finally, apply 2-3 coats of mascara by making zigzag movements from the beginning of your lash line till the end. This will give your client's lashes the volume that it needs without clumping it together.

Now I will demonstrate...

## **How to do Makeup on Someone that is Near-Sighted**

Here are a few points to remember:

- Such a person can see very well at short distances, but not so good on far distances. The lenses of these glasses will not be thick at all and will make her eyes look smaller.
- Stronger colors such as charcoal, dove-blue, plum etc may be used.
- The emphasis of the eye shadow should be in the crease of her eyes and also at the outside corners of her eyes.
- A shimmering eye shadow color could be used over the existing eye shadow to accentuate her eyes.
- Finish this look off by applying loads of black mascara.

Let's start with the practical...

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Dip your 207 Angle Eyeliner Brush into an appropriate eye shadow color that is similar to her hair color. If you have very light/blonde hair, then you may want to go for a color that is one to two shades darker than your hair color. Start by applying the eye shadow color from the thickest part of her eyebrows and gently work your way to the end of her eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply either a white, cream or beige color over her entire eye area.

Step 4: Choose a medium eye shadow color that compliments your client's eyes and apply this color in the crease of her eyes.

Step 5: Take either your 204 Crease or your 202 Large Shader brush and blend in this color.

Step 6: Take your 219 Precision Crease brush and dip it into charcoal/grey/dark brown eye shadow and apply this color on the outside corner of your client's eye, but in the crease. Make a "v" shape at this corner, dragging the color downwards to her eyelashes.

Step 7: Take your 204 Crease brush and blend in this color.

Step 8: Apply eyeliner on the top half of her eyelashes and do the same at the bottom, but only till the middle of her eyes. This will make her eyes appear bigger.

Step 9: Finally, apply 2-3 coats of mascara by making zigzag movements from the beginning of her lash line till the end. This will give your client's lashes the volume that it needs without clumping it together.

## Chapter 26: Introduction to Corrective Contouring

Beauty isn't always about perfection; it's about identifying and appreciating your best features. In the world of makeup, this translates into one rule – highlighting your most attractive facial characteristics and trying to improve upon the flaws that interfere with your overall look. This is referred to as corrective contouring. It's a popular technique used by makeup artists and stylists. As with any makeup process, corrective contouring involves its own set of techniques, dos and don'ts. This chapter seeks to give you an introduction on contouring and what it can do for facial aesthetics.



### So, what exactly is corrective contouring?

In the simplest terms, corrective contouring is a process where a makeup artist aims to apply makeup in a way that minimizes the undesired contours of your face and modulates the same to achieve the desired look. This could mean anything from making an overly round face appear more slender or adding more definition to a weak jaw.

Think of contouring as a belt or a girdle. When you wear one around your waist, you compress it to get that much sought after hour-glass figure. The right makeup techniques and tools will do the same for your or your client's face. So, the right application of makeup would give more appeal to a bumpy nose while the appropriate eye-shadowing will make round eyes appear wider.

### Even Monroe swore by corrective contouring

Hollywood siren Marilyn Monroe leveraged contouring to achieve that perfect face shape. She used contouring on her temples, below her cheekbones, along her jaw line and on either side of her nose, for maximum impact. For that famed button nose, she even contoured below her nose and on her nose tip.

Today's top Hollywood actresses also use corrective makeup to look their best on the red carpet and at magazine cover shoots. This technique has also found its place in bridal and party makeup.

## Benefits of corrective contouring

There are multiple reasons why contouring with makeup has become a popular way of managing facial flaws and achieving the necessary look. Here is a description of a few:

- Going by the widely accepted concept in beauty, well-proportioned faces are deemed the most attractive. Contouring is used to create a sense of balance that enhances your overall facial beauty.
- Contouring is a viable alternative to plastic surgery. Many women would rather rely on the expertise of a professional makeup artist to look stunning at important events than go under the knife.
- Contouring doesn't mess with your facial features, rather focuses on creating illusions. Shadowing, contouring and highlighting are all techniques that can give you a refined look.
- Corrective contouring is an experimental art of sorts. Even as there exist rules on how to address specific facial features, there is room for making modulations that can substantially improve the overall look.

## Corrective contouring must be done right

Contouring is a tricky art to master; when done right, the results can be fabulous but a poor/uneducated effort can look obvious and fake. It is important to ensure that the best contouring practices are followed (such as when you shade, you must highlight to avoid making the face look flat and one dimensional).

Contouring with makeup involves the use of various cosmetic tools and working on multiple 'problem areas'. The former comprises foundation, concealer, powder, lip color and eye color to name a few. The latter consists of the face shape, nose, cheekbones, jaw line, forehead, eyes and lips.

Corrective contouring is not a rigid technique, but a celebration of your uniqueness while playing up your best assets!

## Chapter 27: Corrective Contouring on Different Face Shapes



Experts believe that the oval shaped face is the most perfect one. An oval face is considered the most crucial characteristic of a classic beauty. Unfortunately all women cannot and do not possess this kind of facial shape and structure. There are a total of seven different face shapes identified by makeup professionals.

Identifying your face shape is critical for effective and flawless makeup. This knowledge helps you pick the right cosmetics so that you can use them on the right parts of your face to enhance the overall look. It helps you bring your facial shape and structure as close to the definition of perfection as possible.

### How to Determine Your Face Shape

Determining your face shape plays a very important part as to how you apply your makeup. Not everyone has the same face shape and that's why it is important for you to know your face shape so that you can enhance all your beautiful features while you hide the not-so-good ones.

What you will need:

- Clean Mirror
- Red lipstick

Steps:

- Place the mirror in front of you.
- Take your red lipstick and make dots along your hairline, the sides of your temples, your cheekbones, jaw line and chin.
- Connect the dots with each other.
- Compare it to the 7 face shapes and see what face shape you have.

# Different Face Shapes and their Characteristics

You need to understand different face shapes and their characteristics so that you can:

- Identify your own facial shape or a client's
- Understand how it differs from the ideal oval shape
- Learn how to correct the features to enhance looks

Let's start with the seven basic shapes:

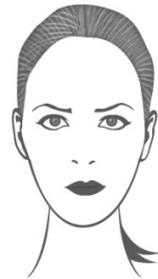
## Oval Face Shape

The oval face is considered to be the best proportioned face shape and it has perfect balance. In simple terms, you could compare the oval face to an egg. The lower part of the face is narrower and the hairline is rounded and wider. The middle of the face is its widest part.

To summarize this face shape:

- Narrow forehead
- Small jaw line
- Accentuated cheekbones

Oval Face Shape



## Long Face Shape

The long face is also called the **oblong** or rectangle face. The hairline, middle part as well as the lower part of the face is all more or less equal in width. The hairline may be horizontal rather than curved, stretching from temple to temple. The length of this face shape is greater than its width.

To summarize this face shape:

- High forehead
- High cheekbones
- Long chin
- Small face

Oblong Face Shape



## Square Face Shape

Very similar to the long or rectangle face shape, this face shape is characterized by a squared jaw and hair line. The main difference between the oblong face shape and square face shape is that the length and width of this face shape are nearly equal.

To summarize this:

- Wide forehead, cheeks and jaw line

Square Face Shape



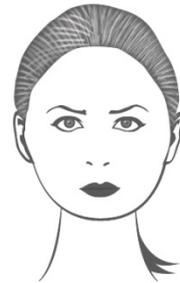
## Round Face Shape

A rounded jaw line and hairline characterize the round face shape. The length and width of this shape are almost equal. The round face is not a sign of chubby or flabby cheeks. In effect, slim women may have a round face shape as the facial shape has nothing to do with body weight.

To summarize this:

- Round hairline, jaw line and cheeks (which cannot be seen)
- Sometimes a person with this face shape may have a double chin

Round Face Shape



## Heart Face Shape

This facial shape is also described as the inverted triangle shape. The upper most part of the face is the widest part. The lowermost part is the narrowest. The chin is pointed rather than squared or rounded. The hairline may run almost straight, from temple to temple and gives the face the overall look of a triangle turned upside down. But, for the true heart shaped face, the hairline has a widow's peak.

To summarize this:

- Heart shaped hairline
- Wide cheeks
- Small face
- Sharp chin

Heart Face Shape



## Diamond Face Shape

Narrow chin and hairline give this face shape a distinct diamond like appearance. The middle zone (cheekbones) is the widest part of the diamond shaped face structure. The forehead is less pronounced and gradually reduces in width to form a narrow and pointed chin. The lowermost and uppermost parts of the face are equal here.

To summarize this:

- The most prominent feature is the cheekbones
- The cheekbones are strong and well defined
- The forehead is thinner than the cheekbones but wider than the chin

Diamond Face Shape



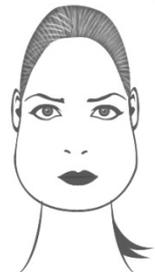
## Pear Face Shape

Also described as the trapezoid shape or triangle shape face, this kind of face is widest at the lowermost point, the chin. The jaw line may be rounded. The hairline is the narrowest part of this face shape. This is a very uncommon face shape.

To summarize this:

- Small forehead
- Wide cheekbones
- Strong jaw line

Pear Face Shape



Some experts add an eighth face shape to this list- the **hexagonal** one. The hexagonal face is an angular version of the oval face. At the temples, the jaw line and cheekbones, you will see prominent angles. The middle zone is the widest part of this face. Due to the angles, this face shape appears to be hexagonal (with six sides).

## Corrective Contouring for Different Face Shapes

The objective of corrective contouring is to make each face shape appear as similar to the ideal oval shape as possible. Those women who have an oval shaped face do not need contouring. This is how you contour the other face shapes to achieve your goal. In these videos, I will first demonstrate on sketches how to do corrective contouring on different face shapes. At the end, I will do an actual demonstration on a model with a square face shape.

The following items from our [Makeup Kit](#) will be used:

- 127 Blush Brush
- 202 Large Shader Brush
- 127 Blush brush
- XL Face and Body Bronzer
- Tissues
- 10 Color Blush Palette- bright and Neutral
- 6 Color Pressed Powder Palette
- 10 Color Eye Shadow Palette- Neutral

When performing this on a client you will use the 127 Blush Brush but for the sake of the sketches I will use the 202 Large Shader Brush to illustrate the corrective contouring techniques because the 127 Blush Brush is too large for the sketches.

## Corrective Contouring for the Long Face Shape

For the oblong or rectangle or long face, the objective is to make the longest portions appear shorter or wider. Shadowing helps soften the angles of your face and adds definition where you need it. Be generous with the blush on the apples of your cheeks, especially the bottom parts. This makes your face look rounder.

Shading/contouring at the top of the cheekbones and around the jaw line (the chin) helps subdue the angles and gives your face a softer and more rounded shape. Apply a highlighting color just underneath your cheekbones. To contour you can use foundation/powder, which is a shade or two darker than the skin tone, to soften the angles of your face. The chin and forehead are two areas where contouring will help give the appearance of a shorter face shape.

[Click Here to Watch the Practical Video](#)

Step 1: Dip your 127 Blush Brush into a blush/bronzer color that is one shade darker than your client's skin tone and apply this onto her cheekbones. This will "push" back the high cheekbones and bring them more into balance with the rest of her face. Do the same around her jaw line.

Step 2: Wipe your 127 Blush Brush with a tissue.

Step 3: Take your blush brush and dip it into a white, beige or cream eye shadow color. Do highlighting just underneath her cheekbones

Step 4: Wipe your blush brush with a tissue.

Step 5: Finally, take your 127 Blush Brush and dip it into a powder that is one to two shades darker than your client's skin tone. This you must apply around her hairline and at her chin. This will help give the appearance of a shorter face. \* You may also use the 125 Foundation Brush and do shading around these areas if you find that it works better for you.

## Corrective Contouring for the Round Face Shape

The round face has the curves in the right places. The highlighting (using foundation/powder/eye shadow a shade or two lighter than your skin tone) goes on your chin and forehead while the contouring goes on the sides of the face.

You need to add angles to this face shape to make it similar to the oval shape. Go light with the blush on the apples of your cheeks. Try a 'V' shaped application on your cheeks and blend into the temples to give your face a more angular look. Use a bronzer to enhance the cheekbones keeping the stroke horizontal across the sides of your face. If you use a highlighter, add a touch under the brow bones and along the outer sides of your face to lengthen your facial shape.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 127 Blush Brush and dip it into a lighter powder/eye shadow color. With this you will do highlighting on your client's forehead and chin.

Step 2: Wipe your brush with a tissue. [www.pdfhive.com](http://www.pdfhive.com)

Step 3: Take the same brush and dip it into a powder that is one to two shades darker than her skin tone. This color will then be applied at the sides of her face (temples and jaw line).

Step 4: Wipe the brush with a tissue.

Step 5: Dip this brush into a light eye shadow color and do highlighting onto her cheeks by making a “v” shape application. Take this further and blend it into her temples. This will give her face a more angular look.

Step 6: Wipe the brush with a tissue.

Step 7: Finally, use the same brush and apply a bronzer just underneath her cheekbones, but do it in a horizontal application.

## **Corrective Contouring for the Heart (Inverted Triangle) Face Shape**

The objective is to make the upper part of the face narrower and give it a more rounded appearance. This facial shape is quite angular. The angles of the forehead need to be softened and so do the cheekbones. Contouring does this job very effectively. The chin should be contoured so that the broad forehead is balanced out perfectly. Apply highlighter at the sides of your jaw line.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 127 Blush Brush and apply a darker shade of powder around the sides of your client’s hairline and at the chin. This will make her forehead appear more in balance with the rest of her face.

Step 2: Wipe the brush clean with a tissue.

Step 3: Apply a highlighter such as an eye shadow that is one shade lighter, just underneath her cheekbones and also at the sides of her jaw line.

Step 4: Wipe the brush clean with a tissue.

Step 5: Finally, apply a blush/bronzer color onto her cheekbones.

## Corrective Contouring for the Diamond Face Shape

The diamond shaped face needs to be softened and balanced out. Contour the uppermost and the lowermost parts of the face to subdue the harsh angles of this facial shape. This includes the chin and forehead (middle) areas in particular. Highlights go on the sides of the forehead and also the jaw to make the face more oval in appearance. Be generous with the blush over the apples of your cheeks. Blend a darker color towards the outside of the cheek bones and up to the outer corner of the eye. This narrows down the widest part of your face- the middle part.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 127 Blush Brush and dip it into a darker powder color. Do contouring in the middle of your client's hairline and also at the chin. This will subdue all the harsh angles of her face.

Step 2: Wipe your brush with a clean tissue.

Step 3: Do highlighting at the sides of her jaw line and also at the sides of her temples. This will make the face more oval in appearance.

Step 4: Wipe your brush with a clean tissue.

Step 5: Finally, apply a darker color blush/bronzer towards the outside of the cheekbones and up to the outer corner of her eyes. This narrows down the widest part of her face, which is the middle part.

## Corrective Contouring for the Pear (Trapezoid/Triangle) Face Shape

For the Pear face, the objective is to bring the widest areas into proportion with the rest of the face.

The blush goes on the apples of your cheeks with focus on the bottom and center. This gives a more rounded look to your triangle shaped face. A light dusting of darker shadow along the jaw line and highlighter at the temples makes these areas more prominent and balances out the wider middle portion of your face. Enhancing the eye brows is also a good way to create more balance.

In the eighth facial shape, the hexagonal shape, the angles at the temples and jaw line differentiate this face from the ideal oval one. A softening of these harsher lines serves to enhance this facial shape's appearance.

Contouring is effective only when the different shades you use to highlight and subdue the facial angles are blended in perfectly. Otherwise you could end up with patches over your faces that are in visibly different shades. Look at your face closely in good light after you have completed your contouring to avoid this.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 127 Blush Brush and dip it into a white, cream or beige eye shadow. This will be applied at the sides of your client's forehead (temples).

Step 2: Wipe your brush clean with a tissue.

Step 3: Take the same brush and apply a darker color of eye shadow around her jaw line.

Step 4: Finally, apply blush to the apples of her cheeks and use a highlighting color on the bottom and center of her cheeks.

## Corrective Contouring for the Square Face Shape

The objective is to make this facial shape appear more rounded. The upper zone and lower zone need to be rounded and narrowed down. The angles of the face need to be softened and also elongated (lengthened) to make it similar to the oval face.

Highlights on the chin and forehead combined with contours on the jaw and sides of the forehead achieve this effect. The use of bronzer to the temples and jaw line also has the effect of downplaying harsh angles while elongating the facial structure.

[Click Here to Watch the Practical Video](#)

[Click Here to Watch the Practical Video \(Performed on a Model\)](#)

Step 1: Take your 127 Blush Brush and dip it into a white, cream or beige eye shadow. Apply this color on your client's chin and forehead.

Step 3: Wipe your brush with a tissue.

Step 4: Take the same brush and do shading/contouring at the sides of her jaw line and at the sides of her forehead (temples). You can either use a darker powder/bronzer color to do this.

Step 5: Finally, if the client doesn't have visible cheekbones and would like to make it more visible, then you can apply a highlighting color onto them to bring them forward. Otherwise it is advisable to use a bronzing color on your cheekbones.

## Chapter 28: Corrective Contouring on Different Nose Shapes

When you think of hiding or camouflaging your facial flaws, you often don't consider your nose at all. The nose is perhaps the most neglected part of the face and people don't realize that they are able to change its appearance. Most leading makeup experts say that your nose and its shape can do a lot to make your face appealing.



There is no such thing as the perfect nose shape. What makes a nose look perfect is that it is well proportioned to the overall face. Most women don't have such good luck as a deviated nasal septum, childhood injury or simply genetics have left them with noses that are either too big, too long, crooked or too small for their face. For such women, corrective contouring helps the most as it creates the illusion of a well-defined and contoured nose. It is quick and easy to do, so there is no need to go spend big money on surgical procedures.

Generally speaking, physiologists who study the body believe there are 13 to 14 different nose shapes. For the sake of simplicity and corrective contouring, makeup experts have narrowed them down to 7 common nose shapes:

**Large, prominent nose:** Such a nose simply stands out on the face and becomes its defining feature.

**Wide nose:** This nose normally has a very wide bridge.

**Snub nose (tip-tilted):** This kind of a nose is short and flat, sloping upwards at the tip.

**Thin short nose:** While this kind of a nose looks similar to a snub nose, the nostrils are more defined and stand out.

**Long nose:** Such noses tend to appear long and pinched, especially when viewed from the side.

**Hawk nose:** This nose is normally long with a very prominent bridge and down turned angle tip.

## Corrective work for nose shapes

While there is no special makeup needed or created for contouring noses, it is the technique and method that you apply your makeup with that can make or break your attempt at nose contouring. To begin with, you need to arm yourself with some good quality foundation or dark powder/bronzer, highlighter and a concealer that match your skin undertone well.

The following items from our [Makeup Kit](#) will be used in the practical videos:

- 202 Large Shader Brush
- 6 Color Pressed Powder Palette
- 10 Color Eye Shadow Palette- neutral
- Tissues

## Large prominent nose

Should you suffer from a large prominent nose and want it to appear smaller in size, then the best way to achieve this is by applying a slightly darker shade of your foundation/powder on the bridge of your nose and blend it with your usual face foundation. The darker color shall dim the largeness of your nose whilst the surrounding area of your nose is highlighted. Remember to blend both the foundation and powder, in smooth and soft brush strokes or in feather movements with your index figure.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and apply a darker shade of powder onto the bridge of your client's nose.

Step 2: Wipe the brush with a clean tissue.

Step 3: Finally, take the same brush and dip it into a cream, white or beige eye shadow color. Apply this color at the sides of her nose. The darker color shall dim the largeness of her nose whilst the surrounding area of her nose is highlighted.

## Broad/wide nose

If you have a broad nose that you want to make appear slightly narrow, then use a good quality powder (that is 1-2 shades darker) on the sides of your nose and also at the nostrils, leaving the bridge of the nose untouched. Here, don't blend the darker color with your face foundation, but ensure that the two shades are similar in hue, and both suit your skin undertone.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and apply a darker shade of powder at the sides of your client's nose and also at the sides of her nostrils to make the nose appear narrower.

## Snub nose

The most common corrective contouring method for rectifying a small sized snub nose is to give it a more defined shape and to soften the tip-tilted part at the end of the nose. For this, apply a line or strip of highlighter down the length of your nose. This is because as this catches light, it makes the nose look longer and fuller. Take a darker color powder and apply this onto the tip-tilted area of your nose. This will push the tilted area backwards and soften up the shape of your nose.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and dip it into a highlighting eye shadow. Apply this color over the length of your client's nose. As your nose catches light, it will actually make your nose appear longer and fuller.

Step 2: Wipe the brush with a clean tissue.

Step 3: Then, dip the 202 Large Shader Brush into a darker color powder and apply this onto the tip of your client's nose. This will push the tilted area backwards and soften up the shape of her nose.

## Thin short nose

To give a better shape to a thin but short nose, a highlighter can be applied in a straight line down the bridge of the nose. However, in this case, since the nose is thin and needs to look slightly broader, you

need to blend this highlighter on the sides of the nose with the face foundation you are using. Here it is advisable to use a slightly darker shade of foundation to give the corrective illusion of a well-defined nose.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and apply a highlighting color in a straight line down the bridge of your client's nose. Apply this color also at the sides of her nose to create the illusion that the nose is longer and broader.

