G(END)ER SWAP

MAKEUP MANUAL

Have fun and remember….makeup has no gender!

BRAINSTORM YOUR MAKE-UP LOOK

<div align="center">**FOUNDATION + CONCEALER**</div>

COLOR THEORY

1. **Understanding undertones**
    -color that shows through the skin

2 types of undertones:

Warm: heat, reds, oranges, greens
Cool: blues, pinks
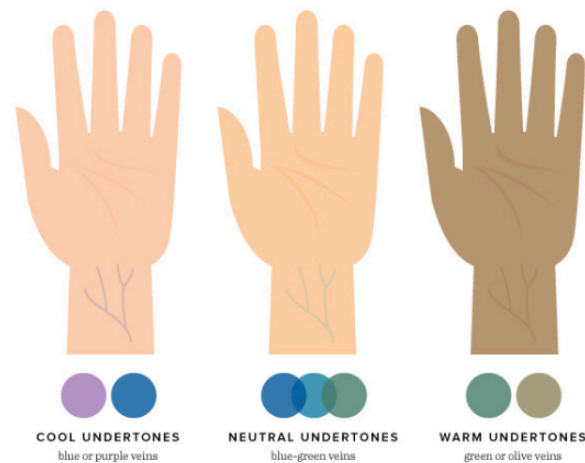Mix of both: yellows, purples (can use both warm/cool correctors)

2. **Understanding the color wheel for make-up**

The basic colors

red
(primary)

red-purple
(tertiary)

red-orange
(tertiary)

purple
(secondary)

orange
(secondary)

blue-purple
(tertiary)

yellow-orange
(tertiary)

blue
(primary)

yellow
(primary)

blue-green
(tertiary)

yellow-green
(tertiary)

green
(secondary)

T U B I K S T U D I O . C O M

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

COOL UNDERTONES
blue or purple veins

NEUTRAL UNDERTONES
blue-green veins

WARM UNDERTONES
green or olive veins

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!

EYE SHAPE TYPE

WIDE SET

Bring your eyes closer by applying eye shadow on the inner lids. Try to avoid defining the outer corners too much.

CLOSE SET

Apply medium to dark eye shadow on the outer corners to widen the eyes.

PROTRUDING

Avoid a crease cut and go for a nice smoky look to push eyes back.

DROOPY

Apply eye shadow higher on the lids and try to avoid defining lash line which can drop them down more

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:

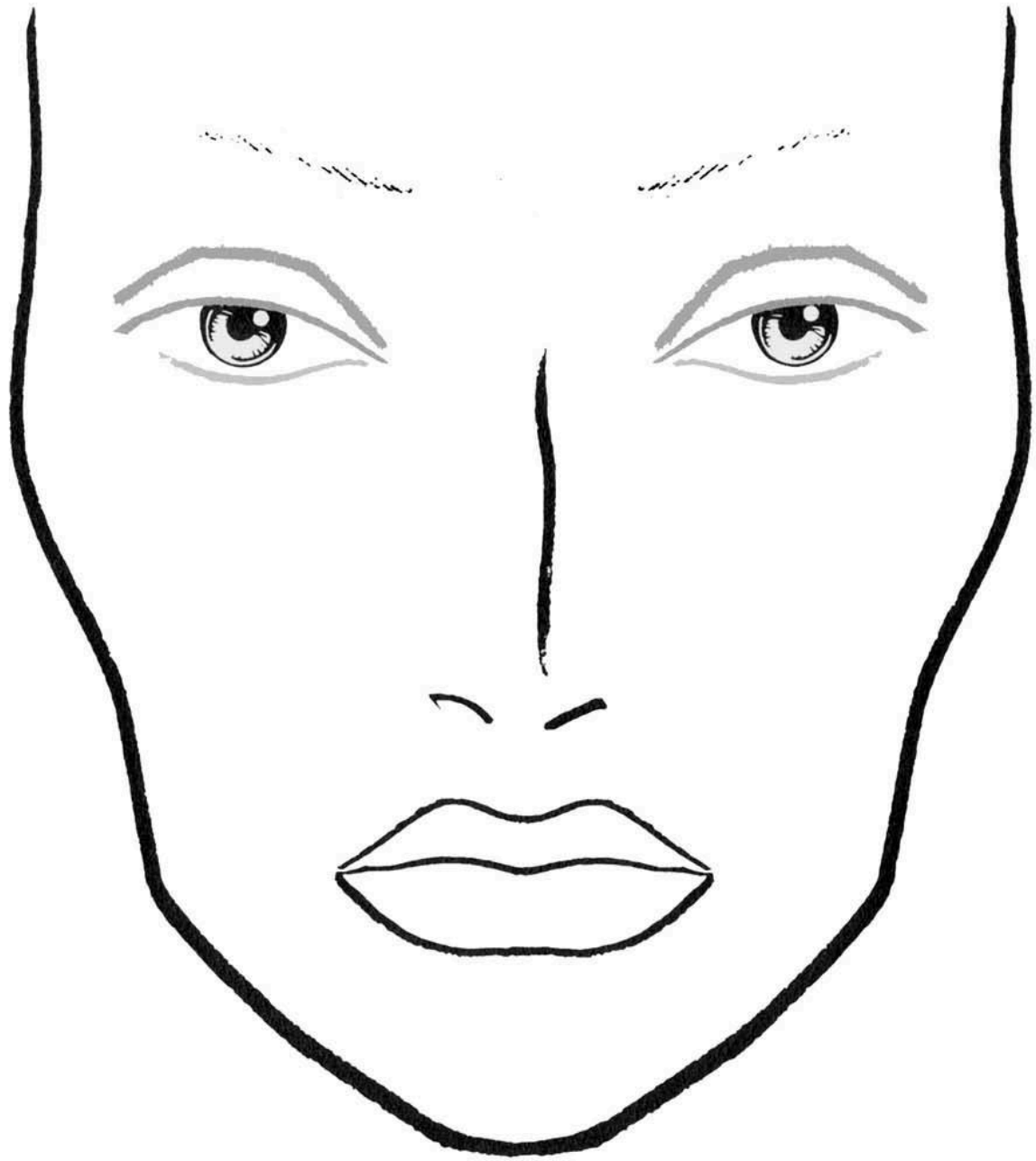Angle brush: great for liquid liner and eyebrows

