



MAKEUP MANUAL

This G(end)er Swap Makeup Manual was created by Santi, Founder of G(end)er Swap. Santi is a trained and certified freelance makeup artist and has worked for M.A.C Cosmetics, Makeup Forever and Nars. Trained in special effects, fashion and theatre make-up, Santi has created an accessible 'basic' make-up guide for trans and gender non-conforming folks to get started on their makeup journey. Feel free to print out the guide so you can make makeup notes and colour swatches right onto the paper!

G(end)er Swap creates and delivers makeup tutorials. Check out our [Instagram](#) to see our reels/IGTV series. Be sure to check out our [website](#) and subscribe to receive updates on events.

Need clothing support, self-care resources or have questions?

Please contact Santi at info@genderswap.org

Have fun and remember....makeup has no gender!

BRAINSTORM YOUR MAKE-UP LOOK



FOUNDATION + CONCEALER

COLOR THEORY

1. Understanding undertones

-color that shows through the skin

2 types of undertones:

Warm: heat, reds, oranges, greens

Cool: blues, pinks

Mix of both: yellows, purples (can use both warm/cool correctors)

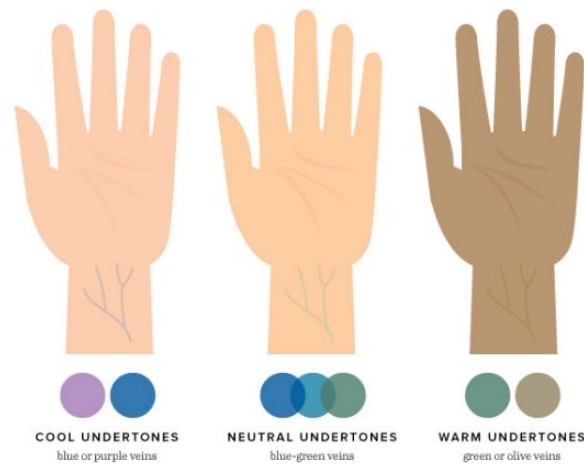
2. Understanding the color wheel for make-up



CORRECT + CONCEAL

- Correcting means using a color opposite of what you want to cover up.
- Color correcting cancels a color out
- Swatch colors on your wrist and see which ones blends in best
- Test three different foundation colors on your jawline and use the one you see the least

Concealing is light weight color correction: under eyes, zits, scars



SWATCH YOUR COLOR HERE AND LABEL!

COVERAGE

- Refers to the density of the foundation: do you want maximum coverage or light weight?

FINISH

- Do you want it matte? Shiny, glossy or satin?

APPLICATION

- Sponges: use a dabbing motion and press the liquid into the skin
- Fingers: dot the liquid around your face and gently blend in with two fingers
- Brushes: are best! Use small circles to blend the liquid in

ESSENTIALS FOR EYES

- Eyeshadow base: keeps eyeshadows on for longer/makes them brighter
- Concealer and powder
- Eyeshadows, pigments and/or glitter

- Mascara/eyeliners

EYE SHAPES + EYESHADOW PLACEMENT

1st rule - there aren't any rules! There are some 'traditional' ways of applying make-up that can change/enhance eye shapes though!



CHOOSING A COLOR

1. Look at your eye color: where does it fall on the color wheel?
2. Choose a color on the opposite side of the color wheel to your eye color

3. That color range will make your eye color stand out

Ex. Peachy tones/orange pair well with blue eyes

TOOLS

Blunt flat brush: Packs on color/makes it bold

DRAW ME:

Fluffy round brush: Makes the color lighter/smokier and great for blending

DRAW ME:

Angle brush: great for liquid liner and eyebrows

DRAW ME:

EYE LINER

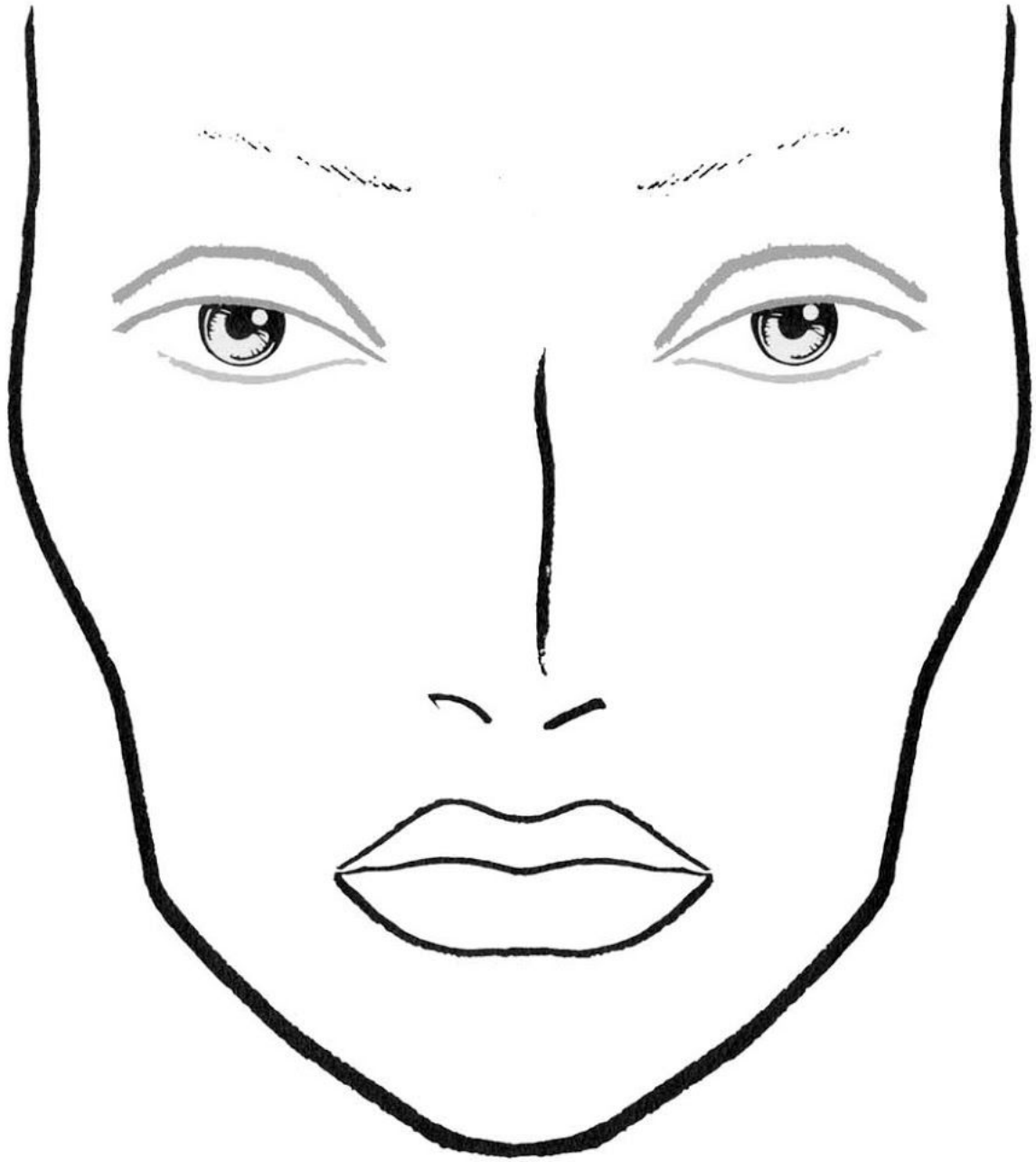
- Eyeliner is used to enhance the eye shape and to frame the eye
- It is a multi-purpose product so it can be used on the eyes or on the face

Liquid liner: for cat eyes, precise lines, freckles, drawings

Pencil: smudgy, can be worn in the water line, 'guyliner'