## Long nose

Usually women, who have long noses, generally want to make them appear shorter and slightly wider so that their nose looks proportionate. To achieve this kind of nose contouring, you will need both a darker powder and a highlighter. Begin by applying the highlighter down the centre of your nose in a line, but stop just before the tip of the nose. The nose tip then needs to be shaded. Once done, you need to examine your nose in real light to ensure the two have blended well and don't stand out on your face.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and apply a darker shade of powder on the tip of your client's nose just to make it look shorter.

Step 2: Wipe the brush with a clean tissue.

Step 3: Finally, take the same brush and apply a highlighting color down the centre of her nose, stopping just before the tip.

## Hawk nose

Some people who have hawk noses tend to be very self-conscious about it, but it is important to remember that you can hide any "unwanted" areas by doing corrective contouring. A hawk nose is normally long with a very prominent bridge and downturned angle tip. The aim here is to make the nose appear into proportion with the rest of the face.

Apply a darker shade of powder or foundation onto the hawk area (downturned tip at the end) just to "hide it" and then apply a highlighting color on the bridge of your nose.

[Click Here to Watch the Practical Video](#)

Step 1: Take your 202 Large Shader Brush and dip it into a dark powder color. Apply this color on the hawk part (downturned tip at the end) of your client's nose. The dark color will push the "hawk" area backwards by hiding it.

Step 2: Wipe your brush with a clean tissue.

Step 3: Finally, take the same brush and apply a highlighting color on the bridge of your client's nose.

## Broken or bumped nose

Should you have a broken or a bruised nose and want to make it look normal, start by dabbing and blending a suitable shade of foundation (same as your skin color) to the side of your nose that is not bent or deformed. On the other side of your nose that is bent or broken or has a bump you must then use a foundation that is one or two shades darker than the one used before.

Blend these two shades of foundation well in quick, feather strokes using a brush or just your finger. Next, use a highlighter straight down the middle of your nose, blending it in with the two shades of foundation. Lastly, using a small, soft brush, take a flattering shade of brown blush powder and sweep it starting from the inner edges of your eyebrows straight down the middle of your nose, to each side of your nostril. This will push back the broken or bumped area and in effect hide it. Should you want, you can also dust some translucent powder on this as well.

## Things to remember

Nose contouring is best suited for night occasions and parties, as the generally dim and soft lights work well to support the nasal illusion you have worked hard to create. However, nose contouring during the day requires detailed care, as daylight is usually harsh and unforgiving to makeup.

- **Blend well** - Makeup on the nose and around it needs to be blended very well. This is crucial as natural light is prone to expose your attempts at corrective contouring should your highlighter or shader not be well blended with your overall face foundation. In such cases, your nasal flaws may become even more obvious.
- **Don't limit yourself to the nose alone** - When we talk about nose contouring, it is good to remember that whatever makeup you use on the nose, you need to start from the inner corners of the eyebrows and extend it till the end sides of the nostrils, as this whole area comprises the nose for makeup purposes. If you are using two shades of foundation in this area, then both need to be blended seamlessly or else their application lines will be visible.
- **Stay shine-free** - Another common problem that makes most nasal flaws obvious is a shiny nose, as it immediately draws undue attention to itself. The only solution to this is to ensure that you stay shine free. For this, you must never moisturize your nose before applying makeup, as it obviously tends to make you sweat. Another solution to the problem of a shiny nose is to

frequently powder your nose as loose powder is known to absorb all the excess oil. Also, when you buy foundation, highlighter and a dark powder for shading, ensure that you buy their matte counterparts and not the glossy or shiny versions, as they could prove counterproductive to you.

- **Use translucent powder** - Irrespective of the shape of your natural nose and the corrective contouring you do on it, remember to always dust some powder on it once finished. This is because good quality, well matched transparent powder is known to hold the makeup in place and set it in a way that it stays the same for a long time.
- **Draw attention to your eyes or lips** - Another good idea to ensure that no one catches your nasal contouring is to draw attention to some other part of your face, such as your lips or your eyes. Highlight one of them in flattering shades and hues and blend them well with the overall foundation on your face. This age old makeup trick works well because it is so simple and easy and ensures no one examines your attempts at nose contouring too closely. Broken or snub nose; feel free to experiment with smoky eyes, metallic eye shadows and hot lip colors that draw attention above and below your nose.

## Chapter 29: Corrective Contouring on Different Jaw Lines



Over the years, there have been numerous studies conducted on the human jaw. Many scientists believe that the shape and size of your jaw says a lot about your personality and character. For example, if you have a small jaw it is believed that you are sophisticated but demanding.

While such comments and observations have no real scientific proof, you don't need science to explain the crucial role your jaw plays to enhance your facial features. Your jaw line is considered the most subtle, yet defining feature of your face as your face rests on it, literally! When you think of face makeup, you simply must factor in your jaw line.

### The Jaw line is a dead give away

Most women suffer from jaw lines that they feel are not well defined or don't suit their face shape. Makeup experts agree and point out that a well-defined jaw line can do wonders for your face, lifting it and even shedding years off your face. It gives your face a structure that stands out and draws attention to it.

Many women don't know this but apart from the corner of our eyes, it is our jaw line that starts to show signs of ageing the fastest. As a result, most women find their jaw lines sagging or drooping, and changing their face structure.

Weight gain is another malaise which is immediately reflected in the jaw line. It is common to see women's faces change over a period of time on account of a double chin or the emergence of cheeks. For a woman, her jaw line can be an immediate give away as it can betray your age and your actual weight in one glance.

While clothes can hid your body weight and basic makeup can camouflage your wrinkles and freckles that come with age, your jaw needs more attention and requires more than simple makeup. Corrective contouring is one such successful way of rectifying the ageing and weight issues faced by your jaw line.

## Corrective contouring is a good way to restructure your jaw line

Today, makeup experts swear by this method and recommend it over surgical procedures such as facelifts and Botox injections. They believe that while you can fight the process of ageing, you can never really beat it.

The best way forward is to make the best possible use of the jaw line you are gifted with and camouflage it to look your best. Corrective contouring is a method/technique of applying advanced makeup which essentially uses shadow play and shading to create the desired effect on the face.

## Establishing your jaw shape

To become an expert at corrective contouring on the jaw line, you first need to examine your jaw line and establish what kind it is. While physiologists have categorized jaw shapes based on human evolution and the placement of teeth, makeup experts have categorized jaw lines in a simpler manner.

For makeup purposes, you need to stand straight in front of a mirror and examine your jaw line carefully. Take a red lipstick color and trace its shape in the mirror, to realize what shape it is. This can also be achieved if you can get someone to take a few side profile shots of your face and then examine those carefully.

Generally, the most common kind of jaw lines that women have is narrow jaw, square/broad jaw, weak jaw and oval jaw. Since a woman's natural jaw shape may not suit her overall face, corrective contouring can help women get the jaw line they desire.

The following items from our [Makeup Kit](#) will be used in the practical videos:

- 127 Blush Brush
- 6 Color Pressed Powder Palette
- 10 Color Blush Palette- neutral
- 10 Color Eye Shadow Palette- neutral
- Tissues

## Broad and narrow jaw

If you have a very broad jaw, then the best way to mute it is to apply a darker shade of blush or a bronzer on the sides of your jaw, as these are usually the areas that come across as the heaviest. Such smart contouring works wonders to create an illusion of a shorter and smaller lower jaw area and a larger and wider upper face, that balances out well. On the contrary, if you have a narrow jaw that you want to make appear broader, then use a lighter shade of foundation or blush on the same area to highlight it, as it will then give you the opposite effect of a broad jaw.

## Corrective Contouring on a Broad Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

If your client's jaw line is broad, then the main purpose is to make it appear smaller and shorter, so that it does not come across as heavy.

Step 1: Take your 127 Blush Brush and dip it either into a dark shade of powder/blush/bronzer. Apply this color at the sides of your client's jaw, taking it upwards till right next to her ears. This will give the illusion of a shorter or smaller jaw area and a larger and wider upper face.

## Corrective Contouring on a Narrow Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

The main purpose here is to make your client's jaw line appear broader.

Step 1: Take your 127 Blush Brush and dip it into a lighter shade of foundation/blush. Apply this color at the sides of your client's jaw line and take it upwards till right next to her ears. This will create the illusion that her jaw line is broader.

## Square, round or triangular jaw

It has been proven with age that your jaws keep growing in size and as a result most women end up with a square jaw line, which tends to make them look older than they actually are. Your face could be any shape, but if your jaw is too square, too round or rectangular then it is clearly not proportionate to your overall face, needing correction. For women with such prominent jaw lines, muting their jaw line is a must.

This can be best achieved by applying a darker shade of foundation on the most prominent part of your jaw line. This could be on the sides of your face or near the chin or even near the ears. The idea is to pull back

what is jutting out, and a dark shade of foundation can help you create the illusion of a shadow falling on that particular part, muting its visibility to a larger extent and making it appear slightly oval.

## Corrective Contouring on a Square Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

The main purpose is to soften your client's jaw line by hiding all the prominent parts.

Step 1: Take your 127 Blush Brush and dip it into a darker foundation/blush/powder color. Apply this color at the sides of your client's face (jaw line) where the jaw is the most prominent. This will push the sharp accentuated corners inwards, softening her jaw line.

## Corrective Contouring on a Round Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

The main purpose is to make the client's jaw line appear more oval and not so round in shape.

Step 1: Take your 127 Blush Brush and dip it into a darker shade of bronzer/blush/foundation. When you are using a darker shade of foundation, then it is best to apply it with your 125 Foundation Brush. Apply this color at the sides of your client's jaw line, starting just next to her chin and applying it to the outside corner of her jaw.

Step 2: Wipe the brush with a clean tissue.

Step 3: Finally, take the same brush and apply a lighter foundation/powder/eye shadow color onto her chin. This will create all the right angles and make her face appear less round.

## Corrective Contouring on a Triangular Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

The main purpose is to bring the client's jaw line in balance with the rest of her face, by softening the chin area and making it appear slightly oval.

Step 1: Take your 127 Blush Brush and dip it into a darker shade of powder/foundation/blush. Apply this color onto her chin area. By doing this, you will "push" or hide your client's prominent chin.

Step 2: Wipe the brush with a clean tissue.

Step 3: Then take the same brush and apply a highlighting color on the sides of her jaw line. This will bring these areas forward by accentuating them.

## Weak Jaw Line

If you suffer from the presence of jowls then using a light powder/eye shadow usually works well to accentuate your jaw line. The best way to cover the entire jaw line is to use a soft angled brush and dust it lightly on the entire line of the jaw. Once done, ensure that your blush has settled and blended seamlessly with the foundation underneath it.

## Corrective Contouring on a Weak Jaw Line Practical Video

[Click Here to Watch the Practical Video](#)

The aim here is to create a jaw line which otherwise cannot be seen.

Step 1: Take your 127 Blush Brush and dip it into a lighter shade of powder/bronzer/foundation. Apply this color over your client's entire jaw line.

Step 2: Wipe the brush with a clean tissue.

Step 3: Then take the same brush and apply a darker shade of powder/bronzer/foundation just underneath her jaw line.

## Oval jaw

If your face is long in shape then an oval jaw line would hardly suit you well, as it would give your face an even longer and pinched look. Just note that the oval face (consisting of an oval jaw) is the ideal face shape and do not need any corrective contouring but if your client wants this done then the aim is to make it slightly square. To square your jaw line using corrective contouring, you will need a bronzing powder that is two shades darker than the area under your jaw line and chin. This shall serve to show a definite, sharp jaw line and square off your chin, giving you the look of a thin but well sculpted face.

## Shading a double chin

A double chin is perhaps the most common cause of concern for plus sized women. The best way to camouflage this is to dust a dark shaded blush along the entire jaw line. Make sure you brush some of this blush underneath the entire chin area as well. Blend this blush with the foundation and makeup you are already wearing and you are good to go. Since you obviously want to hide or shift focus from this area, never use a highlighter on this part of your chin and jaw.

Corrective contouring although simple, is tricky, more so during the day as direct light on the face can easily betray your secret. To ensure your attempt at corrective contouring goes undetected, here are a few tried and tested tricks and tips that promise you the best possible contouring for the jaw line.

- **Get rid of your side fuzz** - To begin with; remove your side burns or your facial fuzz. You can do this at home or in a parlor since easy to use creams and waxing strips are now available especially for this purpose. This exercise helps in two ways; it works to highlight both your cheekbones and your jaw line. Removing your facial hair will lend your cheeks a kind of a hollow look, exposing the lovely L shape of your side face and pushing out your jaw line. After doing this you will be sure to easily identify your jaw line and contour it accordingly.
- **Blend, don't mix** - While anyone can apply basic makeup, not everyone can blend it well. It is this, the process of seamlessly blending different shades of foundation, blushes and highlighters, which is responsible for the success of any corrective contouring attempt. You need to practice shadow play and shading your jaw line as often as you can, because an unblended jaw line stands out like a sore thumb, garnering you unwarranted attention and comments.
- **Don't ignore the neckline** - When we talk about shading the jaw line, it doesn't simply mean the line along its jaw. Corrective contouring focuses on providing a well camouflaged, seamless look so no matter what color highlighter/foundation/blush is used, always make sure that it is blended in. When doing contouring around the jaw line, it should not stop there- the color should also be applied in the under ear area, under the chin and blended into the neck line. If this is not done then your face would end up with an unflattering line showing everyone that you tried your hand at corrective makeup.
- **Keep that hair away** - Always tie your hair before you start the process of corrective contouring on your jaw. Your hair may impede on your vision of the actual length and shape of your jaw line. Even if you have completed your face makeup, always tie your hair or push it back from your neck area, to get the best view of your jaw line. This also ensures you have unrestricted access to your whole jaw line and that your hand can glide smoothly across it.

## Chapter 30: Corrective Contouring on Different Cheekbones

Your cheekbones play a very crucial role in deciding the shape of your face. After your eyes and lips, your cheekbones are the most defining feature of your face, and need to be played up using makeup to get that perfectly sculpted look. Like all other features on your face, your cheekbones too fight the onslaught of age and weight.

Corrective contouring emerges as a viable and practical solution to get the perfect cheekbones that you need as opposed to corrective surgery and cheek implants. Put simply, corrective contouring is a kind of advanced makeup that works to highlight and bring forward the defining areas on your face, especially your cheekbones, while shadowing other areas that are unflattering. Such kind of contouring offers your face a flattering new shape and dimension.



### Locating the area to be contoured

Since your cheeks constitute a large part of your face, it can be tricky to locate the portion that needs to be contoured. To find this spot, simply place the tip of your index finger on the tragus part of your ear. If you don't know what part that is, then you can do two things. First, you can try making a fish face and suck your cheeks in, or second you can make a 45° angle between your lips and your ear. When you keep your finger inclined at such an angle you can feel your cheek bones above your fingers. This then is the area that needs to be contoured or shaded.

### What you'll need

While most people use different cosmetics to contour and chisel their cheeks, there are a couple of cosmetics that are a must. To begin with, a good quality foundation, a highlighter, blush, bronzer, and of course, a flattering powder palette that suits your skin's undertone is a must. Along with this, you will need some sturdy makeup brushes.

## Choosing and applying powder for contouring

Shades of brown powder work the best on most cheeks, especially the ones with grey undertones. Once you have chosen your shade of powder, you need to use a good quality angle powder brush and sweep it across your color palette. Next, angle your brush in such a way that it brushes against the highest part of your cheek where your finger was earlier positioned.

Keeping in mind the 45° angle you had made earlier, firstly move the brush upwards in a straight line. Ensure that the brush movements are smooth and the color simply glides on your cheeks. Continue doing this till you reach the area at the end of your eyebrow. Take the same brush and make circular movements over the line that you have drawn. This technique ensures that the darkest shade of the color is near your eyes and then gets lighter as you move downwards.

However, if you think that the color has become too dark, dust some translucent powder on it to lighten it. Another quick way to do this is to take your foundation sponge and gently “sweep” over the dark area. Remember to factor in the time of day when you are stepping out. This is crucial because day time contouring needs to be more subtle and detailed, as the natural light is bound to reflect off it. On the contrary, contouring your cheekbones for a night event is easier as dull and dim light always flatters contoured cheeks.

For most women, cheek contouring means sucking in your cheeks and applying a darker shade of the contouring powder to the hollows of your cheeks, and a highlighter on the top of the cheekbones. They dust some blush or powder on it to ensure their makeup stays in place. While there is nothing wrong in contouring cheeks this way, you must know that there are different kinds of cheekbones, and each kind requires a different corrective contouring technique.

The following items from our [Makeup Kit](#) will be used in these videos:

- 127 Blush Brush
- XL Face and Body Bronzer
- 10 Color Blush Palette- neutral
- Tissues

## Full cheeks

People with round faces are generally known to have full (not always visible) cheeks, which lend them an air of looking younger for longer. A truly round face is known to have a rounded chin and a short fairly wide

forehead. To make such a face appear slightly oval, you must draw attention and highlight your forehead and the area underneath your eyes that sits just on top of your cheekbones. This helps draw attention to the center of your face. Here, you can use shading on your cheeks and jaw line by using a bronze shade powder or cream foundation, which is likely to suit your skin tone.

## **Corrective Contouring on Full Cheeks Practical Video**

[Click Here to Watch the Practical Video](#)

The aim here is to make the cheeks appear not so full or round. People with round faces tend to have full cheeks.

Step 1: Take your index finger and determine where your client's cheekbones are. To find this spot, simply place the tip of your index finger on the tragus part of your ear. If you don't know what part that is, then you can do two things. First, you can try making a fish face and suck your cheeks in, or second you can make a 45° angle between your lips and your ear. When you keep your finger inclined at such an angle you can feel your cheek bones above your fingers. This then is the area that needs to be contoured or shaded.

Step 2: Take your 127 Blush Brush and apply a dark shade of powder/bronzer/blush just underneath her natural cheekbones.

Step 3: Wipe your brush with a clean tissue

Step 4: Finally, take the same brush and dip it into a light cream, beige or white eye shadow color. Apply this color just above her natural cheekbones.

By doing this, you will create the illusion that she has nice accentuated cheekbones.

## **High cheekbones**

Generally, women with long faces have high cheekbones matched with a deep forehead and a strong sharp chin. Such women should never highlight their cheekbones, as it would only serve to make their face appear even longer. You may however apply a highlighting color just underneath your cheekbones. The goal is to reduce the appearance of its length. Such women should do shading on their cheekbones by simply dusting some blush on the apple of their cheeks. This one trick can help to both widen and shorten the face. When you apply blush on high cheekbones, you must start by applying it closer to the apple of your cheeks, but brush outwards across the face in confident sweeps.

## Corrective Contouring on High Cheekbones Practical Video

[Click Here to Watch the Practical Video](#)

The aim here is to soften the high cheekbones so that they can bring balance to your face. If you have a long face shape, then you are most likely to have high cheekbones and by contouring it ensures that the face do not look longer than it is.

Step 1: Take your 127 Blush Brush and apply a darker shade of bronzer/blush onto your client's cheekbones. The dark color will create the illusion that she does not have such high cheekbones.

Step 2: Wipe your brush with a clean tissue.

Step 3: Then, take the same brush and apply a light eye shadow color just underneath her cheekbones.

## Wide cheeks

Women with pear shaped faces have wide cheeks and a narrow forehead. In such cases, to create the illusion of a well-balanced face, you must highlight your forehead and the area underneath the eyes and on top of the cheekbones. Here, both the jaw line and the cheekbones need to be contoured with a blush in order to minimize and reduce their width. The aim here is to narrow the cheekbones and by achieving this, you must apply the blush/bronzer closer to your nose area.

Women with square faces also face the same problem of having wide cheeks. Therefore, such women also need to follow the same advice of highlighting their foreheads and the crucial area just on top of the cheekbones to take away attention from the 'square ness' of their cheeks and jaw line. For such women, another good contouring trick is to apply blush on the apple of the cheeks alone.

## Corrective Contouring on Wide Cheeks Practical Video

[Click Here to Watch the Practical Video](#)

The aim here is to make your cheeks appear narrower than they really are.

Step 1: Take your 127 Blush Brush and apply a highlighting color on your client's forehead and also just underneath her eyes.

Step 2: Wipe your brush with a clean tissue.

Step 3: Then take the same brush and apply a bronzer onto her cheekbones but apply this color closer to the nose area. Apply the same color at the sides of the jaw line as well. This helps to minimize and reduce their width.

\*You may also want to apply a blush color to the apples of the cheeks as this will provide rosy, glowing cheeks.

## **Corrective Contouring on Narrow Face and Cheeks Practical Video**

[Click Here to Watch the Practical Video](#)

The aim here is to make your cheeks appear broader than they really are.

Step 1: Take your 127 Blush Brush and apply a highlighting color at the top of your client's cheekbones.

Step 2: Wipe your brush with a clean tissue.

Step 3: Then, take the same brush and also apply a bronzer on her cheekbones but right next to her nose. By doing this, it will broaden your client's cheeks and make it look less narrow.

## **Things to remember**

- First, investing in good quality branded makeup products is a must to achieve the desired facial contouring you need. This is because poor quality cosmetics often look different in the palette and then how it reflects on the face.
- Invest in good quality brushes. Natural hair brushes are the best option to go for. Also keep a facial sponge handy for blending.
- The key to achieving good corrective contouring lies in brush strokes. While applying contouring powder, you must ensure that there is not too much powder on the brush as once on your face, it is difficult to remove it without messing up your makeup. The best solution is to dab your brush in the contouring powder, and gently tap it against the color palette or your hand before applying it on your face.