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

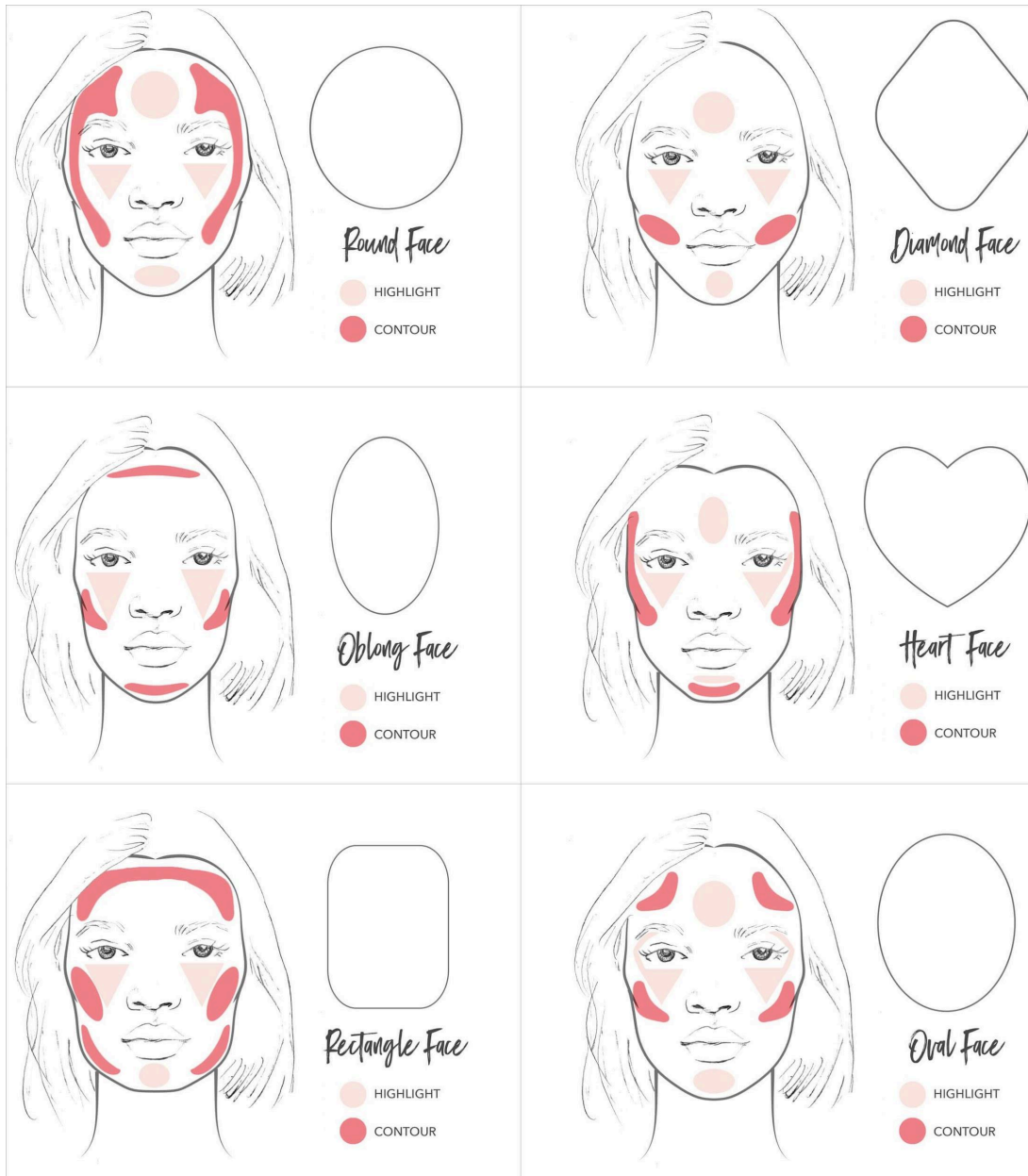**Products:**

Darker foundation/concealer colors, bronzers for contouring
Lighter concealers, reflective/shimmery powders and eyeshadows for highlighting
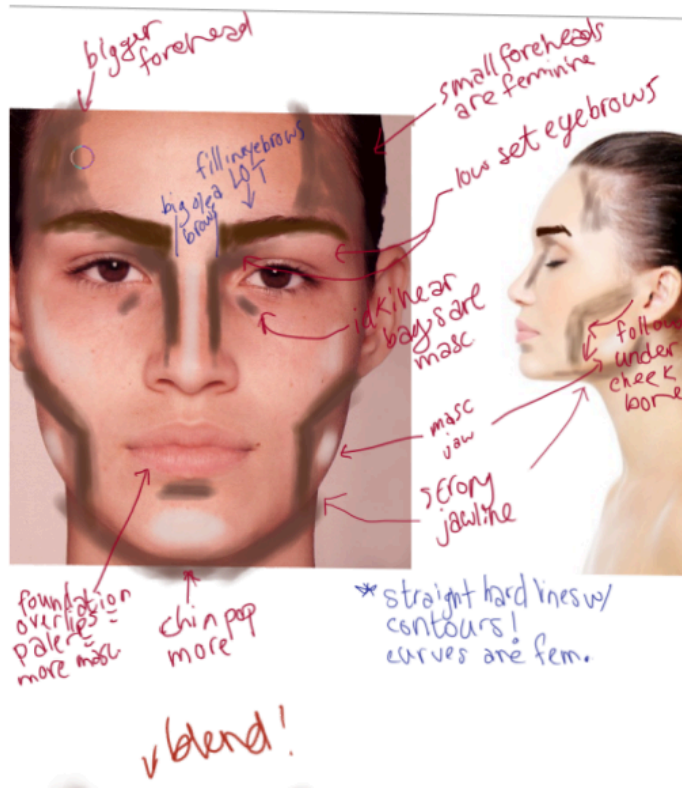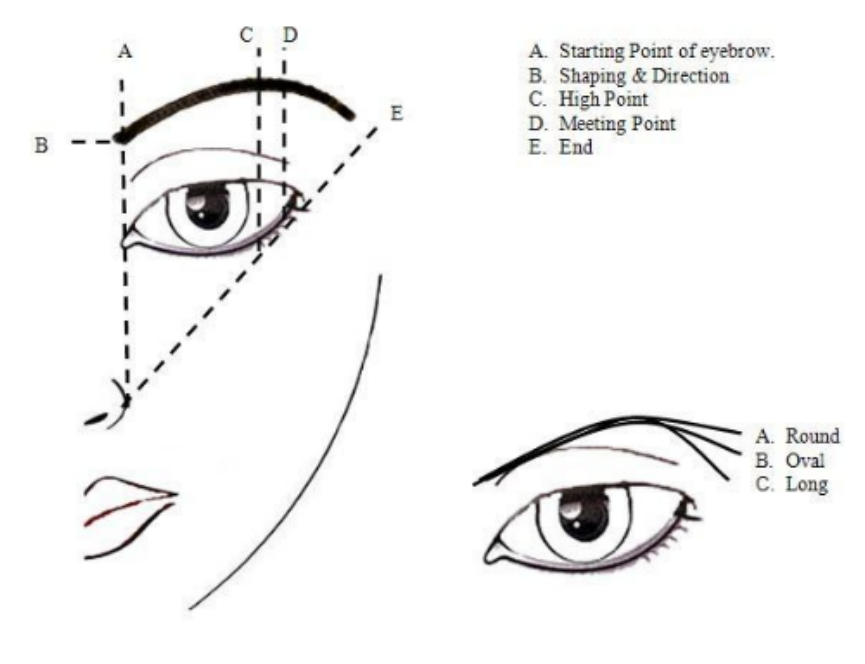No shimmer and matte finishes for a more 'masculine' look

'FEMININE'

Round Face

HIGHLIGHT
CONTOUR

Diamond Face

HIGHLIGHT
CONTOUR

Oblong Face

HIGHLIGHT
CONTOUR

Heart Face

HIGHLIGHT
CONTOUR

Rectangle Face

HIGHLIGHT
CONTOUR

Oval Face

HIGHLIGHT
CONTOUR

'MASCULINE'

bigger forehead

small foreheads are feminine

low set eyebrows

fill in eyebrows LOT

big olea brows

idk if ear bags are masc

follow under cheek bone

masc jaw

strong jawline

foundation over lips = pale = more masc

chin pop more!

* straight hard lines w/ contours! curves are fem.

↓ blend!

(it looks better irl ofc).

BROWS

Creating the perfect shape: arched, perfected lines, smooth
- Use an angle brush to create an arched brow for a more 'feminine' appearance

A. Starting Point of eyebrow.
B. Shaping & Direction
C. High Point
D. Meeting Point
E. End

A. Round
B. Oval
C. Long

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!