Mechanical pencils: usually waterproof

NOTES



SCULPTING THE FACE

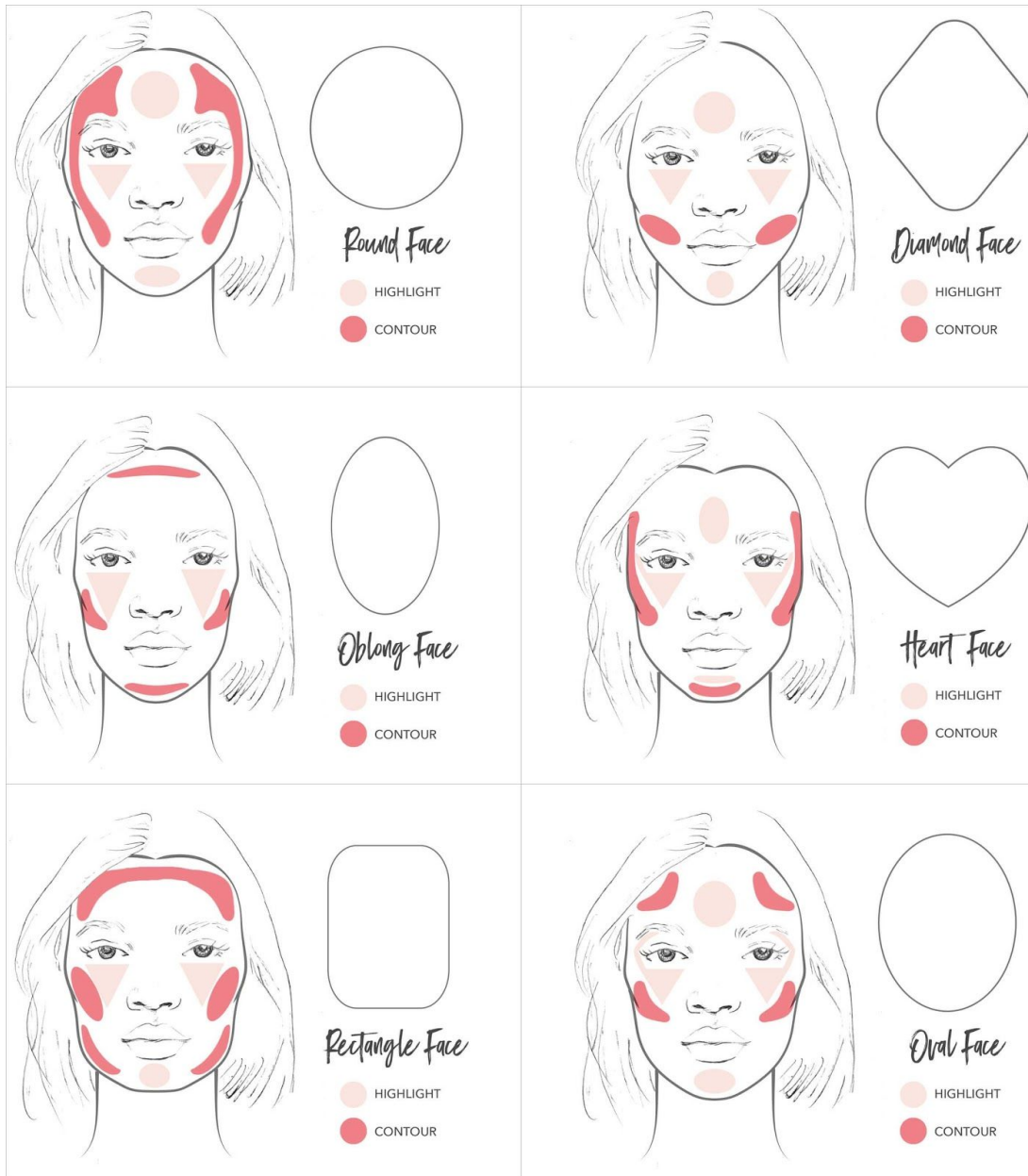
Products:

Darker foundation/concealer colors, bronzers for contouring

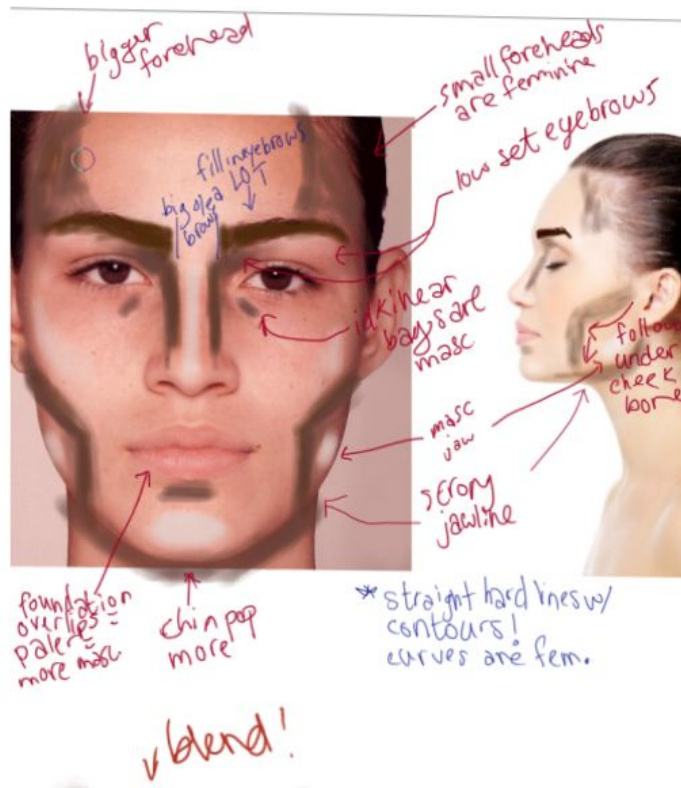
Lighter concealers, reflective/shimmery powders and eyeshadows for highlighting

No shimmer and matte finishes for a more 'masculine' look

'FEMININE'



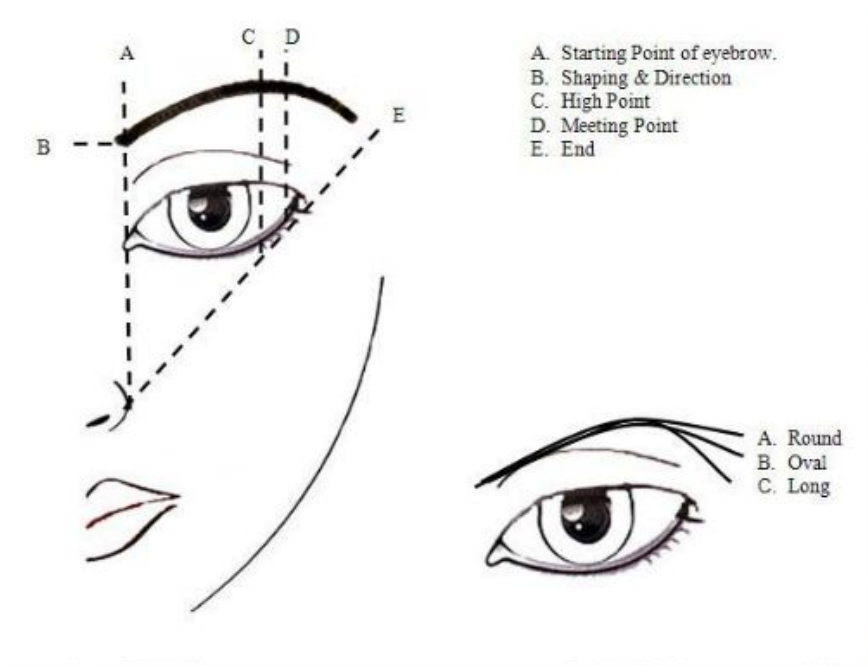
'MASCULINE'



BROWS

Creating the perfect shape: arched, perfected lines, smooth

- Use an angle brush to create an arched brow for a more 'feminine' appearance



Filling them in for a more bushy brow: messy, thick, textured

- -use a fluffy brush and fill in your brows with a 'natural' brow color
- -create straighter eyebrows for a more 'masculine' appearance

Products:

Brow pencil

natural colored eye shadow powder and an angle brush to fill brows in

Clear or tinted eyebrow gel: brush up (bushy) brush over (smooth)

→ brow gel can also be used to darken facial hair along the jaw/upper lip!

LIPCARE

- Exfoliate your lips: lip scrub, brush your lips with your toothbrush (1x week)
- Lip balm: tinted, flavoured or something with a sheen for a natural finish
- Lip gloss, liner or lipstick: tap on glitter for more glow!
- LIPSTICK FIRST and then clean up the lines with a lip liner!