- Irrespective of which way, upwards or downwards you move your brush, your strokes have to be absolutely soft and smooth, as the best cheek contouring can be achieved only if the chosen color glides on to your cheeks giving them a natural glow. The brush must always be held at a 45° angle and be used in light, circular movements across your cheeks. Should you hold the brush hard or apply too much pressure it would adversely affect the end result.
- Contouring makeup is available in different textures, but makeup experts all over the world generally prefer to use a powder version of it as it mixes and matches well with base makeup like foundation and concealer. It also blends well with any and all textures of complementary makeup. It is particularly good for amateurs trying corrective contouring for the first time.
- Lastly, it is always a good idea to dust some translucent powder on your whole face, after you have achieved your look. This ensures that your contoured makeup stays in place, despite sweating, to ensure great and sculpted cheeks all day long.

## Chapter 31: Corrective Contouring on Different Forehead Shapes

The shape and size of your forehead is an important detail in corrective face contouring. While most women often ignore and take their foreheads for granted, many never bother applying any makeup to it and others spend their lives obsessing over the shape and size of their forehead and devising ways to hide it.

Irrespective of which category you fall in, you simply must understand the importance of a proportionate and well contoured forehead, and its overall contribution to your facial beauty. Since your forehead, to a very large extent, decides the overall shape of your face, you must begin by finding out the exact shape of forehead you are gifted with. Here are some commonly occurring foreheads, their features and the best practices in corrective contouring of their particular flaws.



The following items from our Makeup Kit will be used in these videos:

- 125 Foundation Brush
- 5 Liquid Foundations
- 127 Blush Brush
- XL Face and Body Bronzer
- 10 Color Blush Palette- neutral
- Tissues

### Wide forehead

Generally, women with heart shaped faces have wider temples and foreheads. If you are one of them, then to get an overall balanced look, you need to focus on the temple area of such a wide forehead, shading it well. This shading needs to be balanced by highlighting the center of your forehead and the bridge of your nose.

Such precise, corrective contouring helps to make your face optimally oval and proportionate in viewing. Similarly, for women with a round face who have a broad forehead, highlighting the center of their

forehead is a good idea. Such women should also contour the sides and temples of their foreheads to give their face an overall slim look.

## **Corrective Contouring on a Wide Forehead Practical Video**

[Click Here to Watch the Practical Video](#)

The main purpose here is to make your face optimally oval and proportionate in relation to your nose- and chin- length.

Step 1: Take your 127 Blush Brush and dip it into a darker shade powder/blush. Apply this color at the sides of your client's temples.

Step 2: Wipe your brush with a clean tissue.

Step 3: Finally, take the same brush and dip it into a light eye shadow color. Apply this color in the middle of her forehead and also on the bridge of her nose.

## **A square forehead**

Women with square faces generally have equally wide foreheads, cheeks and jaws. Such women naturally need to draw attention to the center of their face. To achieve this, you must highlight the center of your forehead along with the area over your cheekbones as this shall serve to pull attention to the center of your face.

Along with this, you also need to contour your hairline and the corners of your temples to draw attention away from the sharp corners of your face. Such contouring helps make your face appear beautifully oval.

## **Corrective Contouring on a Square Forehead Practical Video**

[Click Here to Watch the Practical Video](#)

Step 1: Take your 127 Blush brush and apply a light eye shadow color onto the middle of your client's forehead and just underneath her eyes (on top of cheekbones).

Step 2: Wipe the brush with a clean tissue.

Step 3: Then take a darker shade of blush or powder and do shading around her hairline and the sides of her temples. This will help draw attention away from the sharp corners of her face.

## A high forehead

High foreheads are generally found on women with long faces. With long shaped faces you must never highlight any feature as it would be a self-defeating exercise, considering it would only serve to make your face look longer and sharper than it already is. The only area where you may apply a highlighter is onto your cheekbones, while applying a darker shade blush just underneath it. This will create the perfect angles for the face and draw the attention away from the length of it.

Do shading on both your chin and the top area of your forehead (around your hairline) in order to make your face appear slightly shorter and wider than it naturally is. To further balance the length of your face, add a flattering shade of blush powder just underneath your cheekbones.

## Corrective Contouring on a High Forehead Practical Video

[Click Here to Watch the Practical Video](#)

The aim here is to make the forehead appear shorter in length.

Step 1: Take your 127 Blush Brush and gently dip it into a darker shade of powder or blush. Apply this color around your client's hairline and chin area.

Step 2: Wipe the brush with a clean tissue.

Step 3: Take the same brush and apply a neutral blush color just underneath her cheekbones.

Step 4: Wipe the brush with a clean tissue.

Step 5: Finally, take the same brush and apply a highlighting color onto her cheekbones.

By doing the above technique, you will make this face shape appear slightly shorter and wider than it really is.

## A narrow & tapering forehead

Women who are blessed with an oval shaped face generally have a narrow forehead, chin, and broad cheeks that give them a well proportionate, natural look. While there is usually no need to contour such a symmetrical face, as most makeup styles suit such a face, you can always use some bronzer on the temple area of your forehead and just under your cheek bones to highlight and draw attention to these flattering areas.

Similarly, if you have a triangular or pear shaped face, then you are more than likely to have a forehead which is likely tapering and narrow. Such women should highlight the Centre of their forehead, along with the bridge of the nose, to give themselves the look of a slightly broader and well-defined forehead.

## Corrective Contouring on a Tapering Forehead Practical Video

[Click Here to Watch the Practical Video](#)

Women with triangular or pear shaped faces normally have a tapering forehead.

Step 1: Take your 127 Blush Brush and dip it into beige, cream or white eye shadow color. Apply this color at the sides of your client's hairline and temples. This will create the illusion that the client has a wider forehead.

Step 2: Wipe your brush with a clean tissue.

Step 3: Then take the same brush and apply a darker shade of powder/blush around her jaw line.

## Corrective Contouring on a Short Forehead Practical Video

[Click Here to Watch the Practical Video](#)

The aim here is to bring the forehead in perfect balance with the rest of the face by creating the illusion of a higher forehead.

Step 1: Take your 127 Blush Brush and dip it into beige, cream or white eye shadow color. Apply this color around your client's hairline and also at the sides of her temples. This will create the illusion of a forehead that is not so short.

## Tips on contouring your forehead

There are a few things need keep in mind while contouring your forehead. For the purpose of makeup application, your forehead extends from the area above your eyebrows and goes on till your hairline. It includes the temples on the sides of your forehead and can extend up to the thin area on the sides of your eyes as well.

When you begin to apply any kind of contouring makeup such as a bronzer or blush on your forehead, you need to start right above your eyebrows and should extend the contouring right till the end of your hairline. This whole area should be well blended or else demarcation lines would be clearly visible on your forehead once you step out.

When using a bronzer it is recommended to always use a powder based one. While there are numerous kinds, types, brands and textures of bronzers in the market, powder based ones are considered the easiest to handle, apply and to mix and match with your everyday makeup of foundation and blush.

Should you be allergic to powder based cosmetics, then you can always opt for a matte texture bronzer, which is known to give better results than its cream or mousse counterparts. Remember to use the same bronzer that you have used on your forehead on other parts of your face as well, such as your cheekbones. This is because different shades of bronzer on the same face may not come across as intended.

## Blending on the forehead

It is generally thought that blending makeup is very easy and straightforward, given the relatively large area that the forehead covers. While this is true to a certain extent, attention still needs to be paid to detail. For example, if you have a long forehead, then you need to begin by dotting your foundation or contouring powder about half an inch under your hairline. The chosen contouring medium should always be a softer or bolder shade than the shade of your daily wear foundation.

On the forehead, you can use either a brush or just your index finger to blend your contouring medium in a downward, sweeping motion. While applying such shading on your forehead, you must avoid straight strokes at all costs, as these serve to make the makeup very obvious and visible. Similarly, if you are struggling with a wide forehead you need to apply small amounts of your contouring powder or cream onto the sides of your forehead and along the temple. In such a case you need to brush your makeup towards the center of your forehead and in upward, subtle and light strokes to give your forehead a longer and thinner look.

## Experiment with your hair

Another solution of dealing with a forehead that is too wide or narrow, is to experiment with different haircuts and hairstyles that work well to camouflage your forehead discrepancies. For example, experts generally suggest maintaining a fringe haircut, if you have a long forehead or to leave your forehead open (no fringe) should you want to camouflage a small forehead. However, should you have a wide forehead you should never comb your hair back, as that would make your forehead even more visible and obvious.

## Highlight other facial features

A way of drawing attention away from an unflattering natural forehead is to play up other flattering features of your face such as your eyes, cheekbones and your lips. For example, to take away focus from a very narrow and small forehead you can always use stunning eye makeup, give your lips a glossy makeover or even better flaunt well defined, chiseled, rosy colored cheekbones.

## Define your eyebrows

Another way to draw attention from a problematic forehead is to ensure that you always have eyebrows that are well plucked and defined. Such chiseled eyebrows work to provide a visual break between the eyes and the hairline. Even to such an extent that people looking at you often tend not to notice your forehead or its shape. Team these eyebrows with well blended and colored eye shadow on the upper eyelids and no one is bound to notice your tiny or broad forehead.

## Use powder to set

As with all makeup, always dust some translucent powder onto your whole face especially your forehead as this ensures that your attempt at shading and highlighting stays in place and doesn't smudge every time you touch it or reach for your hair. The best way to apply such powder is to use a clean face puff or natural hair powder brush.

## Camouflage with fun accessories

If all else fails, you can always depend on numerous fashionable cool accessories to combat your forehead size. In some cases, you can choose funky cool summer hats that serve to cover a wide forehead or you

could try tying colorful scarves around your forehead. You can also use or weave in artificial hair such as an attractive set of colorful curls that cascade down your forehead, hiding it.

## Chapter 32: How to Apply Eye Shadow on Green Eyes

It doesn't matter if you are born with green eyes or if you have deliberately chosen green contact lenses to draw attention, in either case, having green eyes is a blessing. This is because green eyes or cat eyes can make you look stunning. The trick is to play up your green eyes in such a way that it is flattering to both, your face and your overall personality. Women gifted with green eyes always have to be careful not to underdo or overdo their makeup.



### The importance of primer and base

When it comes to doing eye makeup, certain things need to be paid attention to. To begin with, always wash your face well with a mild face wash and pat dry. After this, apply a good quality primer. This primer should be applied from the lash line all the way along to the eyebrow bone. After this, it is important to apply foundation as well as translucent powder. This will ensure that the eye shadow “sticks” to your eyes and stay on for longer.

Once the primer, foundation and powder are settled in, you need to apply an eye shadow base color like white, beige, peach or champagne, etc. This base also needs to be applied from the lash line till right underneath your eyebrows.

### Choosing the correct eye shadow

Not all eye shadow colors go along with green eyes. Shades of violet and lavender, mixed with reddish or pink hues suit women with green eyes the best. This is because these shades in particular help bring out the natural yellow, golden tint in green eyes. Another way to feature such eyes is to use purple eye shadow, layered with shades of brown or bronze. This color combination draws attention to the bluish tinge in green eyes. Eye shadow colors do not stop there- you can also use gold, peach, deep green, copper, medium pink and apricot. Eyeliners in brown, golden brown, deep purple, steel grey or black make your eyes stand out even more.

Apart from this, your eye shadow should also match your skin tone. Experts suggest experimenting with dramatic colors such as amber, neon shades and jade, but to stay away from yellow hues, such as lemon and mustard, as these make your green eyes appear dull. Another thumb rule is to never exactly match your eye color with your eye shadow. Instead, contrasting these colors is the best.

For example, a light green eye shadow would not look very good on a green pair of eyes, but a turquoise blue one would look very attractive. Shades of silver and grey also make green eyes stand out, but you need to be careful while using these as there is always the danger that your eyes may end up looking too cold.

A smoky look goes well with green eyes, and so does brown eye shadow. However, while applying such shades of eye shadow, be cautious because if your eyes are more hazel than green, then a brown eye shadow would make your eyes look deep-set.

On the other hand, women with green eyes can never go wrong while applying shades of gold, copper and bronze. Remember, makeup for green eyes can never be restricted to any one color as it would either heavily contrast with the greenness of your eyes or make them look incredibly dull. The trick is to layer your eye makeup in such a way that your green eyes come across as striking.

## Applying eye shadow

When it comes to actually applying eye shadow on green eyes, you need to begin by encircling your whole eye socket with a very mild shade of your chosen color, be it purple or plum. You can even apply color around your lashes for a more dramatic effect. This can be easily achieved by using any good quality eye shadow brush. To add a seamless, layered look for your green eyes, you can use a special eye shadow crease brush that helps you blend a darker shade of your eye shadow into the outer corner of your upper eyelids. While in your inner corners of the eye you can use a slightly lighter shade of the same eye shadow. This contrast is bound to draw attention to your eyebrow arches.

To further give shape to your eyes, you can apply some creamy eyeliner into your lash lines. This exercise is known to give structure and definition to the eye shape, again working to bring out the emerald green in your eyes. If you don't want to draw attention away from your eye makeup, then you can choose a neutral shade such as black or brown. Such neutral colors also work to make your eyelashes appear thicker and close set. However, there is no hard and fast rule as to what needs to be applied where, and the best way to find out what suits your green eyes is to experiment.

## Tips and tricks

Ensure that your eyebrows are plucked and well arched so that anybody looking at your face is captured by the well-defined green eyes staring back at them. If you have very thin eyebrows, then it is best to use a brow-pencil to fill them in. The idea here is that your eyebrows should frame your eyes in a flattering way, and also compliment them.

Second, while doing eye makeup always use a primer and base before applying eye shadow. This ensures that your eye makeup stays in place for longer and reflects well on your face. It is also a good idea to use eyeliner, mascara and an eyelash curler, as these cosmetics all work to bring out your green eyes. Also, keep a cotton bud handy to remove extra eye shadow.

Dusting a little waterproof translucent powder on your eyes helps ensure that your makeup stays in place no matter how hot or wet it gets. Since eyes are very sensitive, you need to ensure that all the cosmetics you use on this particular zone are of good quality and are dabbed lightly, rather than rubbed on.

## How to Apply Eye Shadow on Green Eyes Practical Video

[Click Here to Watch the Practical Video](#)

Here are a few tips to keep in mind when applying eye shadow on green eyes:

- Never match your eye shadow with the color of your eyes.
- Brown, bronze, gold, peach, deep green, copper, medium pink and apricot are excellent choices to play around with. So are deep purple, plum, mauve and lilacs.
- Taupe, light apricot and different beiges are excellent choices for a highlighter.
- Eyeliners in brown, golden brown, deep purple, steel grey or black make your eyes stand out even more.
- You can never go wrong with black mascara.

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- Foundation Sponge
- 202 Large Shader Brush
- 229 Detailing Brush
- 207 Angle Eye Liner Brush
- 15 Color Eye Shadow Palette- Neutral, Smoky and Theatrical
- Eyeliner Pencils or Gel Eye Liners

- Eyelash Curler
- Black mascara

Now let's start with the practical...

Please note that the model's eyes are already prepped with primer, concealer, foundation and HD Translucent Powder.

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows neatly in an upwards movement, taking it downwards at the sides.

Step 2: Take your 221 All Over Eye Blender Brush and apply a light beige color all over the eye area. Apply it from underneath your client's eyebrows and take it downwards almost into her lash line.

Step 3: Take the 219 Precision Crease Brush and apply a deep purple or plum eye shadow in the crease of her eyes. Keep your foundation sponge underneath your client's eyes- this will prevent the eye shadow from falling onto her cheeks.

Step 4: Take your 204 Crease Brush and do blending over this eye shadow color.

Step 5: For a dramatic look you may use a black eyeliner pencil to line your client's eyes with.

Step 6: Take your 229 Detailing Brush and apply a black or dark grey eye shadow over the eyeliner that you have applied. This will create a smudged look.

Step 7: Take the eyelash curler and place it underneath your client's eyelashes while her eyes are open. Gently squeeze the eyelashes for 10 - 20 seconds to give them a nice curl.

Step 8: Finally, take black mascara and gently wipe it down the inside of the tube. Ask your client to close her eyes and apply the mascara wand exactly where the eyelashes start. Comb the wand upwards and outwards, making zigzag movements. This will prevent the mascara from forming clumps and also give her eyelashes that desired volume.

## Chapter 33: How to Apply Eye Shadow on Brown Eyes

Brown is the most common eye color in the world. If you have brown eyes, you don't need to feel that they are 'boring' or 'uninteresting'. In fact, brown eye coloring is a great advantage because this shade of eye color lends itself to eye makeup very well indeed. To draw attention to the rich, deep brown hue of your eyes, you can use a good number of shades with your eye makeup. Here are a few points to keep in mind.



### Starting point

As discussed before, remember is to use a good quality primer over your entire eye area. Make sure that you cover any dark circles or puffiness underneath the eyes before moving on to your foundation and loose or pressed powder.

To highlight your brow, use a peach, white, beige or champagne eye shadow and cover the brow bone to lash line area evenly with it. When you finish, your entire eyelid should have a blemish free, even tone that serves as the base for your final eye shadow application. A light shade is used here at first to ensure that your brown eyes get the attention they deserve.

### Suitable eye shadow colors for brown eyes

Brown eyes are very versatile and they look great with nearly every shade of eye shadow. However some shades make them look particularly glamorous. If you like metallics, then you can pick up a copper, gold or bronze shade to give your eyes a mesmerizing look while highlighting the deep richness of your brown irises. Browns are also great choices and they add to the depth of your brown eyes, drawing attention to them instantly. Do remember that if you use brown, then the color of the eye shadow should be a bit lighter than your dark brown eye color and vica versa. If you have light brown eyes then you can use a darker brown eye shadow. This will make your eyes stand out even more. Pinks help the brown eyes stand out without appearing flashy.

If you are opting for an understated look, then neutral color choices are a good option. Among these, pick up brown, peach or taupe to subtly highlight the eyes without making the eye makeup very evident. These eye shadow shades are perfect when you are getting ready for a business meeting where you do not want your makeup to be very obvious. To go a step further and opt for the dramatic look, select blue, brown,

gold, vanilla, gray, black, violet, nutmeg or purple. Pick the deeper hues of these colors to outline your brown eyes perfectly.

One of the biggest advantages of having brown eyes is that you can pull off the dramatic look just as well as you can carry away the subtle one. This makes it incredibly easy for brown eyed beauties to match their eye makeup to their outfit or mood. A smoky eye also looks very nice with brown eyes.

## Match your eye shadow to your skin tone

Keep your skin tone in mind when shopping for your eye shadow. While brown eyes look great with a good number of eye shadow shades, not all of them may work well with your skin tone. If you have warm skin undertones, opt for bronze, green, coral, cream, brown or pink. Women with cool skin undertones should opt for gray, silver, purple, green and blue eye shadow.

Silver metallic shades look good on dark skins. Black and Asian skin tones can carry off intense colors better than light skin. Dark purple usually look great on them but rust and lilac are not great choices.

## Unsuitable eye shadow colors for brown eyes

While brown eyes do go well with almost every shade of eye shadow in the palette, there are few that should be avoided. To begin with, remember to pick the three shades (base color, eye lid color, highlight color) from the same family. Blues let your brown eyes stand out but only when they are deep shades or have a gray undertone. Bright blues are best avoided. The same is true of pink. Choose pink shadow with brown or gold undertones to light up your brown irises. Bright pink is simply not a good option for you.

Flat brown shades are not a good choice for women with brown eyes. These make the eyes recede. If your eye makeup is appearing too dark, adding a bit of shimmer is usually a great solution.

Matte shades that are very similar to your eye color are also not the best choice for you. They can give you a dull appearance. While highlight shades that match the flecks in your iris have a dramatic effect, choosing the wrong shade here can be a disaster. Deep black should be substituted with charcoal or blue-grey whether you are using the shade with your highlighter or your eyeliner pencil. The lighter shade accentuates the golden glow of your brown irises and keeps your overall eye makeup from appearing too dark.

## General tips for brown eyes makeup

Apply a highlighting color over the entire eye area. Sweep the chosen eye shadow either on the eyelid or in the crease of the eye. Use a darker shadow to line the eyes to make them look bigger. Otherwise, you can simply use an eyeliner pencil to draw a fine line close to the lash lines. If an eyeliner pencil is your choice, then pick up golden browns, bronze, deep blue, dark gray or different shades of brown. Charcoal black liner applied slightly thicker than usual makes your brown irises appear lighter and translucent. Metallics and lighter shades make your eye color richer and deeper.

Use primer, foundation and powder before you do your eyelid makeup to ensure that the color stays on all day. The biggest problem with eye makeup is smudging and the primer ensures that this does not happen. Pat the primer gently onto the eyelids before you apply the base color.

White eyeliner applied to the waterline makes your eye appear more open and bigger as well. Pay attention to your brows as they serve to highlight your brown eyes and your eye makeup perfectly. A dot of shimmer to the inner corner of your eyes makes your beautiful brown eyes really pop!

## How to Apply Eye Shadow on Brown Eyes Practical Video

[Click Here to Watch the Practical Video](#)

People who have brown eyes have so many options when it comes to eye shadow colors. Since the pigment of your eyes is already dark, very few colors will clash with it.

Here are a few tips to keep in mind when applying eye shadow on brown eyes:

- Blue, grey, plum, gold, brown, purple, vanilla and shades of violet make your eyes stand out.
- For daytime, keep your makeup soft and lighter than the brown of your eyes and for night-time, opt for darker colors.
- Smoky eyes look great on brown eyes.
- Use black mascara for a stunning, dramatic look.

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- 202 Large Shader Brush

- 229 Detailing Brush
- 207 Angle Eye Liner Brush
- 15 Color Eye Shadow Palette- Neutral, Smoky and Theatrical
- Eyeliner pencils
- Gel Eye Liners
- Eyelash curler
- Black mascara

Now let's start with the practical...

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows in an upwards movement, taking it downwards at the sides.

Step 2: Fill in your eyebrows with the brown color of the Trio Brow Palette.

Step 3: Take your 221 All Over Eye Blender Brush and apply a white, beige or champagne eye shadow color all over the eye area. Apply it from underneath your client's eyebrows and take it downwards almost into her lash line.

Step 4: Take your 204/219 Crease brush and apply a medium brown eye shadow in the crease of your client's eyes. Apply it from the inside corner of her eyes and take it all the way till the end.

Step 5: Wipe your brush with a clean tissue.

Step 6: Take the same brush and apply a dark brown eye shadow at the outer corners of the eye's crease and only until the middle of the crease. Make a "v" shape while taking this color into your client's lash line so that it is in line with the darker color of your crease.

Step 7: Take the 204 Crease Brush and do blending so that the 2 colors blend well together.

Step 8: Take your 229 Detailing Brush and apply a white/champagne eye shadow color at the inside corners of your client's eyes.

Step 9: Use your black eyeliner to line the eyes at the top and bottom. Make sure that the edge of the pencil is not too sharp. A good tip is to sharpen the pencil and to push the point/edge, slightly angled, onto your hand so that it is just right for lining the eyes.

Step 10: Wipe your 229 Detailing brush with a clean tissue.

Step 11: Take this brush and apply black eye shadow over the eyeliner line that you have drawn. This will give a very dramatic finish to your smoky eyes.

Step 12: Take the eyelash curler and place it underneath your client's eyelashes while her eyes are open. Gently squeeze the eyelashes for 10 - 20 seconds to give them a curl.

Step 13: Finally, take black mascara and gently wipe it down the inside of the tube. Ask your client to close her eyes and apply the mascara wand exactly where the eyelashes start. Comb the wand upwards and outwards, making zigzag movements. This will prevent the mascara from forming clumps and also give her eyelashes that desired volume.

## Chapter 34: How to Apply Eye Shadow on Blue Eyes



Much like brown eyes, blue ones also blend well with several shades and this makes it easy for you to experiment with different looks and styles. In fact, brown shades go well with blue eyes and vice versa too. One thing to remember is that different blue eyed women may have irises in varying shades of blue. The eye shadow chosen and also the overall eye makeup should be selected, keeping the specific shade of your

eyes in mind. For example, what looks great for a woman with gray-blue eyes may be slightly heavy for someone with baby blue eyes.

A rule of thumb to keep in mind is that blue eye shadow does not help accentuate your irises. However, there are exceptions to this rule especially when you are using a different shade of blue to complement your eyes or combine the blue with a flattering shimmer color or metallic shade.

### *Suitable eye shadow colors for blue eyes*

Some eye shadow shades play up your blue irises while others draw attention to them in a more subtle way. You should determine the eye shadow palette by keeping in mind the look you want to achieve. Consider your skin tone and hair color as well when picking out the right eye shadow.

Some unusual shades of eye shadow are very flattering for blue eyed women. These include orange based shades that really make your eyes pop. Avoid bright/neon shades if you want to stay away from a bad look. A number of metallic shades work well with blue eyes such as copper, brown, rust, gold, peach, chocolate, bronze and rust. Shades of purple and plum together with grey or light lavender work really well for evening makeup.

If you want a 'cool' look to match your evening gown, then choose pale pinks or pale blues (not the same shade as the irises). To highlight the color of irises and make them seem darker, pick up deep midnight, purple or violet eye shadow.

Greyish- blue irises are best highlighted with a brown eye shadow palette. The medium brown goes at the crease of the eye while a lighter shade is applied over the lid. You can use brown eyeliner or even a black one over your lower lid to define your eyes. Brown is a natural tone that enhances the blue of your eyes

without creating an overly made-up look. This is an excellent shade for both morning and evening makeup. Grey-blue eyes also look stunning when you add a line with a matching grey blue eye liner.

Greenish-blue eyes are best brought out by grey, purple or violet eye shadow fading into taupe towards the crease of the eye. For a stunning smoky eye look, deep blue and grey is the perfect choice.

A black eye liner adds some spice to any of these shades and gives your greenish blue eyes a highlighted effect. But it could easily turn overly dark, so take care. Turquoise and teal shades that look overly bright on other blue eyes shades work very well with greenish-blue eyed beauties. These bring out the green shade in the irises and make for a stunning look.

A great evening look is a gold shimmer shadow or a silver shadow mixed with dark grey or black. For a natural or nude look, taupe and champagne are a good choice for blue eyes of any shade. Tan or brown is also a good natural shade.

Aqua/turquoise eyes are best accentuated by brown shades. While black is avoidable, dark brown is a good choice for aqua eyes. This eye shade is one of the few that looks good with both silver and gold shimmer/tone.

### ***Match your eye shadow to your hair color***

In general, blue eyed women with red hair look best with brown shades for subtle makeup and dramatic colors like green for a more stunning appearance. Adding a golden glow makes your brown hair light up while giving your eyes the highlight they deserve. Women with baby blue eyes and blonde hair can play with violets and lavenders. Cocoa is also a great choice when you need a more serious look. Gold is a great option for evening time.

Brunettes may try these out as well, but a touch of silver looks really great with dark hair. Opt for silvery blues on the inner corner of the eye and a darker navy blue shade from the lash line to crease. Use a deep blue eye liner for the best effect. A subtle look for brown haired women is achieved with rose gold/peach shadow as the base, chocolate or rich browns in the outer corners and dark brown eye liner. Keep the peach/rose shades light to avoid making your eyes look tired. Black haired women should avoid blue shadows as they look best with shades of brown and coffee.

## ***Unsuitable eye shadow colors for blue eyes***

In general, using the exact same shade of eye shadow as your irises is best avoided as this makes your eyes look lifeless and dull. If you are looking for daytime makeup tips, black eye shadow is not a good choice for blue eyes. It adds too much contrast to your eyes. However in the evening, black shadows can give your eyes the definition they need. If pure black is still too stark for you, add a bright blue shade with the eye shadow and apply a line along the upper lid. With this, you can achieve a classic smoky effect that makes for perfect evening makeup.

If your irises are a darker shade, avoid deep shades and opt for tawny ones instead. Black eyeliner and mascara are best avoided and so are dark grey eye shadows. Reddish or deep pink eye shadows can make some women look tired. These should be avoided especially by women with darker hair. Gold is not particularly stunning during daytime although it is a good option for evening makeup.

## ***General tips on applying eye shadow for blue eyes***

Start your eye makeup with the application of a primer. This absorbs the oils from the eyelids so that the color applied is true and it stays on for a long time. Pick up a light neutral base for the main color shadow you want to use and a darker hue for shading. To highlight, you can also pick up a lighter shade than the main color. Apply the highlighter all over the eye area first, if you are using a light shade for this purpose. The darker shade is applied on the eyelids and taken up to the crease. The liner goes right above the lash line in a thin line. On the lower lid, apply the line starting halfway along the eye moving toward the outer corner.

## **How to Apply Eye Shadow on Blue Eyes Practical Video**

[Click Here to Watch the Practical Video](#)

Blue eyes is such a big blessing to have so just imagine how those baby-blues can stand out when applying the correct eye shadow.

Here are a few tips to keep in mind when applying eye shadow on blue eyes:

- The best shades to use for blue eyes are brown, gold, peach, chocolate, rust and shades of orange.
- Shades of purple and plum together with grey or light lavender work really well for evening makeup.
- Brown or bronze eyeliner works well for day or evening looks.

- Use brown or black mascara

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- 202 Large Shader Brush
- 229 Detailing Brush
- 207 Angle Eye Liner Brush
- 15 Color Eye Shadow Palette- Neutral or Smoky
- Eyeliner Pencils
- Gel Eye Liners
- Eyelash curler
- Black mascara

Now let's start with the practical...

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows in an upwards movement, taking it downwards at the sides.

Step 2: Take your 221 All Over Eye Blender Brush and apply a white, beige or champagne eye shadow color all over the eye area. Apply it from underneath your client's eyebrows and take it downwards almost into her lash line.

Step 3: Take your 204/219 Crease Brush and apply a gold eye shadow in the crease of your client's eyes. Apply it from the inside corner of her eyes and take it all the way till the end.

Step 4: Wipe your brush with a clean tissue.

Step 5: Take the same brush and apply a dark brown eye shadow at the outer corners of the eye's crease and only until the middle of the crease. Make a "v" shape while taking this color into your client's lash line so that it is in line with the darker color of the crease.

Step 6: Take the 204 Crease Brush and do blending so that the 2 colors blend well together.

Step 7: Take your 229 Detailing Brush and apply a champagne eye shadow color at the inside corners of your client's eyes.

Step 8: Use your black eyeliner to line the eyes at the top and bottom. Make sure that the edge of the pencil is not too sharp. A good tip is to sharpen the pencil and to push the point/edge, slightly angled, onto your hand so that it is just right for lining the eyes.

Optional: - Wipe your 229 Detailing Brush with a clean tissue.

Optional: - Take this brush and apply black eye shadow over the eyeliner line that you have drawn.

Step 9: Take the eyelash curler and place it underneath your client's eyelashes while her eyes are open. Gently squeeze the eyelashes for 10 - 20 seconds to give them a curl.

Step 10: Finally, take black mascara and gently wipe it down the inside of the tube. Ask your client to close her eyes and apply the mascara wand exactly where the eyelashes start. Comb the wand upwards and outwards, making zigzag movements. This will prevent the mascara from forming clumps and also give her eyelashes that desired volume.

## Chapter 35: How to Apply Eye Shadow on Grey Eyes

Women gifted with striking features such as grey eyes only have to highlight them to draw attention. This is because colored eyes are in themselves such a strong, defining feature in any given face, that they tend to overshadow any other makeup. Should you or your client also be gifted with grey eyes, the quickest and easiest way to look good would be to highlight them.



### *Choosing a complimentary eye shadow*

Since grey is often considered a neutral color, almost all color palettes go well with it. However, when it comes to doing eye makeup for grey eyes, there are certain shades that flatter them more than the rest. Makeup experts generally swear by the grey on grey look for such kind of eyes and advise that the best way to give your grey eyes the attention is to use eye shadows in shades of deep brown, black and deep grey.

The inherent darkness of such dark shades works to draw out the white portion in grey eyes, making the eyes appear big and bright. Metallic colors like coppers and bronzes too look lovely on a pair of grey eyes, and so do contrasting colors such as ivory, white and purple. While attempting to do up your grey eyes, ensure that the chosen color palette also compliments both your skin tone and hair color. This is because irrespective of which facial feature you are highlighting, ultimately the makeup you use should come together and go well with your personality and clothing style.

### *The smoky eye look*

A smoky eye look is very easy to achieve and looks particularly flattering on grey eyes. The biggest misconception about such a classic look is that it generally involves using dark and darker shades of a certain color. However, this is only partly true because the key to achieving a great and flattering smoky eyed look lies in seamless and thoughtful layering of complimentary shades of eye shadow, light or dark. Although we've covered the Smoky Eye Look in detail earlier, here is a quick routine when doing it on grey eyes.

Makeup experts essentially point out that you need a minimum of three eye shadow colors to create the perfect smoky eye look. These three eye shadow shades can be classified as a highlighter, a medium tone shade and lastly a contouring eye shadow shade. Generally speaking, the highlight color acts as a base and therefore is generally of flesh color, with perhaps a dash of shimmer. The medium tone color, on the other hand, should be a shade or two darker than the skin or highlighter shade and preferably of matte texture.

Start by applying the highlight color to the eyebrow bone till the duct of the eye. Next, you need to apply the medium tone color all the way from your lash line to the crease line of your eye and fuse it seamlessly with the highlighter already applied in the area. Let this application rest for a while. Begin by applying the contour color from the lash line, blending it in short strokes upwards towards the creases of your eyes so that it looks like the same shade of color is shifting from lighter to darker across your eye. Here, you should ideally use your index finger to gently smudge this contour color along your lower eyelashes as well.

To finish a smoky eye look, apply a dark colored black or brown eyeliner and mascara to present the illusion of well-spaced, long and combed lashes. Such a classic smoky eye effect works the best for women who have small, deep-set eyes and grey eyes, as it tends to define their eyes even further. However, there are a few pointers you must keep in mind when trying out the smoky eye look.

### ***Never rub makeup***

Always remember that the under eye area is highly sensitive and thin, and any kind of makeup application in this area needs to be done with a soft hand and an even softer brush. Never rub in any makeup in this area, always glide it on or dust it on using a good quality eye makeup brush.

### ***Don't cake-up your makeup!***

Since the under eye area is gentle and thin, it simply cannot take any kind of cakey makeup or too many layers of it. For example, too much eye shadow or hurried layering application of eye shadow in this area is bound to cause your eye shadow to flake or crease, leaving you with a very unflattering look. The best way to avoid something like this happening is to apply makeup in this area softly with feather like strokes.

# How to Apply Eye Shadow on Grey Eyes Practical Video

[Click Here to Watch the Practical Video](#)

Here are a few tips to keep in mind when applying eye shadow on grey eyes:

- You can use eye shadow colors that are in a darker variant than your eye color.
- You can use complimentary colors such as deep brown and purple for a dramatic night time look.
- You can use the same eye shadow colors as those for people with blue eyes, but can wear pebble, pearl and bronze as well.
- Dark brown or black eyeliners give the eyes more definition.
- Use black mascara as this will bring out the color of your eyes the best.

The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- 229 Detailing Brush
- 207 Angle Eye Liner Brush
- 15 Color Eye Shadow Palette- Neutral, Smoky and Theatrical
- Eyeliner pencils
- Gel Eye Liners
- Eyelash curler
- Black mascara

Now let's start with the practical...

Step 1: Take your 212 Spoolie Brush and comb your client's eyebrows in an upwards movement, taking it downwards at the sides.

Step 2: Take your 207 Angle Eyeliner Brush and dip it into a light brown eye shadow color and apply it from the beginning of your client's eyebrows and take it all the way to the end of the eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply a white, beige or champagne eye shadow color all over the eye area. Apply it from underneath your client's eyebrows and take it downwards almost into her lash line.

Step 4: Take your 204/219 Crease brush and apply a bronze eye shadow in the crease of your client's eyes. Apply it from the inside corner of her eyes and take it all the way till the end.

Step 5: Wipe your brush with a clean tissue.

Step 6: Take the same brush and apply a dark brown eye shadow at the outer corners of the eye's crease and only until the middle of the crease. Make a "v" shape while taking this color into the lash line so that it is in line with the darker color of the crease.

Step 7: Take the 204 Crease Brush and do blending so that the 2 colors blend well together.

Step 8: Use your black eyeliner to line the eyes at the top and bottom. Make sure that the edge of the pencil is not too sharp. A good tip is to sharpen the pencil and to push the point/edge, slightly angled, onto your hand so that it is just right for lining the eyes. Use an ear bud to rectify the eyeliner.

Optional: - Wipe your 229 Detailing Brush with a clean tissue.

Optional: - Take this brush and apply black eye shadow over the eyeliner line that you have drawn.

Step 9: Take the eyelash curler and place it underneath your client's eyelashes while her eyes are open. Gently squeeze the eyelashes for 10 - 20 seconds to give them a curl.

Step 10: Finally, take black mascara and gently wipe it down the inside of the tube. Ask your client to close her eyes and apply the mascara wand exactly where the eyelashes start. Comb the wand upwards and outwards, making zigzag movements. This will prevent the mascara from forming clumps and will also give her eyelashes that desired volume.

## Chapter 36: How to Apply Makeup on Mature Women

Regardless of what type of skin you had as a teenager, as you progress in age, you will realize that the elasticity, glow and color of your skin have started to change and fade. For this reason, mature women over the age of 40 should take extra care and precautions to ensure they continue enjoying healthy skin.



All you need to do is to invest a little time in yourself, particularly in your skin care routine, and use makeup in a smart yet subtle way. This ensures that all those tell-tale signs of age are successfully and easily camouflaged. Giving you an overall elegant and sophisticated look, smart makeup compliments your mature personality and reflects well with your dressing sense.

The march of the years is bound to leave behind a number of signs that are sure to let the cat out of the bag. The good news, however, is that makeup can be a mature woman's best friend, should she know how to use it and not abuse it. Given below are certain commonly occurring signs of age, and certain tried and tested makeup tips and techniques that can help mature women camouflage or subdue their appearance.

### ***Dark circles and skin pigmentation***

As you age, you tend to sleep less, worry more, wear spectacles etc.; all habits that tend to stress your eyes, leaving dark patchy skin under your eyes, commonly referred to as dark circles. Makeup experts suggest that since the underlying eye area becomes thinner and more delicate with age, mature women should opt for a good quality liquid foundation and concealer that matches well with their overall skin tone.

Using light feathery strokes, you must blend the concealer until it camouflages those dark blue and black sites of pigmentation.

### ***Fine lines and crow's feet***

Most women start developing wrinkles, fine lines and crow's feet under and around their eyes around the age of 30-35. Trying to cover such crow's feet using too much eye shadow or eye makeup can look

disastrous. If not applied carefully, such powder textured makeup tends to settle in the creases of your crow's feet and wrinkles, accentuating them rather than hiding them.

The best solution then is to apply light makeup in this delicate area, using gentle strokes of a soft brush or even your index finger. In this area of your face, any and all makeup that you apply has to simply glide on. Anything applied with a heavy hand or pressure will only work to highlight these facial flaws.



### *Age spots and freckles*

Years of time spent in the sun often catches up with mature women in the form of freckles and age spots. The worst thing about these two adverse skin manifestations is that they are generally difficult to hide and they can appear anywhere and everywhere on your face. The only

way that you can successfully camouflage them is to use a quality primer all over your face so that it acts as a barrier between your natural skin and the makeup you're about to apply. Once applied, you need to wait for this primer to partially dry before applying concealer on it.

Then apply your liquid foundation. Let the foundation settle and then apply some color correcting concealer on those age spots and freckles that are still peering from under the foundation. Here, you must blend your foundation and concealer seamlessly with short strokes of your finger, or you could even use light, outward brush strokes if using a powder texture concealer. However, should you only have a couple of age spots and freckles that need covering, you can always choose to do spot application using a concealer stick and skip the whole primer, foundation, concealer rigmarole.

Lastly, you can dust some translucent loose powder all over your face to ensure that your makeup stays in place the whole day. While the market is flooded with numerous kinds and textures of such basic and essential face makeup, for mature women the best option is mineral-based makeup/mineral liquid foundation as it is light on the skin.

### *Drooping eyelids*

With age, everything on your face sags, including your eyelids, giving you a perpetually sleepy or disinterested look. A good makeup trick to combat droopy eyelids is to apply your favorite eyeliner only to your upper lids. Start by applying your eyeliner from the centre of the lash, taking the line onto the outer corners of your eyes giving them the much needed, slightly lifted look that compliments your face.

However, you need to keep in mind that you must use a light hand while applying your eyeliner, as a thicker application of such eyeliner can accentuate your droopy eyelids further. Similarly, some mascara and an eyelash curler can both be applied only to the upper eyelashes to give them an illusion of being longer and thicker.

## ***Dark lips***

Years of lipstick use slowly start turning your lips a shade darker and thinner. Mature women should stay away from dark shades of lipstick as it generally doesn't flatter their thin lips. Instead, such women should stick to colors and shades close to their natural lip color such as those in hues of pink and rose.

Choose a matte texture over a shiny one, and try using lipsticks which have balms or moisturizers in them as these shall ensure that your lips stay hydrated and don't lose their color. And as always, mature women need to be extra cautious about matching their lip color to their overall makeup, their skin tone and the clothes they are wearing.

## ***Sagging skin***

The most commonly affected area on your face is usually your chin which tends to create loose and sagging skin. Most women hate this, and many choose to go under the knife or undergo invasive surgeries such as facelifts. However, you can always save yourself the time and money by choosing to use corrective contouring makeup that camouflages and hides your sagging skin in this area.

Such corrective contouring makeup is known to use creative shading and highlighting techniques to hide all the unflattering features of a mature woman's face, giving her a virtual facelift. The best way to hide such sagging skin is to apply a darker shade of powder/blush/foundation just underneath your chin area and also at the sides of your jawline.

## ***Thinning eyebrows***

As with skin, your hair too becomes thin with age and as a result, mature women tend to lose hair not just from their head but also from their eyebrows. To make your eyebrows appear thicker, mature women should choose to use good quality eyebrow pencils and eyebrow brushes that can help create the illusion of a thicker and natural eyebrow. Such thinning or sparse eyebrows should not be plucked with tweezers, and should instead be filled in using any commonly available brow powder or pencil.

While the above mentioned tips and techniques can help you hide skin flaws that appear with age, the best way to fight them is to prevent them or minimize their appearance. Keeping this in mind, here is some good advice on how to keep your skin looking healthy and glowing beyond 30.

### ***Buy and use only quality makeup***

Mature women should stick to using light mineral-based makeup or the light reflecting kind of makeup that is known to lend a subtle, natural glow and a softer feel to their face which complements their mature age. Also, liquid and matte textures are best suited for mature skin. Powder makeup is also good, but only for certain areas of the face such as your eyes but even here it needs to be applied sparingly. Powder makeup has an annoying tendency of accumulating in the creases or fine lines of a mature face, making them more pronounced and obvious.