LGBTQ+ Makeup artists + influencers (Instagram)

Tobi Norman/Laddie, @laddie_mua

Jake Warden, @jakewarden

Nikki Tutorials, @nikkitutorials

Umber Ghuari, @umberghuari

Emilol Olsen, @emilolsenbeauty

Ascher Lucas, @arcascher

@melanated.martian

@mathemateacal

Instagram Inspo

@nancxboy

@clowngender

@casperblaise

@ianaiaexander

@stef.sanjati

@chrissglabb

@devdoe

@casil_the_goat_lord

@neonMUA

@rvbyallegra, @rvlmakeup

@luciphyr

@charliecraggs

@luciablayke

MAKEUP SUPPORT TO GET YOU STARTED

BEAT FOR THE GXDS

@beatforthegxds on Instagram

Online monthly makeup meetup for QTBIPOC

[Makeup 101 for Trans Women](#)

[Hannah Phillips](#)

[Stefani Sanjati](#)

[Makeup for all Genders](#)

[Jecca Black Tutorials: Trans Inclusive Makeup Brand](#)

[Makeup for men](#)

[Gender Neutral Skincare](#)

[Nonbinary Makeup Inspiration](#)

[Feminising Makeup](#)

[Queer Makeup, Hair and Skin](#)

OTHER RESOURCES (WALES)

[Aubergine Cafe](#)

- Food catering service and cafe that empowers autistic people (by and for autistic people)

[Spokesperson CIC](#)

- Cycling groups, services and resources for marginalised folks

[Glitter Cymru](#)

- Social support group for LGBT+ BAME individuals

[Cardiff Trans Wardrobe](#)

- Distributing clothes for the trans community

[Heads Above the Waves](#)

- A non profit supporting you people with mental health
- Clothes, resources, workshops and support groups

[Cardiff Trans Singers](#)

- A singing group for trans people

Facebook Groups

[All T* No Shade- Cardiff Valleys and Vale](#)

[South Wales Trans and Mutual Aid Group\](#)

[Queer Arts Collective-Cardiff](#)

YouTube

[Oska Writes](#), @domesticcentric on Instagram

- Non binary fashion blogger

[Candy Goblins](#)

- Queer owned earring company and strong trans ally

OTHER RESOURCES (LONDON)

ART CLUBS

Queer Youth Art Collective, @queeryouthartcollective

E: art@lgbtiqoutside.org

Outside In: LGBTIQ+ Community Hub, Mondays 6-9pm at The Outside Project (Clerkenwell)

@lgbtiqoutside

SUPPORT

Project Indigo, indigo@family-action.org.uk,

- LGBTQ youth group and counselling *(free) service for young LGBTQ+ people or for people who are questioning.
- Meet other LGBTQ people in a supportive environment and meet friends.
- Thursday evenings from 5.30pm to 7.30pm

Mosaic, hello@mosaictrust.org.uk,

- LGBT+ Youth Centre
- Mentoring, youth club, culture club

Nomadic Youth, nomadicyouthlondon@gmail.com, [@nomadic.youth.ldn](https://www.instagram.com/nomadic.youth.ldn)

- Events and socials for young people

TAGS, robertatrans21@gmail.com, www.tagsswim.co.uk

- Trans swimming group
- Body positive yoga

G(end)er Swap, info@genderswap.org, [@genderswap_](https://www.instagram.com/genderswap_)

- Clothing outreach, services and events for the TGNC community

Open Barbers, www.openbarbers.com

- Queer/trans owned barbershop (for all genders)
- Have a chill out/reading space and other services

Gendered Intelligence, www.genderedintelligence.co.uk, [@genderedintelligence](https://www.instagram.com/genderedintelligence)

- Support services for trans youth

CliniQ, www.cliniq.org.uk

- FREE trans led sexual health/well-being service for trans individuals
- Wednesday evenings 530-7pm

The Outside Project, @lgbtiqoutside

- Identity Response Services for LGBTIQ+ individuals: Homeless shelter and weekly hubs with food/clothing support

Mindline Trans, 0300 330 5468

- Confidential emotional support for trans, non-binary and gender fluid+ folks

Not Your Fault, @notyourfaultgroup

- Online support group for trans/cis men/non binary people who have experienced sexual violence

London Friend, www.londonfriend.org.uk

- LGBT support & well-being: counselling, sexual health, domestic abuse etc. | Telephone advice

The NAZ Project, www.naz.org.uk

- Support services for QTPOC