### ***Never abuse makeup***

For mature women, less makeup is always more. For such women, what matters is not what kind of makeup you apply, but how and where you apply it. Mature women have delicate skin that is thinner and cannot take the onslaught of layers and layers of makeup. Caking up makeup on such thin skin can really give you a bad case of breakouts and acne if you are not careful.

The trick to applying such makeup is never to overdo it or abuse it. Instead, mature woman should use such makeup sparingly and in a smart way to highlight only their best facial features. Also, mature women should trade in the use of gloss and shimmer for some light reflecting makeup that gives their skin a subtle, natural looking glow great for both day wear and night use.

### ***Develop a healthy skin care routine***

As a teenager, you may take your skin for granted, but as you age you simply cannot do so anymore. To ensure your skin stays healthy and retains its natural glow over time, you need to invest some time and focus on developing a good, daily skin care routine that involves the daily cleaning, scrubbing, toning, use of a suitable mask and lastly moisturizing your skin. Along with this, you need to ensure you get at least 6 hours of deep sleep, stay out of direct sunlight and drink as much water as possible.

A healthy skin has a natural glow and soft feel to it, which no amount of makeup can ever compensate for. Another important component of a healthy skin care routine is to remove all makeup before going to bed and wash your face first thing in the morning and at night. Don't forget to make sunscreen an essential

part of your day care routine as regular use of a good quality sunscreen is bound to protect and nourish your skin, keeping it supple.

## How to Apply Makeup on Mature Women Practical Video

[Click Here to Watch the Practical Video](#)

The main purpose of this video is to show you the correct application of makeup on mature women and exactly what products to use on them.

The following items from our [Makeup Kit](#) will be used in this training video:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette
- Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundations
- Stainless Steel Mixing Palette and Spatula
- 2 Cream Foundation Quads
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- 202 Large Shader Brush
- 229 Detailing Brush
- 207 Angle Eye Liner Brush
- 15 Color Eye Shadow Palette- Neutral
- Eyeliner Pencils
- Gel Eye Liners
- Eyelash Curler
- Black mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- 316 Lip Brush
- 10 Color Lipstick Palette- Neutral
- Lip gloss
- Tissues

Now let's start with the practical...

Step 1: Take your primer and squeeze a pea-sized amount onto the palm of your hand. Rub your hands together so that the primer gets spread all over them and apply the primer over your client's face. Begin by

pressing it onto her cheeks, forehead and chin. Also apply a bit of primer over her eyes, but ignore any primer on the mouth area.

Step 2: Examine your client's skin to see if there is any area that needs advanced covering such as dark circles, wrinkles, pigmentation marks, pimples etc. If there is, then you must cover these areas first. A green concealer is handy to use on any red areas such as red veins or pimples, whereas a purple cover stick works well on any yellow areas such as pigmentation etc. An orange concealer is best to use on areas with a bluish tinge such as dark under eye circles/patches. If you just want to even out your skin tone, then it is best to use a concealer color that is 1-2 shades lighter than your normal skin tone.

Step 3: Wipe your brush clean with a tissue.

Step 4: Take 3 similar foundation colors of your foundation Quads and apply it onto her cheekbones directly underneath each other. The Color that disappears on her skin is the correct one to use.

Step 5: Wipe the foundation off your client's face.

Step 6: Take your 125 Foundation Brush and apply the correct color directly from the Cream Foundation Quads.

Step 7: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 8: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 9: Take your 6 Color Pressed Powder Palette and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

Step 10: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 11: Take your 126 Powder Brush and remove any excess powder from your face.

Step 12: Take your Spoolie Brush and comb your client's eyebrows neatly.

Step 13: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Step 14: Take your 207 Angle Eyeliner Brush and dip it softly into the brow powder/eye shadow. Apply the pencil/brow powder/eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which do not need a whole lot of filling in.

Step 15: Take a matte eye shadow color like white, champagne or beige and apply this color with your 221 All Over Eye Blender Brush starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 16: Take your 204 Crease Brush and apply a light brown eye shadow color in the crease of her eyes. You can also use a cream eye shadow if this works well for you. You may apply a darker eye shadow color on the outside corner of her eye's crease.

Step 17: Take the same brush and apply a dark rust eye shadow color on the outside corners of your client's eyes, creating a "v" shape at the ends.

Step 18: Take a brown, black or grey eyeliner pencil depending on your client's eye color. Start by lining your client's eyes. Do the top first, working from the outside to the inside corner of her eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 19: Take your eyelash curler, ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 20: Take your Mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Take your left-hand thumb and gently lift your model's eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

Step 21: Repeat this process 2-3 times until you get the desired look.

Step 22: Also apply mascara onto her lower lashes. If she does not have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 23: Take your 127 Blush Brush and dip it into your Neutral Color Blush Palette. You can opt for a cream blush for a natural look or use a bronzer to give you a sun kissed look. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite to her nose and taking it upwards till the outside corners of her eyes.

Step 24: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take your foundation sponge and lightly swipe it over the applied blush color.

If the previous method is not for you, then you could dab your 126 Powder Brush into HD Translucent Powder and lightly go over that area.

Step 25: Take the blush lip liner pencil and begin to line her lips on the upper or lower lip, taking the line outwards to the corners of her mouth. Repeat this at the top/ bottom.

Choose a shade that is the natural color of her lips or choose a shade that is the same as lipstick color that you are going to use.

Step 26: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 27: Take your 316 Lipstick Brush and wipe it over your chosen lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, you can go a bit darker with your lipstick color.

Step 28: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 29: Take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 37: How to Apply Makeup on Groom

Makeup for the groom has become a common practice for many and therefore you as a makeup artist should know how to make a groom look at his best for the wedding while keeping it natural at the same time.



The bride will usually ask you if you would be able to do makeup for the groom as well. This is especially important if you want the wedding photos to look absolutely stunning.

The groom will be shy and out of his comfort zone. The best way to make him comfortable is to explain to him that it is perfectly natural for men to apply makeup on the wedding day. Explain to him that there are many male celebrities, models and actors that have their makeup done before a photo shoot or public appearance.

### What to keep in mind

- **Remember why you're applying makeup for him** - The goal in applying makeup for the groom is to accentuate his best facial features and hide blemishes and scars. Don't apply the makeup as heavy as you would for the bride. It should be very light and natural.
- **No touching of the face** - Remind the groom not to touch his face during the day. It will rub off the makeup and also increase the likelihood of acne.
- **Let the skin rest after shaving** - Usually the groom will have shaved long before you start his makeup. But if for some reason he hasn't shaved yet, wait at least 20 minutes after he has shaved before you start to apply his makeup. This will allow the skin to rest and return to its normal state.
- **Bronzer to give some color** - If the groom is very pale you may consider using a bronzer over the nose, forehead, chin and cheekbone area. This will add a bit of color and give him a healthy glow.
- **Apply enough moisturizer** - Men's skin tends to be drier and therefore the makeup does not always stick to the skin properly, making it look unnatural. This also applies if the groom has more

mature skin. Therefore it's always better to make sure that his skin is properly moisturized before applying makeup.

- **Don't conceal a spot that is bleeding** - The groom may have an open or bleeding spot or he also may have cut his skin while shaving. It is best not to try to conceal the open or bleeding area. Wait for the spot or cut to close and dry completely before applying makeup.

## How to Apply Makeup on the Groom Practical Video

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Moisturiser
- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette or Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundations
- Stainless Steel Mixing Palette and Spatula
- 2 Cream Foundation Quads
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 15 Color Eye Shadow Palette- Neutral
- Eyeliner Pencils
- Black Mascara

Now let's start with the practical...

Step 1: Apply moisturiser on your client's face.

Step 2: Shape your client's eyebrows neatly. This step is completely optional and some men would prefer to leave their eyebrows as it is. Please see the How to Shape Your Eyebrows training video for more detailed steps in how to do this correctly.

Step 3: Take your Complexion Primer and squeeze a pea-sized amount onto the palm of your hand. Rub your hands together so that the primer gets spread all over them and apply the primer over your client's face. Begin by pressing it onto his cheeks, forehead and chin. Also apply a bit of primer over his eyes, but ignore any primer on the mouth area.

Step 4: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 5: Wipe your brush clean with a tissue.

Step 6: Take your 125 Foundation Brush/ Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to your client's skin.

Step 7: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If his neck color is hugely different than the color of his face, then you need to apply the same shade of foundation onto his neck as well.

Step 8: Take a foundation sponge and blend the foundation from his hairline, working downwards towards his jaw line.

Step 9: Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from the hairline downwards to his jaw line. Concentrate especially on the eyelids and the lips.

If you rather want to use a compact/pressed powder, then you can use your powder sponge and dip it into the powder.

Step 10: Wipe your 126 Powder Brush with a clean tissue to remove any excess powder from it.

Step 11: Take your powder brush and remove any excess powder from your client's face by lightly wiping the face area in downwards stroking movements.

Step 12: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 13: Choose a pencil/brow powder/eye shadow color that is appropriate to the color of your client's hair. Take your 207 Angle Eyeliner Brush and dip it softly into the brow powder/eye shadow. Apply the pencil/brow powder/eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which do not need a whole lot of filling in.

Step 14: Wipe your brush with a clean tissue.

Step 15: Take the same brush and dip it into a brown or black eye shadow, according to your client's skin tone and hair color. Draw a very fine line into your client's eyelashes and do the same at the bottom.

Step 16: Finally, take your 127 Blush Brush and dip it into your Face and Body Bronzer. Apply this color onto your client's jaw line or cheekbones if you want to emphasize or hide an area.

## Chapter 38: How to Apply Makeup on Different Eye Shapes

In the world of cosmetics, eye makeup may be the most important aspect of them all. But using eye makeup on different eye shapes is a great skill and one you should certainly learn. Once you master this skill you will gain so much confidence in your own ability of being a professional makeup artist.

In these training videos I will demonstrate how to apply makeup on different eye shapes. I will perform the techniques on sketches and also use a model for the Small Eye and Asian Eye tutorial.

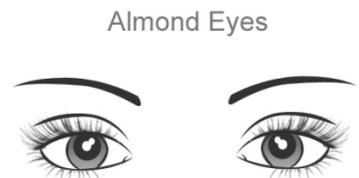
The following items from our [Makeup Kit](#) will be used:

- 212 Spoolie Brush
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- 202 Large Shader Brush
- 229 Detailing Brush
- 207 Angle Eyeliner Brush
- 15 Color Eye Shadow Palette- Neutral
- Eyeliner pencils
- Eyelash Curler
- Black mascara
- Cotton buds
- Tissues

Now let's look at the different eye shapes and how to apply makeup on them.

### Almond Eyes

These eyes have the perfect proportions so any makeup technique will work on them and also look good.



## Wide-Set Eyes

For a well-proportioned and balanced face, the two eyes should have the exact space or width of another eye between them. Should that not be the case, women end up with eyes that are too far apart, making their face look broader than it really is. Eyes that are situated too far apart can then throw your whole face out of favor.

Wide-Set Eyes



Here are some tried and tested tips on grooming and makeup application that can do wonders to make your wide-set eyes appear closer to each other.

### Eye shadow

Generally, the thumb rule while applying makeup to such wide-set eyes is to apply it in such a way that it emphasizes the inner edges, or the inner ‘V’ of your eyes.

To achieve this, use a dark color or darker shade palette to the outer edge of your eye and contrast this with light shades of the palette towards the inner edge of the eye. Such thoughtful and smart makeup works great to create the illusion of closer set eyes, giving your face an overall proportionate look.

### Eye liner and eye pencil

Some makeup experts argue that eyeliner should never be applied to the outer corners of eyes that are far apart from each other, as this shall make them appear even further and distant. Instead, you should do the opposite. The correct way to apply eyeliner to such kind of eyes is to start applying your eyeliner or eye pencil at about one third the distance from your tear ducts situated in the inner corner of your eyes.

Continue drawing a thick, even line along your lash line, towards your tear duct and the inner edge of your eye. You can even experiment further and add an element of half smoky eye look at the inner edges of your eyes. Focus on tapering the eyeliner line as you draw it. This is because a fat, uneven or hastily drawn line could look completely naturally.

When this kind of contrasting makeup is done at the two outer corners of eyes on both sides of your face, the wide-set eyes will look closer to each other and in proportion. For best results, you need to repeat the same eyeliner application strategy on the lower eyelids as well. There are no set rules as to what colors work and what don’t, so you need to experiment with them and choose a few that compliment your underlying skin tone.

Once you grasp the technique of applying eyeliner in this style, you will never have to be self-conscious about being stuck with a pair of eyes that are wide-set.



## How to Apply Makeup on Wide-Set Eyes Practical Video

[Click Here to Watch the Practical Video](#)

These eyes are more than one eye-length apart so the goal here is to draw the eyes closer together.

Step 1: Take your 207 Angle Eyeliner Brush and dip it into a light brown, dark brown or black eye shadow color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. The inner part of the eyebrows should be a little darker than the outer part. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 2: Take the same brush and apply a light to medium eye shadow color on the outer half of the eyelid and take it all the way up to the brow bone.

Step 3: Wipe your brush with a clean tissue.

Step 4: Take the same brush and apply the darker eye shadow color on the inside half of the eyelid and taking it till just under your brow bone.

Step 5: Take the same brush and do blending over the color that you have applied.

Step 6: Finally, use a brown or black eyeliner pencil and draw a line into the upper eyelashes, starting in a thick line from the inside of the eye and making the line thinner as you go outwards.

Step 7: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Close-Set Eyes

As previously mentioned, the distance between the eyes should be that of another eye. It is this difference that makes any woman's face look beautifully proportioned and structured. However, if your or your client's eyes are too closely set to each other, then you can rectify this with eye makeup.

Close-Set Eyes



Using smart, corrective and camouflaging eye makeup, you can create an illusion of having perfectly distanced eyes that could then hold your face together under deeper scrutiny. Here are some tried and tested tips on grooming and makeup application that can do wonders to make your close-set eyes appear absolutely striking.

### **Eyebrows**

To begin with, have a close look at your eyebrows and notice their shape, length and size carefully. For example, if your eyebrows are placed too close to each other, or if you have a 'uni-brow' problem in the making, then chances are that this can compound your problem, making your eyes appear too close, even if they aren't. In the "How to Shape Your Eyebrows" chapter I explain the steps in detail.

### **Eye shadow**

Since you essentially want to create an illusion of space between your eyes, the best thing to do is to use light-reflecting, easy to use eye makeup that works well to open up whatever little or more space there exists between your eyes. Generally the rule of thumb is to emphasize the outer edges or 'V' of your eyes.

To achieve this, use a medium or dark color palette to the outer edge of your eye and contrast this with lighter shades or a lighter palette towards the inside corners of the eye.

### **Eye liner and eye pencil**

Eyeliner should never be applied to inner corners of eyes that are situated very close to each other, as this shall make them appear even closer. Instead, the opposite provides the best results. The correct way to apply eyeliner to such kind of eyes is to start applying your eyeliner or eye pencil from about one third the distance from your tear ducts situated in the inner corner of your eyes.

Continue drawing a thick, even line along your lash line, away from your tear duct and the inner edge of your eye, outwards and continue past the end of the eyelashes. You can even experiment further and add

an element of half smoky eyes look at the outer edges of your eyes. Focus on tapering the eyeliner line as you draw it.

When this kind of makeup is done at the two extreme corners of eyes on both sides of your face, it works to shift attention from the closeness of your eyes to the center of your face. For best results, you need to repeat the same application strategy on the lower eyelid as well.



## How to Apply Makeup on Close-Set Eyes Practical Video

[Click Here to Watch the Practical Video](#)

Close set eyes are less than one eye-length apart. The goal here is to create the illusion of width and to make them look further apart from each other.

Step 1: Take your 207 Angle Eyeliner Brush and dip it into a light brown, dark brown or black eye shadow color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 2: Take your 221 All Over Eye Blender Brush and apply a white, beige or cream eye shadow from the inside half of the eyelid and take it upwards to the brow bone.

Step 3: Wipe your brush with a clean tissue.

Step 4: Take the same brush and apply a dark eye shadow color on the outer half of the eyelid and take it all the way up to the brow bone. You can even extend the color a bit beyond the outside corners of the eye just to open it up.

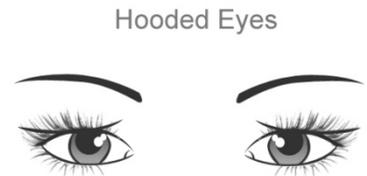
Step 5: Wipe your brush with a clean tissue.

Step 6: Finally, use a brown or black eyeliner pencil and draw a line into the upper eyelashes, starting in a very thin line and going thicker as you go outwards. This will create a “cat-eye” effect.

Step 7: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Hooded Eyes

Hooded eyes are probably the trickiest type of eyes to put makeup on. If you have hooded eyes, you might face more problems in applying makeup because the eye makeup vanishes behind the lids when your eyes are open.



### Eye shadow

The medium tone shade is your base color and this needs to be applied over the entire eye area. This helps by giving the impression that the lids are pushed away and the eyes are brought forward.

The next step is to softly brush the darker shade on the part that is hooded. It's important to blend the medium and dark shade properly so that any evident lines and edges become even. Apply the lightest shade, also called “highlight shade”, on your brow bone, under your eyebrow, and along the upper lash line. Highlight shades are used for brightening up the eyes and will make your eyes “pop.”

### Eyeliner

Use the eyeliner pencil to define your eyes by working it on and along the lash lines, clean any stray or visible edge. If you need to brighten your eyes even more, you can use the white eye pencil along the rims of the lower lash line.

### Eyelash curler

An eyelash curler is a must-have for women with hooded eyes. Curling your eyelashes can lengthen the lashes and make your eyes seem bigger. After you have curled your lashes, apply the mascara on the upper lashes and your makeup is complete.

To create a dramatic look for a special occasion, you can also add false eyelashes to your look. Select a pair with well-defined curls. It's also important to always have well-groomed eyebrows to frame your face and eyes. Nicely shaped eyebrows can give the image of bigger eyes.



## How to Apply Makeup on Hooded Eyes Practical Video

[Click Here to Watch the Practical Video](#)

The goal here is to lift the area of the eye that is drooping.

Step 1: Take your 207 Angle Eyeliner Brush and dip it into a light brown, dark brown or black eye shadow color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 2: Take your 221 All Over Eye Blender Brush and apply a white, beige or cream eye shadow color over the entire eye area.

Step 3: Wipe your brush with a clean tissue.

Step 4: Take the same brush and apply a light eye shadow color on the eyelids.

Step 5: Take your 204 Crease Brush and apply a medium eye shadow color from the outer corner of the eyes in a “v” shape. Take this color inwards and use a little bit of lifting action at the edges just to give the eye a lift.

Step 6: Wipe the brush with a clean tissue.

Step 7: Take the same brush and do blending over the color that was applied.

Step 8: Run a white eyeliner pencil on the inside of the eye just to make it bigger.

Step 9: Finally, use a brown or black eyeliner pencil and draw a very thin line into the upper eyelashes.

Step 10: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Big, Protruding Eyes

Big protruding eyes are the envy of many as big eyes are considered beautiful in many cultures. Some people with big, protruding eyes might feel insecure about themselves because they find it unsightly. On the other hand, having big eyes means having more space to experiment with makeup. If you have bulging eyes - that's the first thing people notice about you. Big eyes are already prominent, so the goal is to try and make the eyes appear smaller and to downplay them.

Protruding Eyes



### Eye shadow

An important step is choosing an eye shadow that is best-suited for bulging eyes. Bulging eyes need warm and deep shades to create an illusion of depth. You need to look for darker colors; preferably grey, dark brown, maroon or black in three different shades- highlight shade, medium and dark. You may also choose just one shade of eye shadow but make sure that it's of a deep tone. When you use dark colored eye makeup, your eyes appear smaller.

Avoid shiny, metallic, or shimmer eye makeup on really protruding eyes as they draw more attention to your eyes and can give you a harsh look. A matte finish eye shadow is the perfect choice to disguise protruding eyes. You also need a brown or black liquid eyeliner/eyeliner pencil, mascara, pressed powder, an angled eyeliner brush, and eye shadow brushes of different sizes.

You can start your eye makeup by carefully applying the highlight shade eye shadow to your brow bone using a medium eye shadow brush. Applying a highlighter in this area catches the light and makes it more prominent, disguising the bulging lids.

Apply the mid tone shade from the beginning of the lash line and cover the full lid. Using a large eye shadow brush, blend towards the brow bone to get a subtle fade. Next, apply the deep tone eye shadow from your lash line to the crease. To get a more intense effect, you can use an eye shadow brush with a flat head. Now apply the darkest shade across your lower lash line with the angled eyeliner brush then smudge gently to get a softer look.

Run the liquid eyeliner along the upper and lower lash line. You can play with the width a little bit by making it as thin or as thick as you want. Complete your eye makeup with mascara. Make sure to use only a single coat on your lower lashes, apply at least two coats on the upper lashes. As the upper lashes are thick, they will blend in with the rest of the makeup and hide bulging eyes.

## Applying a single tone eye shadow

If you choose to use only one tint of eye shadow, follow these steps to attain a subdued but stunning look. Besides the items mentioned earlier, you also need a black or brown pencil eyeliner and a blending stick. Start by drawing a dark line along your upper lash line and blend it with the blending stick. Draw a lighter line along your lower lash line and blend it well. Apply the eye shadow on your upper lids, making sure that you cover the areas that stick out the most. Blend the eye shadow with your fingertips to soften the appearance, then swipe the eye shadow lightly across your lower lids and blend it the same way. Finish with a few dashes of mascara to enhance your look.

## More tips for big, protruding eyes

- Under eye bags can make bulging eyes look more prominent than they already are. To avoid this, make sure you get lots of sleep and take other steps to reduce the puffiness.
- Bright lipstick can draw attention away from your eyes, so invest in a few shades that match your skin tone. Try to keep the rest of your makeup minimal and avoid mixing too many colors.
- Always keep your eyebrows well groomed; you can also use a brow pencil to accentuate them. Highlighters help in bringing your best features forward so invest more time in picking the right one. For your highlight shade eye shadow, you may want to pick ones in bone or taupe with matte finish.
- Use patting motions when applying your eye makeup as it can intensify the color of your makeup. Try not to curve the eye shadow at the outer edges as it can make your eyes look rounder.
- If you're looking to get an evening look, you can try grey eyeliner instead of black or brown. Make a thicker line on the outer edge of your eyes and thin it down as you go in.
- Your eyes are now softly focused and less overpowering. You can get creative with your makeup and try to play up the rest of your facial features.

## How to Apply Makeup on Big, Protruding Eyes Practical Video

[Click Here to Watch the Practical Video](#)

These eyes are identified as having a big and very curvaceous eyeball area. The goal is to draw less attention to the eyeball area and to minimize the bulge.

Step 1: Take your 207 Angle Eyeliner Brush and dip it into an eye shadow color that is similar to your hair

color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 2: Take your 221 All Over Eye Blender Brush and apply a white, beige or cream eye shadow color over the entire eye area.

Step 3: Wipe your brush with a clean tissue.

Step 4: Take the same brush and apply a dark brown eye shadow color over the bulging area. You could also use navy, charcoal, rust, etc.

Step 5: Wipe your brush with a clean tissue.

Step 6: Take the same brush and apply a navy/dark charcoal/black eye shadow color on the outer third of the eye. It is important not to apply this dark color according to the eye's shape; otherwise it will make the eye appear more round-looking. Rather take the curve upwards at the end.

Step 7: Blend these two colors together with the 204 Crease Brush.

Step 8: Wipe the brush clean with a tissue.

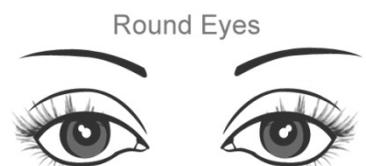
Step 9: Take the same brush and apply a lighter shade of eye shadow in the crease of the eye.

Step 10: Finally, apply a dark brown or black eye liner pencil around the eyes and also on the inside of the eyes. This will give the eyes more definition.

Step 11: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Round Eyes

These eyes appear very round so the makeup technique will differ a bit from the other makeup applications. Firstly apply a good quality primer over the entire eye area, followed by a suitable concealer, foundation and powder. This will ensure that the eye shadow stays on for longer. Then, take a light eye shadow color and apply it on the lid and slightly in the crease of



the eye. Apply a medium eye shadow color in the crease and take it outwards and upwards at the end of the eyes. This application will make the eyes appear not so round. Use an eyelash curler to curl your eyelashes only at the top and apply eyeliner at the outside third of your eye, top and bottom, taking it upwards at the outside corners of the eyes. This will give round eyes an instant lift. Finish it off with one or two coats of mascara.

## **How to Apply Makeup on Round Eyes Practical Video**

[Click Here to Watch the Practical Video](#)

The goal is to make the eye appear less round and to elongate it.

Step 1: Take your spoolie brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Take your 207 Angle Eyeliner brush and dip it into an eye shadow color that is similar to your hair color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 3: Take your 221 All Over Eye Blender brush and apply a white, beige, cream or pale pink eye shadow color over the entire eye area.

Step 4: Take your 204/219 Precision Crease brush and apply a light brown eye shadow color on the lid and into the crease. Extend the eye shadow a bit outwards at the end of her eyes.

Step 5: Wipe your 221 All Over Eye Blender Brush with a clean tissue.

Step 6: Finally, apply dark brown or black eyeliner on the top and bottom lashes. Start in a very fine line and thicken the line as you go outwards. A cat-eye will make this eye appear less round.

Step 7: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Deep-Set Eyes

The characteristics of this eye shape are that it is set deep in the eye socket and has a very small mobile lid.

### *Eye shadow and Eyeliner*

Take a light eye shadow color and apply this on the eyelid. The deeper eye shadow color should be applied on and just above the socket of the eye. It is advisable that no eyeliner should be used because this will make the eyes appear more deep-set into the socket, but if you do want to use eyeliner, then it should be applied in a very thin and fine line. Take an eyelash curler and curl your eyelashes and finish it off by applying mascara only at the top lashes.



## How to Apply Makeup on Deep-Set Eyes Practical Video

[Click Here to Watch the Practical Video](#)

This eye is deep into the socket, with a small mobile lid. It is best to use light colors on the mobile lid with deeper colors on and just above the socket line, blending up and out.

Step 1: Take your Spoolie Brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Take your 207 Angle Eyeliner Brush and dip it into an eye shadow color that is similar to your hair color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply a white, beige, cream or pale pink eye shadow color over the entire eye area.

Step 4: Take your 204/219 Precision Crease Brush and apply a light brown eye shadow color on the lid of the eyes.

Step 5: Wipe the brush with a clean tissue.

Step 6: Finally, take the same brush and apply a medium brown eye shadow color on and above the socket of the eye.

It is not advisable to apply eyeliner on deep set eyes as this will make the eye appear smaller.

Step 7: Also use your Eyelash Curler and Mascara when applying makeup on a model.

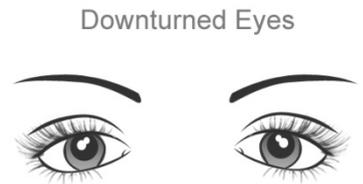
## Downturned Eyes

These eyes appear as if they are droopy. The goal here is to lift/pull the eyes upwards.

### *Eye shadow and Eyeliner*

Use a light eye shadow color or highlighter and apply this over the entire eye area. The eye shadow that you are planning to apply should be applied on the outside corners of the eyes to give your eyes that instant lift.

The eyeliner should be applied very close to the upper eyelash line and should be taken upwards at the end to pull your eyes upwards. To finish off this look, use an eyelash curler at the top eyelashes and apply two to three coats of mascara.



## How to Apply Makeup on Downturned Eyes Practical Video

[Click Here to Watch the Practical Video](#)

The goal is to pull the eyes upwards.

Step 1: Take your Spoolie Brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Take your 207 Angle Eyeliner Brush and dip it into an eye shadow color that is similar to your hair color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 3: Take your 221 All Over Eye Blender brush and apply a white, beige, cream or pale pink eye shadow color over the entire eye area.

Step 4: Take your 204/219 Precision Crease Brush and apply a light brown eye shadow color on the lid of the eyes.

Step 5: Wipe the brush with a clean tissue.

Step 6: Take the same brush and apply a medium brown eye shadow color on the outside corners of your client's eyes, but in the crease. Create a "w" shape at the outside corners.

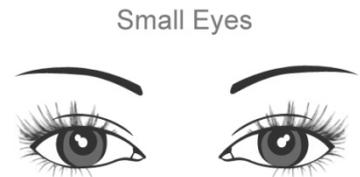
Step 7: Finally, apply eyeliner at the top and bottom lash line, but only until a third of the eyes.

Step 8: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Small Eyes

There are lots of women in the world who have beautifully structured faces and yet suffer from small eyes. While such women realize that makeup can help them improve the appearance of their small eyes, they are not entirely sure how to go about it. Often their experiments with makeup may have backfired and their eyes would only end up being smaller than before.

Applying makeup to small eyes is a tricky proposition. The idea behind doing up small eyes is obviously to make them appear bigger.



### Eye shadow

Women with such small eyes should mix and match light shades of eye shadow to their overall dress and personality. You can start by applying an eye shadow similar to your skin shade in and around your complete eye socket, extending it till your eyebrow line.

Once this base eye shadow settles, you can apply a second layer of eye shadow appropriate to the color that you can wear for your eye color. Light shades of colors such as browns, pinks, purples and plum shades along with metallic hues of silver, bronze and copper etc. all look good on women with small eyes, provided they are applied carefully and in a thoughtful manner. While applying your chosen eye shadow, you need to apply the medium eye shadow color in the crease of the eyes. Use soft, short strokes with the eye shadow brush that you are using.

### Eyeliner

Eyeliner is very important for women with small eyes as it helps to create the illusion of bigger eyes. You can choose eyeliner in any dark shade such as brown, dark blue and black as they are best to open up small eyes. To apply such eyeliner, you must always start by choosing either pencil eyeliner or a liquid one. Here, if your small eyes are highly sensitive and get irritated easily, then it is best to settle for good quality liquid

eyeliner, as these are known to simply glide on and give an amazing finish. Pencil eyeliners are equally good; however you need to apply slightly more pressure while applying them.

When it comes to applying your eyeliner, start at the center of your eyelashes and draw a smooth line along your lashes till the outer corners of your eyes, extending your otherwise short lash line. Apply the same method on your lower lashes as well, and leave them to dry. Here, you must be careful that the eyeliner line that you are drawing is sleek and thin, rather than fat and clumsy as this would work to make your eyes appear even smaller.

## **Lash curler**

Lastly, when all eye makeup is over and dry, you can use a lash curler to curl your eyes outwards. This exercise also helps to define your eyes further. It is best to use the eyelash curler before applying your mascara otherwise it may break your eyelashes.

## **Mascara**

The one makeup product that women with small eyes simply must always carry at all times is a good quality, dark colored mascara. Once you have put eyeliner on your eyes you must let them dry a little before moving on to your eyelash curler and mascara. Choose good quality mascara that comes with a nice thick utility brush attached.

Tap your mascara brush against the container to ensure that there is no extra mascara on your brush. Start at your lash line and comb your lashes away from your eyes in broad strokes. Make zigzag movements while you are applying the mascara to prevent them from clumping together. This will also give you that desired full eyelashes that you long for. Start with your upper eyelash and then do your lower one. Let your mascara dry a little and then put a second coat of it in the same way. Here, you can also use a transparent mascara as well to add both length and separate your eyelashes, giving the illusion of a wide eyed look, which naturally gives the appearance of bigger eyes.

A word of caution though! Since mascara is very easy to apply, women generally tend to over use. This product is best applied sparingly and in a very slow and deliberate manner for it to be effective.



## How to Apply Makeup on Small Eyes Practical Video

[Click Here to Watch the Practical Video](#)

The goal is to apply makeup in such a way that it actually opens up your eyes and make them appear bigger.

Step1- Take your Spoolie Brush and comb your client's eyebrows neatly in an upwards

direction.

Step 2: Take your 207 Angle Eye Liner Brush and dip it into the trio brow palette. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply a white, beige or cream eye shadow over the entire eye area.

Step 4: Take your 204 Crease Brush and apply a light brown eye shadow color in the crease of the eye. Start at the inside corner of the eye and apply it to the outside corner of the eye area.

Step 5: Wipe your brush with a clean tissue.

Step 6: Take the same brush and apply a medium brown over the light brown eye shadow color.

Step 7: Take your 221 All Over Eye Blender Brush again and apply a light shimmering eye shadow just underneath the eyebrow area.

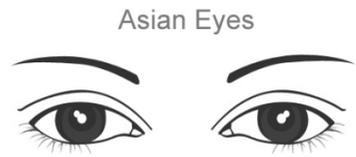
Step 8: Use a brown or black eyeliner pencil and draw a thin line into the upper eyelashes, starting from the inside of the eye and thickening the line to the outside corner of the eye. This will open up the eyes.

Step 9: Finally, take the same pencil and line the eyes at the bottom as well but only from the outside corner of the eyes till about a third of the eye. Take a cotton bud a lightly blend this line so that it does not look harsh.

Step 10: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Asian Eyes

Asian eyes are one of the most unique and beautiful types of eyes, but the shape is also one of the most difficult shapes to apply makeup on. If you have Asian eyes, you might find it challenging to apply eye makeup because your eyes are mostly hooded. The most important tip for Asian eye makeup is not to use too much makeup. A common mistake made by many Asian women is that they pile on lots of makeup in an attempt to make their eyes look bigger. The key to stunning eye makeup is technique in application.



### *Characteristics of Asian eyes*

Usually on the smaller side, Asian eyes have distinctive characteristics that make it challenging to use makeup in different ways. Such eyes usually have a lift at the outer corners. The eyelid is normally small and hooded with a slight or no crease and is usually covered by the brow area. Although there are a few differences in the eye shapes of different people, most Asian eyes are black or brown and almond-shaped while some are more round. The amount of eyelid visible is reduced by the hood, so it's important to use special techniques to enhance your eyes with makeup.

### *Finding the right makeup for Asian eyes*

Choosing the right products for your makeup is very important if you have Asian eyes. Some eye liners don't last long when you apply them on your lash line. They smudge on your lids and lower lash line. Smudge-resistant and waterproof products are an absolute must if you have such eyes. Choose eyeliner in plum, deep reds, maroons, blacks, or dark browns; make sure the applicator tip is thin and easy to use on the lash line.

Gel eyeliners work well with Asian eyes as the angled-tip brush makes it easy to apply. Eyelash curlers and mascara are always necessary items in your makeup kit. Black or dark grey mascara works best with Asian eyes. For most people with Asian eyes, the eyelashes are spaced very closely together and are very short in length.

## **Eye shadow**

Don't be afraid to go for colorful shades when you select your eye shadow. Color is the best way to make Asian eyes stand out. Never forget that the color you choose for your eye shadow has to look good on your skin tone. Don't select shades that match your eyes; the idea is to pick one that contrasts with your eyes and makes them pop. You can choose from shades of blues, pinks and purples in three different tones- deep, medium and light. Gold or light brown tones are excellent choices too. For your highlighter, choose a shimmer neutral shade as it is most flattering. Always try to avoid dark colored shades for your eye shadow because dark eye shadow makes your eyes look smaller.

## **Techniques that work best for Asian eye makeup**

An important tip in Asian eye makeup is to learn how to use different shades of colors to accentuate your eyes. Remember to use the deep tone eye shadow sparingly. Start by brushing the highlight tone under your eyebrows with a large fluff brush. Using a regular sized eye shadow brush, apply the medium tone over your lids. Move the brush in long strokes, starting from the inner corner to the outer edge. Apply small amounts of the deep tone eye shadow on the area where a crease would normally be. This creates the illusion of a crease. Blend the medium and dark tones properly till the edges become smooth.

Apply the eyeliner along your lash line. From the outer edge of your eyelid, work your way to the center of the upper lid. Continue applying till the inner corner of the lid. If you want, you can thicken the outer edges. For a bold and dramatic look, you can create a “cat-eye” by extending the line past the outer edge and gently flicking it upward.

Curl your upper lashes with an eyelash curler. This will open up the eye area and make your eyes look brighter. Apply two coats of mascara with the help of a mascara guard. Using a thin-tipped brow pencil, fill in the sparse spots on your eyebrow. For best results, color your whole brow to make it look more natural with a brown colored eyebrow pencil. This increases the definition of your eyebrows and enhances your facial features. Lock your brow makeup in place with a clear brow gel and your eye makeup is complete.

## **Tips**

If you have asymmetrical eyes, you can apply extra eyeliner on the smaller part of the eye and curl the lashes a bit more. Try using a lipstick or lip gloss with light or neutral colors since the goal here is to draw attention to your eyes.

Don't make the mistake of using a black brow pencil; choose one which is slightly lighter than your natural hair color. Most Asian skin tones look better with light to medium brown brows.



## How to Apply Makeup on Asian Eyes Practical Video

[Click Here to Watch the Practical Video](#)

Consider yourself lucky if you are an Asian woman because Asians have very sexy and alluring eyes. Asian women can either have small or hooded eyes, so the goal is to open up the eye area.

Step 1: Take your Spoolie Brush and comb your client's eyebrows neatly in an upwards direction.

Step 2: Take your 207 Angle Eyeliner Brush and dip it into an eye shadow color that is similar to your hair color. Apply this color on the eyebrows, beginning from the thickest part and applying it till the end of the eyebrow. When you are using a pencil, do make sure that you apply the pencil liner in feathering strokes and do not draw it over the eyebrows.

Step 3: Take your 221 All Over Eye Blender Brush and apply a white, beige, cream or pale pink eye shadow color over the entire eye area.

Step 4: Take your 204/219 Precision Crease Brush and apply a medium brown eye shadow color where the crease of the eye would be. Dark eye shadow pushes and area inwards while a lighter color will bring an area forward.

Step 5: Wipe your 221 All Over Eye Blender Brush with a clean tissue.

Step 6: Take this brush and apply a lighter brown eye shadow color onto the eyelid.

If you have very small eyes, then a light eye shadow color will be applied from the inside corner of the eye till the middle of the eyelid. A similar darker shade will then be applied on the outer half of the eyelid.

Step 7: Finally, apply dark brown or black eyeliner on the top and bottom lashes. Start in a very fine line and thicken the line as you go outwards.

Step 8: Also use your Eyelash Curler and Mascara when applying makeup on a model.

## Chapter 39: How to Apply Makeup on African American Women

Until recently, it was a challenge to find cosmetics to match the skin tone and coloring of African American women. There were rarely any brands that created products for this immense market which left these women with severely limited choices in makeup. However, this has changed in recent times and many well-known brands now have a great variety of cosmetics to cater to women of darker skin colors. Here are some tips you can use to apply the perfect makeup for African American women.



### The right makeup for the right skin undertones

The underlying tones of African American woman's skin are very different from her Caucasian counterparts. It is very important to understand the skin tone when choosing your makeup colors because the underlying tones determine how the colors appear when they are applied.

In general, African American women should avoid makeup that has a generous hint of pink or peach. If your African American complexion has red undertones, you have 'warm' skin while yellow undertones mean that your skin is 'cool'. Other than these two, African American complexion may also have blue undertones. Women with 'warm' skin can go for reds, magentas, mauve, orange, and yellow while those with yellow undertones look good with violet, aqua, brown, and amber. Blue undertones are best highlighted with red, teal, orange and shades of blue.

### Choosing the right foundation

Choosing the right shade of foundation is critical to achieve a flawless look. Always try out the foundation before you buy it to ensure that it matches your skin tone perfectly. It is important for your natural rich skin color to be evident and not overwhelmed by the foundation. The wrong foundation shade can leave your skin looking ashy or chalky while the right one allows the natural richness of your skin to shine through.

You may want to achieve a different look each time you apply makeup. For a natural finish, pick up a sheer foundation which is usually available as a liquid. To cover up uneven skin tone or blemishes, opt for medium coverage foundation that is thicker. Matte finish foundation is perfect for oily skinned women who want to avoid the shiny, greasy look.

This keeps it on for longer and also prevents it from cracking around your eyes and mouth. Blend the foundation well until your facial tone matches your neck. Follow up the foundation with a dusting of loose or pressed powder in a neutral shade to smoothen it all out and to keep it looking fresh and natural.

## **Blush for the African American woman**

A hint of blush adds a touch of color to dark complexion. Rich shades that go well with your lipstick for the day are the best choices. For day time makeup, you should typically use a light touch of blush but you can go bolder for evening looks. To achieve a dramatic look, use frosty colors and bronzers. Blush adds a touch of glow to dark skin that is quite difficult to achieve otherwise. It makes your face look lively and fresh.

It is important to choose the blush shade with care to avoid a harshly look. Pick a shade that enhances the skin's undertones. Light skin tones go well with light bronze, pink or peach blush shades. Take special care with the blush application on lighter skin tones because it can easily appear too heavy. Women with medium skin tones can pick up light reds, oranges while dark skinned women look great with plums, fuchsias and deep reds. Bronze is a good color for any African American complexion. Avoid the bright pinks and pastels which will give your rich skin a pasty, chalky look.

One thing to keep in mind with blushes is that a bit of gold shimmer adds the perfect touch to dark skin. It gives you a stylish, elegant look without making you look overdressed. If you want your face to have a fresh look without sacrificing the sophisticated appearance, just add a touch of blush with a gold shimmer.

Apply the blush to the apples of your cheeks. Seasoned makeup experts also apply blush from the cheeks upwards across the side of the face right up to the hairline. If you are using a cream blush, lightly tap with a napkin to remove any excess blush.

## **Eye makeup for African American women**

When applying your eye makeup, the deepest color is applied over the crease of the eye. A lighter shade or medium color goes over the eyelid and the highlighter, a lighter shade, is applied along the brow bone. A surprisingly good choice for the highlighter shade is toast or pale pink which enhances the eye shape in women with darker skin shades.

For the base colors you use over your eyes, those with mild, subtle undertones look best on African American complexions. If you have warm undertones to your skin, pick up orange, rust, honey or cinnamon shades for your eyes. Cooler complexions go best with blue and purple. Pink is also a good option, provided you are comfortable with the slightly brighter effect it bestows.

For the eye shadow, the darker the skin color, the brighter the colors you can flaunt. Adding a touch of shimmer with gold adds the perfect touch of glam to your eyes. To combine bright colors and shimmer, simply combine two complimentary colors, one of which is metallic, say purple and gold. This particular color combo makes for dramatic eye makeup that looks great both during daytime and in the evening. For subtle eye makeup, use earth tones like cocoa, toffee or gold. For a touch of color, you can pick up sapphire, light plum or olive green.

## Smoky eye makeup

Many women prefer a more or less nude look for daily wear makeup and put on their smoky eyes for special occasions. For African American women, blue or purple is a good choice for a smoky eye look. Line your lower lashes with a stroke of black liner over the inner rims of the eyes. Next follow it up with purple shadow lined on lower lash line. The same color goes over your lids as well right to the crease of the eyes.

Add a blue shadow with shimmer to the center of the eye lids and blend well right up to the crease. Make the cat's eye by extending the top line outward and up. Complete the look with a liberal application of mascara on both top and bottom lashes with emphasis on the outermost corners of your eyes. Some other good colors for the smoky eye look are purple, violet, blue, indigo, metallic navy blue, blue green. Choose iridescent shades to add just a touch of glimmer or go bold with a generous addition of shimmer and sparkle to the center of the eye lids.

Black and grey are also great choices for smoky eye makeup whether your skin is light cocoa or ebony. For mahogany skin complexions, add more grey to the mix to get the perfect smoky eye look. Fairer skin warrants the use of more black over grey for a dramatic effect.

## Spring or summer eye makeup

Colorful bold eye makeup is trendy and perfect for summer and spring time. This look allows you to match your eye makeup to your bright clothes and gives you a fun and youthful look. When experimenting with this look, keep in mind that your eyes should perfectly complement your overall appearance while suiting your skin tone.

You can use a good variety of bright shades for this look including greens, purples and blues. To keep your eye makeup bright but still get a professional look for office wear, choose bright eye liner or line the eye with bright shadow instead of going for an all-over bright look.

Vivid purple eye makeup is a great choice for you if your skin has orange undertones. Yellow is an unusual color that instantly sets you apart from the crowd. This is a good color choice for women of color with red skin undertones, especially if your skin is mahogany or dark brown. The yellow shade highlights your eyes and gives you a perfect summer day look.

Blue brings out the richness of brown eyes to the maximum and is a great look for younger women who desire bright and trendy eye makeup. This color highlights your eyes and works well with smoky eyes too, especially when you use indigo, navy, gray-blue or deep blue shades.

Add a finishing touch to your eye makeup with liquid eye liner or an eyeliner pencil. Deep brown eyeliner sets off your eye makeup in the best possible way. Charcoal is a good choice for a more dramatic look but it needs to be applied with care and with the right color combination so that you avoid making your overall appearance too dark. The biggest advantage with African American skin color is that you can use shimmer and sparkle as well as bright colors without appearing overly made-up.

## **The right lip color for African American women**

Choosing a lip color that accentuates your makeup without either disappearing or appearing bad is a challenge for women of color. The best option is to go for earth tones, dark burgundy, pale pinks and neutrals. Avoid going bright pink or light red.

If you prefer a more natural look, just dab on some lip gloss and leave it at that. Pick a gloss that is the same shade as your skin tone and you get a rich color that accentuates the pout. Skin tone lip gloss also keeps your makeup from becoming too colorful while giving your lips a perfect sheen.

For a cute, girly look, use gloss that is brighter. Shades like coral or peach add brightness to your face and give your lips some contrast against your rich skin color. These shades are perfect for women with warm undertones to their skin. Get a more feminine look with pink gloss which softens the lips and makes them stand out. Opt for the lighter shades of pink so that you add just a hint of color to your lips without making them stand out vividly in your face. Berry shades are a good choice when you want to add color in a subtle way.

If you prefer to color your lips with lipstick, ensure that you match the shade to your skin undertones. Light skinned African American women can carry off pale and deep pink, taupe, red and peach lipstick. Medium toned skin looks great with red, medium to deep pink, magenta, bronze and browns while dark skinned African American women can try deep red, magenta, bronze, fuchsia and rich brown. Add some definition to your lips using a lip liner that matches the lip gloss or lip stick shade. Take care to avoid a darker lip liner since this will leave a visible outline over your lips.

In general, it is best to keep your lipstick shades subtle so that they do not draw the attention away from the rest of your face, especially the eyes. However, if you do love bold lipstick colors, you can choose to highlight only your lips by keeping your eye makeup and facial makeup toned down to the barest minimum.

## **How to Apply Makeup on African American Women Practical Video**

[Click Here to Watch the Practical Video](#)

You will find that applying makeup on African American Women is exactly the same as applying makeup on other skin toned women. The only difference is the foundation color you would use. Then there are certain eye shadow colors that complement the darker skin tone which really accentuates their beautiful skin.

In this training video I will demonstrate how to apply makeup on African American women.

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral, Theatrical
- Black or Brown Eyeliner Pencil
- Eyelash Curler

- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral
- Natural Lip Gloss

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your 10 Color Concealer Palette and apply the appropriate color over any areas that need coverage such as dark circles, pigmentation or uneven skin tone. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup stick to it.

If you want to even out her skin tone, then it is best to use a concealer color that is 1-2 shades lighter than her normal skin tone.

Step 3: Take 3 similar foundation colors and apply it onto her cheekbones directly underneath each other. The Color that disappears on her skin is the correct one to use.

Step 4: Squeeze the correct color of foundation onto your Stainless Steel Mixing Palette and mix it with your 125 Foundation Brush before applying it to your client's skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your 6 Color Pressed Powder Palette and dip your 126 Powder Brush into a color that is similar to your client's skin tone. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your client's face by gently working in downwards stroking movements.

Step 10: Take your Spoolie Brush and comb the client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Step 12: Take the 207 Angle Eyeliner Brush and dip it softly into the trio brow palette or the correct eye shadow color. Apply the brow powder/eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance. When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which do not need a whole lot of filling in.

Step 13: Take a highlighting color like white, champagne, gold or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 14: Take your 204 Crease Brush and apply a light shimmering pink eye shadow color onto her eyelids eyes. Other good colors to use are mauve, bronze, black, dark grey, shimmering grey, dark navy, dark chocolate and rich velvet.

Step 15: Wipe the brush with a clean tissue.

Step 16: Take the same brush and apply a dark bright purple eye shadow color on your client's eyelids but on the outside corners.

Step 17: Apply a dark charcoal eye shadow color over this color.

Step 18: Use your 207 Angle Eyeliner Brush and line your client's eyes with the silver gel eyeliner.

Step 19: Take your 229 Detailing Brush and apply a black or dark navy eye shadow over the eyeliner.

Step 20: Take your Eyelash Curler, ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 21: Take your Mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 22: Apply mascara also onto her lower lashes. If she does not have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 23: Take your 127 Blush Brush and apply a bronzer or any warm-toned blush onto your client's cheeks.

Step 24: Line your client's lips in a color that is similar to the lipstick color that you are going to apply.

Step 25 - Take the lip liner and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Step 26: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 27: Finally, take your 316 Lipstick Brush and wipe it over your chosen lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip. Good colors to use are earth-tones, burgundy and some shades of pink.

## Chapter 40: What to Consider for Your Wedding Makeup

Your wedding day is a memorable occasion in your life and it is quite important that you look your very best on this big day. The perfect makeup can highlight your most attractive features and ensure that you shine. There is no room for any mistake with your wedding makeup which is why a great deal of care and planning needs to go into it well before the big day comes.



Unlike other occasions for which you apply special makeup, there are several more considerations to take into account when it comes to your wedding look. Before we look at these, let us start with some simple pointers to achieve that perfect look for your wedding day.

Firstly, do keep in mind that wedding makeup should accentuate your best features and conceal flaws, if any. The objective is to look poised and elegant, not to show off how well you can do your makeup. Keeping it understated is a great idea, especially if this look is your best one. Also keep in mind that your dress and your hairstyle also deserve attention so do not use so much makeup or such dramatic colors that your makeup eclipses the rest of your look.

Wedding makeup should enhance your overall appearance not just make your face look beautiful. If you are not sure about your skills with makeup, avoid the dramatic look and go for the simple but pretty look that is easy to get right.

### What to consider for your wedding makeup

Several things have to be taken into account to determine the kind of makeup look that will have you looking at your radiant best on your wedding day. The dress you will wear, your hairstyle, the time of the wedding is all key points here.

#### The wedding dress

One of the most important things to consider for the perfect wedding makeup is your wedding dress. The style and color of your dress are both important factors that impact your overall appearance. Your makeup should complement the dress and 'work' with it to give you a picture perfect appearance.

If you are going with a classic white wedding dress, opt for light makeup which will have you looking fresh and radiant without taking away the splendor of the dress itself. If you want a bolder look, choose mildly contrasting shades for your makeup which will bring the spotlight to your face without making the makeup appear too overboard.

## Style: Regal

For a regal look, complete with tiara, you need to opt for the princess look. Begin with moisturizer and then apply the foundation to get a more natural, even tone. Eye makeup begins with soft pink base eye shadow over the whole lid, a deeper rose for the contouring of the eye, applied over the outer edges of the lid. A snow white shade goes over the center of the lids right up to the brow bone for a princess effect. Line the upper lid with brown which brings out the rosy color in the eye shadow you have used so far.

Dusky pink powder blush can be applied to the apples of your cheeks and then enhanced with a cream blush as well for better staying power. You can choose a cream blush with a hint of shimmer. These shades suit a number of skin tones which makes this look ideal for nearly every bride.

## Style: Trendy

A trendy look gives you a captivating look that is young and pretty. The objective is to look hip yet elegant, casual yet not careless. A bronzer is used after the application of moisturizer and foundation to add a bit of glam to the captivating, trendy bride. For the eyes, the base color can be a honey shade while the darker color is more brown or coffee.

The eyeliner plays an important role in creating the captivating look. Choose colors that will bring out your eyes and make them pop, for example, a deep purple. The liner is applied in such a way that it is quite visible. Finish with mascara on both top and bottom lashes. You can choose navy mascara instead of black if you have opted for deep purple or deep blue liner.

Deep rose blush adds a hint of color to your cheeks and then it's time for the lipstick. For the trendy look, the red lipstick is the right choice. Light skin tones look great with red lipsticks that have orange undertones while women with darker skin can opt for one with blue undertones. Use a brush to apply the lipstick so that you have greater control over the application. Add a touch of gloss to the center of your lips to complete the glamorous, captivating trendy bride look.

## Some general makeup facts

Matte looks are best for the photographs and they look good on you during the event as well. This is especially a good look for women who have oily skin. Soft pink eye shadow shades and deep plum give you a classic look that goes perfectly with the white wedding dress. These colors look great on all skin tones. For a touch of glamour, choose your eye makeup in gold or deep brown.

An edgy yet elegant look is created by subdued silver metallic combined with black liner. This is perfect if you are opting for smoky eye wedding makeup. The final touch is to define your lips with a natural shade of lipstick. Lipstick adds more volume to your lips and also gives it a richer, deeper color that goes very well with the regal look you want to achieve. It is very handy to have a color gloss in your/your bridesmaid's handbag for touch-ups during the photos.

## Hairstyle and color

When choosing your wedding makeup color palette it is also advisable to keep your hair color in mind too. The colors should complement your look and make you look vibrant and fresh rather than pale and washed out.

For a brunette bride, pale foundation is a definite no- no since it gives her a chalky, pasty complexion. In other words, if you're a natural blonde coloring your hair dark brown, then it is advisable to go for sunbed sessions or spray tanning. This will ensure that you don't have a pale skin color against your dark brown hair. When you are choosing the colors for the makeup opt for hues that are deep and that bring out the sheen and depth of the hair color. For example, a rich purple will enhance the bride's beauty and give her face a glow that will be enhanced by her dark hair.

Blonde brides should avoid colors and textures that give them a washed out appearance. For example, matte nude shades are a bad choice for blonde women. Shimmers are the perfect choice if you want to go for a color palette that is not too bright. Berry tones are perfect as they add a hint of color to the complexion. They look just as good on the lips as well.

Black haired brides can enhance their beauty with sheer plum shades especially if they have fair skin. For darker skin tones, jewel tones add a dramatic effect that is elegant and fashionable. Opaque plums and deep reds are also a good choice.

Redheads can make a fashion statement at their wedding with a green palette for their eye makeup. Warm colors for the cheeks and lips, for example, peach or copper look great.

## Daytime or evening wedding

Makeup needs to be selected depending on the time of your wedding. Colors which will look elegant and dazzling on you in the night time can look overly bright during day and fun colors that will look great in the day can be simply too harsh for evening events. Foundation or powder may look different depending on the time of the day too. These can look different under artificial lighting (as used for photography) so this is an aspect to consider too. The best way to go is to do a few trial makeup sessions and test it under different light.

## Outdoor wedding makeup

An outdoor wedding not only sounds beautiful but with the perfect setup will look magical. While wearing makeup for your outdoor wedding, you will have to deal with two problems: oily skin and heat. You will need makeup, which will last through the day and also make you look gorgeous in photographs. It should be seen to that the makeup will not add sheen or oil to the skin.

Most of the times, when foundation is of the wrong color, or even applied too thickly; it gives a very 'masky' appearance to the skin. Our liquid hydrabase foundation is perfect for weddings. It feels very smooth and light on your skin. Remember using a concealer with a concealer brush before applying foundation. It is great for under eyes or any other area that needs coverage.

## How to prepare your skin for the wedding day

If you are scheduling some pre-wedding facials, make sure that you get them done several days before the big day. Some facials can cause irritation to your skin and this could affect your entire look if your wedding is the day after the facial. It may even cause breakouts and this can be disastrous.

Eyebrow plucking is best avoided on the wedding day. You could end up with red, swollen brows if you do them right before the wedding. Make sure that you shape your eyebrows about two days before the wedding day.

## A few tips to keep your wedding makeup look picture perfect

No matter how well you apply your makeup or how long-lasting your makeup is, there is always the chance that you will need to do a quick touch up during the event. Take your basic makeup kit along to your wedding that you can quickly restore your 'glowing bride' look in minutes.

Waterproof products are the best choice since your makeup will need to last through tears and laughter at your wedding. In particular, pick the waterproof versions of makeup products for your eyes. For example, waterproof mascara is a definite addition to your wedding makeup kit.

For that glamorous look, add a sparkly shade of eye shadow to your brow bone and eye lid. Pay special attention to the inside corner of the eye and extend the color to wrap around the corner to make your eyes look bigger and brighter.

## Chapter 41: How to Apply Makeup for Television, Magazines and Runways



If you think the women and men featured on TV, magazines and runways have gorgeous skin, hair and teeth, think again! After seeing them, you may wonder as to how they look so perfect. You may have

even felt a little jealous of these people who are incredibly attractive. Well it's high time you save yourself of all this guilt because no one's perfect.

The women and men featured on television, magazines and runways have enjoyed the benefits of great makeup, along with a touch up or two. Right from their hair to their teeth, there are a number of makeup tips and techniques that are followed in order to bring about that flawless look. For instance, women on television tend to apply lipsticks in deep reds to help that dazzling white smile appearance.

Makeup can alter the facial structure in many ways as you've already learned. Using certain makeup tricks can create illusions of more defined features. Apart from giving them that flawless look, makeup techniques used on women and men on screen and on runways also helps boost their self-confidence. .

### Applying makeup for the camera, television or runways

While being on television, you will surely want to shine and stand out amongst the rest, but you don't want your skin to shine and look oily. Makeup techniques are extremely important for this reason so that the shiny foreheads and cheeks will not create any unsightly glares in front of the camera. Bright lights and television cameras can alter the appearance of a person to quite a drastic extent, and there is actually no way around it except to use makeup.

Even though most people think that makeup is mostly used for people who want to look better, the truth is that makeup is required for people on film or TV to retain their normal appearance. Film and television processes usually tends to introduce some amount of undesirable attributes to the features and skin tones that only makeup will be able to hide. With the arrival of high-definition television, the necessity for people skilled in the application of subtle but effective makeup has become very important.

Here are a few things to keep in mind:

- **Basic makeup:** When a person is going to be facing the camera for a lengthy period of time, makeup on the body and face is obviously needed. To start with, normal skin has some amount of oil, which generally can be noticed in close-ups. Shine of the skin can further be exaggerated by personal tension and studio lights.
- While facing the camera, at the very least, ensure that you have used either pressed or translucent powder which will remove the shine.
- Use a redness reliever eye drop to get rid of the redness in the eyes. This will not only make you look refreshed, but your eyes will also look bright.
- While applying on more than one person, ensure that disposable sponges and mascara wands are used in order to prevent the spreading of skin bacteria from one person to another.
- **Lighting considerations:** Ensure that the makeup is frequently checked and applied under the same light conditions that will be utilized while the subject will be on camera. Since normal skin tones contain some amount of green, under fluorescent lighting the skin appears greenish. So it is necessary to ensure that high-quality and proper color balanced makeup must be done in the same lighting conditions that will be used at the time of shooting.
- **Eyes:** Using a clean eyebrow brush, shape your eyebrows and also pluck out any unruly or stray hair. Bushy eyebrows are usually acceptable when it comes to men, but for women it should be carefully shaped into gentle arches. The brows should taper downwards at the ends. If you want to fill in the gaps, then you can utilize an eyebrow pencil of good quality to make fine delicate strokes.
- For women, some amount of eye shadow is always desirable. Choose the dry powder type eye shadow instead of the creamy type, as the former allows subtle blending and can hold up better under all the studio lights.
- **Lips:** Another main aspect while applying makeup on women is the right selection of lipstick. Some of the lipsticks aren't designed to be used on television as they tend to have a latent blue hue. When on camera, this blue hue tends to take on a purple appearance. Pure red lipsticks usually go well with most skin tones on camera. Outline the lips with a lip pencil before applying your lipstick.

- Depending on the proportions of the lips, the makeup will further accentuate them. As you already know, lip outlining is also used as a corrective technique. You can outline or draw a more desired shape. In the end, a lip brush can be used to add color to the entire lip area.
- Once the lipstick is applied, don't forget to blot the lips in order to avoid that unnatural shine. While on television, usage of lip gloss doesn't look all that great. Usually, lipstick isn't applied on men, but when on television they will need a touch of one of the natural shades. For men, a shade of brown lipstick is usually recommended, and needs to be applied with a brush.
- Ears, hands and teeth: If your hands need to appear on the camera through close up, special care will need to be taken. An appropriate shade of foundation needs to be used on the hands, just to ensure that the hands match all the other visible parts of the body. Also, this is one way you can minimize the color variations and wrinkles on your hands. Nails must be well manicured.
- For women, colored nail-paint can be used, whereas clear nail-paint can be used for both men and women. Check the appearance of the hands on a television monitor before a production. Extreme close-ups tend to reveal the makeup flaws that couldn't be covered.
- While concentrating on the ears, you will need to be very careful as you need to apply the right shade of makeup as the ears are redder than the adjacent skin tones. When back lights are focused on you, the ears tend to shine to some degree. To bring down the shine, the ears will need to be covered with foundation, which are one to two shades darker than your face. Cover the foundation with translucent powder.
- Fashion designers want to make style statements and tend to make the models wear colorful or edgy makeup. Others prefer to keep a very natural look so that the focus stays on their designs instead of the model.

## Chapter 42: How to Treat Customers Effectively in a Store Environment

Multiple stores sell beauty products, so what distinguishes your store from other stores? This is a question that all store owners should ask themselves. In a highly competitive market, stores need to concentrate not just on the quality of the products they are selling but on their customer service as well. There are multiple factors that affect the standard of customer service of any store and a few of them are mentioned below.



### Greeting the customer

Interpersonal skills play a very important role in customer services. So the first thing that a store should ensure is that its employees have excellent people skills and like to interact with people. The customer should always be the first priority of the store and good customer service will help the store in translating this message to the customers.

As a store employee the first thing that you should keep in mind is to greet all your customers in a warmly manner. Customers like to be greeted with a smile, it makes them feel welcomed. So no matter how tired, irritated or stressed you are as a professional you should never let your smile go off your face. Likewise, while dealing with all the customers you should make sure that you are polite and courteous at all times.

Apart from being polite in your mannerism you should ensure that you are dressed in a presentable manner. Shabby attire would drive away customers, especially in a makeup store. It will also reflect badly on the hygiene standards of the store. Since most customers are very particular about hygiene while purchasing beauty products, you should ensure that your store is clean and in top shape, and your employees are well-groomed.

Since good mannerisms play a vital role in managing customers effectively, stores should consider training their employees in these soft skills. This training will prove to be beneficial to the company in the future as effective customer service skills are not just essential for increasing sales but also help in building customer loyalty.

## Evaluating customer's needs

After greeting the customers you need to make an attempt to interact with the customers for a few minutes. While interacting with the customers you should be able to conduct a quick analysis of their needs and interests. Your knowledge about the various products within the store will help you make the analysis of the customer in an informed way.

Through an analysis of the customer's requirements and your knowledge of the products within the store, you match customer requirements to the right products. It is also important to keep the price of the products in mind when dealing with customers. Every customer has a different budget so try and pick the products that the customer would most likely purchase.

A good evaluation of the customers gives you the scope to promote many products at the same time and it also makes the customers feel important as you are looking into their specific needs. But in order to maximize your sales, you should be able to summarize the benefits of any product in a sentence or two. This is very important as most customers reject products initially as they don't know much about their benefits. Highlighting the plus points of a product would help you gain the consumer's attention.

While suggesting products to the customer is a good option, you should not look down on the products that the customer is already using. This could be interpreted as arrogant or rude behavior by some customers. Instead you should always recommend your products by focusing on their beneficial attributes.

## Demonstrating makeup on customers

Makeup samples of products play an important role in attracting a customer's attention. So it is important that you know how to use the makeup samples to your advantage. Firstly you should ensure that the samples are kept and handled in a hygienic manner. These samples are used on many people so they can get dirty very easily. This is why you need to ensure that you use clean samples, especially makeup brushes. Clean them after every customer.

Before any demonstration always keep the skin type of the customer in mind. If the person has very sensitive skin type, then be careful while demonstrating the products on them. Always start your demonstration by cleaning the customer's skin. You can use a makeup remover or a toner for this. If the person's skin is not clean then the product will not look as appealing as it should.

Another thing that you should keep in mind while demonstrating the product is the use of natural light. Choose the location of your demonstration facility carefully; ensure that it has ample natural light. This will help the customers to decide if the makeup really suits them or not. Different types of lighting can falsify the look of the makeup so it is better if you use natural light while demonstrating the products.

Combine some specific makeup products with other products. For instance, use a primer along with foundation and while demonstrating a lipstick or lip gloss use a lip balm first. Such collaborations enhance the effect of the products. It also helps you in promoting two products at the same time by emphasizing on the importance of both.

Keep the customer's skin tone, skin type and physical features in mind before the demonstration. Don't go over the top with your demonstration and try to keep it as natural as possible. Remember that most of the times the customers need to purchase the products for their daily routine and not for a special occasion.

## Pointers for a good demonstration

- Use clean and hygienic makeup samples.
- Demonstrate the makeup in natural light.
- Check if the customer is allergic to any product.
- Choose products depending on the customer's skin tone, skin type and physical features.
- In some cases, combine two products to enhance their effect. (Lipstick/Lip-Balm)
- Don't use the product in an exaggerated way.

## Closing the sale

Your job is not over until the customer actually purchases the products. So you need to ensure that the customer is completely convinced without putting too much pressure on them to buy. Apart from emphasizing the benefits and the quality of the product to the customer you can also use discount offers, sales and membership facilities to promote your sales.

Discount offers always attract customers as everyone wants to buy more for less money. Discount can be in terms of price or it can also be in terms of a complimentary product. Both these schemes attract customers to the store. Membership services can be used to lure customers. This option entitles the customers to a certain amount of discount on each of their purchases so the people become loyal customers of the store. Loyalty points go hand in hand with membership services and are also a good way of promoting sales.

## Managing a difficult customer

Even though most people are considerate in the way they voice their grievances in public spheres there are a few that can be difficult to handle. Handling an angered customer is every sales person's nightmare but there are a few ways in which such situations can be tackled.

A difficult customer can be very cranky, demanding, arrogant and extremely picky. It may seem like they want to find faults with everything you show them. The first thing that you, as a store employee, should keep in mind is that an angry customer lacks rationale. They are so absorbed in their emotions that they fail to see that they are being rude. Keeping this in mind your first step should be to calm the customer down. You will notice that if you manage to keep your own emotions in place and keep responding in a friendly manner, the customer will become more relaxed.

Even if you are not at fault, apologizing will help in easing out the situation. At the end of the day the angered customer wants to be acknowledged by you. So by apologizing you will make the customer feel important. After you apologise, the customer might actually listen to your point of view as well.

Excellent customer service skills are based on immense patience and outstanding convincing abilities so no matter how demanding the situation gets, you should never lose your temper and act out in an aggressive manner.

## Chapter 43: How to Find Clients for Your Makeup Business

Planning on opening a new makeup store or service but don't want to spend a lot on the promotion? If yes, then you need to take a look at various methods of free advertising. Free advertising is a concept that has gained popularity thanks to the advent of internet.



Many established as well as new companies use free advertising to promote their products and services so the idea is not something you should ignore or look down upon. Internet gives you ample opportunities to advertise for free but the most effective types are video, pages on social networking sites, free online classified sites and viral e-mails.

### Using videos as a source

Videos are a very creative and effective method of advertising. At present, there are many popular video sharing sites that can be used to advertise your products. A funny and innovative video attracts a lot of viewers, making it an effective tool for communication and promotion. However, since you are promoting makeup, humor may not be the answer to your advertisements. Instead, you can try and make your advertisement witty and light-hearted.

To make your videos more informative, you can also attach your website URL along with them. For example, on YouTube you have a resource box on the right side corner of the video. Your URL information can be fed here and all the viewers can access it.

A demonstration video or a makeover video would be ideal for promotional purposes. You don't have to create the best video ever. Just start off by using your camera phone and record some real life makeup videos which will provide good advice to your viewers. Explain in the video that you are able to provide the same service to them and make them look their absolute best for their special event.

### Using social networking sites

At present, if you conduct a survey on how many people spend time on social networking sites, your results will contain overwhelming figures. Since social networking sites such as Facebook have an immense reach, you should definitely advertise your products through this medium. The most common way of

advertising your products on a social networking site is to create a company page. The company page gives you huge scope for promotion and allows you to update it every day.

If you want to promote a makeup store or service, a company page gives you the opportunity to display all your products along with illustrations. These pages can be shared with all your contacts instantly and they can further share these pages with all their contacts. This helps your product reach its target audience faster.

Even if you have the budget to promote your product through other sources, you should compliment it with this method as creating a company page on Facebook or on Twitter will add onto your promotions drastically.

## Creating your own website

A makeup artist should eventually have his or her own website. People expect professionals to have it. It is one of the first signs to a customer whether you're a real professional or just a fly-by-nighter. Creating your own website is not difficult at all. Today there are many great tools online to create your own site without any knowledge of that kind.

Services such as Wordpress, Blogger and Wix offer website builders that are easy and fun to use. They have ready-made templates which you can simple choose for your site. You then upload your photos and write a description of your services. You then use the methods above such as social media and video websites to bring potential clients to you.

## Using e-mails as a source

E-mails can also be used to promote your services free of cost. They work on the same principle as videos or pages on social networking sites. You can advertise your brand by e-mailing an interesting write up or pictures of the work you've done. These e-mails may be forwarded to other people by your contacts as well so your service will reach many people.

Once you have a website, it is easy to collect the names and email addresses of your potential customers. Remember that you may not send emails to people without their permission. Use a service such as Aweber.com. By doing so your potential customers can add their name and email address to your email list on your website in exchange of a freebie.

As a freebie you can offer them great makeup tips in exchange for their email address. You will then be able to notify your subscriber base by email of any news or discount offers you might have. Building an email subscriber base is the best advertising method online.

By doing the above you will have a few hundred subscribers on your mailing list within a few months. By sending them valuable tips and news you can remind all of them of your makeup services. Your free subscribers will then eventually turn into paying clients.

## Chapter 44: Bridal Makeup Look: Young and Beautiful Bride



[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Theatrical
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral

- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 4: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 5: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 6: Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 7: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 8: Take your powder brush and remove any excess powder from your face.

Step 9: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 10: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair. Take your 207 Angle Eyeliner Brush and dip it softly into black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance. When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 11: Take a highlighting color like white, beige or cream. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 12: Take your 204 Crease Brush and apply a light brown eye shadow color in the crease of her eyes.

Step 13: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 14: Take dark brown eyeliner. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 15: Take your Eyelash Curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 16: Take your black Mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 17: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 18: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 19: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 20: Take your toast lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 21: Take the lip liner and gently fill in your client's lips with it.

Step 22: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 23: Take your 316 Lipstick Brush and wipe it over a medium pink lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 24: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 25: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 45: Bridal Makeup Look: Shiny, Happy Bride

[Click Here to Watch the Practical Video](#)



The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into light brown eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a peach shimmering eye shadow color in the crease of her eyes. Apply a light brown eye shadow color on the outside corners of her eyes, but still in the crease area.

Step 14: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 15: Take a dark brown eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your individual eyelashes and apply 5 of them on outside corners of your client's eyelashes.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your 127 Blush Brush and dip it either into a soft pink blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 21: Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 22: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 23: Take a blush lip liner and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 24: Take the lip liner and gently fill in your client's lips with it.

Step 25: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 26: Take your 316 Lipstick Brush and wipe it over a soft pink lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 27: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 28: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 46: Bridal Makeup Look: Modern Bride

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral



- Natural Lip Gloss

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into the trio brow palette. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a light brown shimmering eye shadow color in the crease of her eyes.

Step 14: Take the same brush and apply a dark brown eye shadow color at the outside corners of her eyes, but still in the crease. Apply this color in a "v" shape and take it downwards almost into her eyelashes. Please note that the color should only be applied until the middle of her eyes.

Step 15: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 16: Take a black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 17: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 18: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your tweezers, pick up one diamante gem at a time and dip it into the eyelash glue. Begin to apply the gems at the outside corner of her left eye and finish it off midway between that and her hairline.

Step 21: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer or similar blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 22: Take the nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 22: Take the lip liner and gently fill in your client's lips with it.

Step 23: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 24: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 25: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 26: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 47: Bridal Makeup Look: Elegant Bride

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:



- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral

- Natural Lip Gloss

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into brown or black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a light brown shimmering eye shadow color in the crease of her eyes.

Step 14: Take the same brush and apply a dark brown eye shadow color at the outside corners of her eyes, but still in the crease. Apply this color in a "v" shape and take it downwards almost into her eyelashes. Please note that the color should only be applied until the middle of her eyes.

Step 15: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 16: Take a black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 17: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 18: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer or similar blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 21: Take the cocoa lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 22: Take the lip liner and gently fill in your client's lips with it.

Step 23: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 24: Take your 316 Lipstick Brush and wipe it over a bronze lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 25: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 26: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 48: Bridal Makeup Look: Beautiful Asian Bride

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Theatrical
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral



- Natural Lip Gloss

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair. Take your 207 Angle Eyeliner Brush and dip it softly into brown or black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply bright purple eye shadow color in the crease of her eyes.

Step 14: Take the same brush and apply a charcoal eye shadow color at the outside corners of her eyes, but still in the crease. Apply this color in a "v" shape and take it downwards almost into her eyelashes. Please note that the color should only be applied until the middle of her eyes.

Step 15: Take your 221 All Over Eye Blender Brush and apply a shimmering pearl eye shadow color just underneath her eyebrows.

Step 16: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 17: Take a black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 18: Take your tweezer and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 19: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 20: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 21: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer or a light bronze blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 22: Take the nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 23: Take the lip liner and gently fill in your client's lips with it.

Step 24: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 25: Take your 316 Lipstick Brush and wipe it over a light shimmering orange lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 26: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 27: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 49: Bridal Makeup Look: African American Bride (Wrong Foundation Color)

[Click Here to Watch the Practical Video](#)



The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral

- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it either into your trio brow palette or black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like champagne or gold. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a golden brown eye shadow color in the crease of her eyes.

Step 14: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 15: Take a dark brown eyeliner. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your tweezer and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

Step 18: Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 21: Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 22: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 23: Take a dark brown lip liner and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 24: Take the lip liner and gently fill in your client's lips with it.

Step 25: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 26: Take your 316 Lipstick Brush and wipe it over the bronze lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 27: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 28: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

# Chapter 50: Celebrity Makeup Look: The Oscars

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright or Neutral
- Natural Lip Gloss



Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a pencil/brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it either into your trio brow palette or black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like champagne or gold. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a golden brown eye shadow color in the crease of her eyes.

Step 14: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 15: Take a dark brown eyeliner. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush.

Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

Step 18: Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the bronzer upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 21: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 22: Take a dark brown lip liner and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 23: Take the lip liner and gently fill in your client's lips with it.

Step 24: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 25: Take your 316 Lipstick Brush and wipe it over the bronze lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 26: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 27: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

# Chapter 51: Celebrity Makeup Look: Broadway

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Smoky, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss



Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette.

Step 4: Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin.

Step 5: Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 6: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 7 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 8: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 9: Take your powder brush and remove any excess powder from your face.

Step 10: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 11: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it either into your trio brow palette or black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 12: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 13: Take your 204 Crease Brush and apply a light pink/lavender eye shadow color in the crease of her eyes.

Step 14: Take your grey/charcoal eye shadow color and apply this on the outside corners of her eyes, creating a "v" shape. Blend this color in with your 204 Crease Brush.

Step 15: Take black eyeliner. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look.

Step 18: Repeat this process 2-3 times until you get the desired look.

Step 19: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 20: Take your 127 Blush Brush and dip it into a soft pink blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 21: Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 22: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 23: Take a nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 24: Take the lip liner and gently fill in your client's lips with it.

Step 25: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 26: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 27: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 28: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 52: Celebrity Makeup Look: The Runway

[Click Here to Watch the Practical Video](#)



The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Bright or Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into the dark brown of the Trio Brow Palette. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a soft brown eye shadow color in the crease of her eyes. Apply a light golden brown eye shadow color over the soft brown eye shadow.

Step 12: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 13: Take black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 14: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 15: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 16: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 17: Take your 127 Blush Brush and dip it into a plum blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes.

Step 18: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 19: Take a natural brown lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 20: Take the lip liner and gently fill in your client's lips with it.

Step 21: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 22: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 23: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 24: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 53: Celebrity Makeup Look: Hollywood

[Click Here to Watch the Practical Video](#)



The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a medium light pink eye shadow color in the crease of her eyes. Apply a light brown eye shadow color on the outside corners of her eyes.

Step 12: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 13: Take a dark brown eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 14: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 15: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 16: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 17: Take your 127 Blush Brush and dip it into a pink blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 18: Take a light pink lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 20: Take the lip liner and gently fill in your client's lips with it.

Step 21: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 22: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 23: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 24: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

# Chapter 54: Celebrity Makeup Look: The Emmys

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral, Smoky
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss



Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 - Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into black eye shadow. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a medium light grey eye shadow color in the crease of her eyes.

Step 12: Take the same brush and apply a shimmering grey eye shadow color on the outside corners of her eyes, but still in the crease area.

Step 13: Take your highlighting color again and apply a small amount on the inside corners of her eyes, using the 229 Detailing Brush.

Step 14: Take black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 15: Take your tweezer and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 16: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 17: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 18: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 19: Take a nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 20: Take the lip liner and gently fill in your client's lips with it.

Step 21: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 22: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 23: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 24: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

# Chapter 55: Celebrity Makeup Look: The Grammys

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Bright
- Natural Lip Gloss



Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 - Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into your trio brow palette. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a medium brown eye shadow color in the crease of her eyes.

Step 12: Take your 207 Angle Eyeliner Brush and dip it into the navy blue gel eyeliner. Use your 207 Angle Eyeliner brush to apply this color at the top as well as bottom eyelashes. The eyeliner line must be taken upwards at the end.

Step 13: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 14: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 15: Take your 127 Blush Brush and dip it into a light bronze blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 16: Take the deep red lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 17: Take the lip liner and gently fill in your client's lips with it.

Step 18: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 19: Take your 316 Lipstick Brush and wipe it over a bright pink/fuschia lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 20: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 21: Finally, take your crimson pearl lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 56: Photo Shoot Makeup

### Look: High Fashion

[Click Here to Watch the Practical Video](#)



The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Neutral, Smoky
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- XL Face and Body Bronzer- Radiant Glow
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss

Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze a bit of Liquid Foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it either into black eye shadow or the trio brow palette. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white eye shadow color. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 204 Crease Brush and apply a dark charcoal eye shadow color in the crease of her eyes. Do blending with the same brush.

Step 12: Wipe your brush with a clean tissue.

Step 13: Take the same brush and apply a black eye shadow color on the outside corners of her eyes. This will be applied in the crease of the eye and in a “v” shape inwards.

Step 14: Take your 229 Detailing brush or an earbud and dip it into a bowl of water and then in black eye shadow. Start making dots from the inside corner of her left eye, around her nose and take it all the way around her eye until just above her eyebrows.

Step 15: Take a black eyeliner pencil. Start by lining your client’s eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client’s eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you’re using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your eyelash curler and ask your client to open her eyes and look straight ahead. Place the open eyelash curler on her upper eyelash and squeeze gently for about 10 - 20 seconds.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 18: Also apply mascara onto her lower lashes. If she doesn’t have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 19: Take your 127 Blush Brush and dip it into the XL Face and Body Bronzer. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 20: Take a nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 21: Take the lip liner and gently fill in your client’s lips with it.

Step 22: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 23: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 24: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 25: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.

## Chapter 57: Photo Shoot Makeup Look: Sexy Crimson

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Complexion Primer
- 130 Concealer Brush
- 10 Color Concealer Palette and Corrector Concealer Quad
- 125 Foundation Brush
- 5 Color Liquid Foundation
- Stainless Steel Mixing Palette and Spatula
- 126 Powder Brush
- 6 Color Pressed Powder Palette or HD Translucent Powder
- 212 Spoolie Brush
- 207 Angle Eyeliner Brush
- Trio Brow Palette
- 221 All Over Eye Blender Brush
- 204 Crease Brush or 219 Precision Crease Brush
- 15 Color Eye Shadow Palette- Theatrical, Neutral
- Black or Brown Eyeliner Pencil
- Eyelash Curler
- Mascara
- 127 Blush Brush
- 10 Color Blush Palette- Neutral
- Lip liner Pencil
- 316 Lip Brush
- 10 Color Lip Palette- Neutral
- Natural Lip Gloss



Now let's start with the practical...

Step 1: Squeeze a small amount of Complexion Primer into the palm of your hand and apply it all over your client's face.

Step 2: Take your Corrector Concealer Quad and apply the appropriate color over any areas that need coverage such as dark circles, red pimples, pigmentation or varicose veins. Make sure that you apply cover stick over your client's eyes as well. This will help the rest of her makeup to stick to the skin.

\*Green cover stick are used on any red areas such as pimples, varicose veins, etc. Purple cover stick is used on any yellow areas such as pigmentation marks and orange cover stick are used on any blue areas such as dark circles.

If you just want to even out your skin tone, then it is best to use a concealer color in the 10 Color Concealer Palette that is 1-2 shades lighter than your normal skin tone.

Step 3: Squeeze the correct color foundation onto the Stainless Steel Mixing Palette. Take your 125 Foundation Brush/Spatula and gently mix the foundation on the Stainless Steel Mixing Palette before applying it to the skin. Begin at the one side of your client's face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If her neck color is hugely different than the color of her face, then you need to apply the same shade of foundation onto her neck as well.

Step 4: Take a foundation sponge and blend the foundation from her hairline, working downwards towards her jaw line.

Step 5 -Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. Shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto your client's face, working from her hairline downwards to her jaw line. Concentrate especially on the eyelids and the lips. The main purpose of the powder is to ensure that the eye shadow and lipstick stays on for longer.

If you rather want to use a compact/pressed powder, then you can use your 126 Powder Brush or Powder Sponge to apply it.

Step 6: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 7: Take your powder brush and remove any excess powder from your face.

Step 8: Take your 212 Spoolie Brush and comb your client's eyebrows neatly.

Step 9: Choose a brow powder/eye shadow appropriate to the color of your client's hair.

Take your 207 Angle Eyeliner Brush and dip it softly into the trio brow powder palette. Apply the eye shadow in the direction of hair growth to ensure a natural look. Never "draw" the color onto your client's eyebrows as this will only create an artificial appearance.

When using a pencil, make sure that you use feathering strokes to fill in the areas that needs filling and go gently on the areas which don't need much filling in.

Step 10: Take a highlighting color like white, cream or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath your client's eyebrows and work downwards to her eyelids.

Step 11: Take your 219 Precision brush and apply a lime green eye shadow color in the crease of her eyes.

Step 12: Take your 204 Crease brush and apply a darker green eye shadow color onto her eyelids and on the inside corner of her eyes.

Step 13: Take the same brush and apply a turquoise eye shadow on the outside corners of her eyelids and also underneath your client's eyes.

Step 14: Take your highlighting color and apply a small amount on the inside corners of her eyes, using the 229 Detailing brush.

Step 15: Take black eyeliner pencil. Start by lining your client's eyes with the eyeliner pencil. Always do the top first, working from the outside to the inside corner of your eye. You can extend or thicken the line at the end of your client's eyes. Make sure that you draw the line almost into her eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath her eye.

If you're using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

Step 16: Take your tweezer and pick up one of the eyelash strips. Hold it steady in one hand while you are applying glue on the strip. Start by applying the eyelash at the left eye and move over to the other eye.

Step 17: Take your black mascara and lightly dab the lash liner brush against the rim of the mascara. This ensures that there is just the right amount of mascara on your brush. Ask your client to keep her eyes closed. Use your other hand and gently lift her eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent her eyelashes from clumping and will give them a fuller look. Repeat this process 2-3 times until you get the desired look.

Step 18: Also apply mascara onto her lower lashes. If she doesn't have a lot of lashes here, then it is best to apply the mascara perpendicular to her eyes and start by running it lightly along her eyelashes. If she has thick eyelashes at the bottom, then you can apply the mascara the same way as you would with the top eyelashes.

Step 19: Take your 127 Blush Brush and dip it into a bronze blush color. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box. Ask your client to smile and apply the blush upwards in a straight line, beginning opposite of her nose and taking it upwards till the outside corners of her eyes. Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on her cheeks.

If too much blush color has been used, then you can take a foundation sponge and lightly swipe it over the applied blush color. Or you can dab your 126 Powder Brush into the HD Translucent Powder and lightly go over that area.

Step 20: Take the nude lip liner pencil and begin to line her lips on the upper lip, taking the line outwards to the corners of her mouth. Do the same at her lower lip.

Choose a shade that is the natural color of her lips or choose a shade that is the same as the lipstick that you are going to use.

Step 21: Gently fill in your client's lip with the lip liner pencil.

Step 22: Take your powder sponge and lightly dip it into your HD Translucent Powder. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 23: Take your 316 Lipstick Brush and wipe it over a nude lipstick color. Apply it all over your client's lips, starting from the upper lip and doing the same on her lower lip.

\*For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 24: Pat another layer of HD Translucent Powder over the lipstick and repeat the same process of lipstick application one more time.

Step 25: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over your client's lipstick.