

UNITED STATES NATIONAL PAGEANTS

OFFICIAL MAKE-UP CERTIFICATION GUIDE

Four-Day Intensive Program

INTRODUCTION

Welcome to the Official United States National Pageants Make-Up Certification Program. This comprehensive guide outlines a four-day intensive training using exclusively Mary Kay cosmetics. Upon completion, you will be certified in competition-grade pageant makeup application—an essential skill for success on the national stage. Certification provides credibility and professional growth opportunities and ensures mastery of pageant makeup techniques.

Certification Overview:

- Four-day structured training covering foundation, contouring, eye artistry, and lip application.
 - Hands-on instruction and guided application to ensure mastery.
 - Final evaluation conducted under stage lighting to verify competition-readiness.
-

Tips

5-Tier Blending Technique

This technique focuses on creating a seamless and gradient effect in makeup, especially with eyeshadow, contour, and highlight. The idea is to build depth and dimension by layering colors and blending them smoothly.

1. **Base Layer (Prime and Set):**
 - Begin with a primer to create a smooth canvas. This will help your makeup blend more easily and last longer.
 - Set your base (e.g., foundation and concealer) with a translucent powder to prevent any creasing and to make blending easier.
2. **Contouring and Foundation:**
 - Apply a contour (cream or powder) along the cheekbones, jawline, and nose to add dimension.
 - Blend it out with a sponge or brush to soften the harsh lines, ensuring a smooth transition from your base foundation to your contour.
3. **Eyeshadow Layers:**
 - Start with a light, neutral shade as your transition color in the crease of your eyelids.
 - Gradually build deeper shades along the crease and outer corner of the eyelid to create depth. Blend well to avoid harsh lines.

- Use a light shade for the inner corners to open up the eyes.
- 4. **Highlighting:**
 - Use a highlighter on the high points of the face, like the cheekbones, brow bones, down the bridge of the nose, and cupid's bow.
 - Blend the highlight well into your foundation for a natural glow that doesn't look streaky.
- 5. **Final Blending and Setting:**
 - After all layers are applied, blend everything with a clean beauty sponge or brush to smooth out any visible lines or harsh edges.
 - Set the entire face with setting spray to lock the makeup in place and ensure it stays fresh all day.

Symmetry Points for Makeup

Symmetry is crucial in makeup to ensure balanced and harmonious results. Here are 7 key symmetry points:

1. **Center of the Forehead:** Draw a line from the center of your forehead downward to ensure even distribution of makeup.
2. **Eyebrows:** Your eyebrows should be even, and the arch should align symmetrically above your eyes. Make sure both brows start at the same point near the nose and end at the same point in the outer corners.
3. **Eyes:** The crease of both eyes should be symmetrical. When applying eyeshadow, ensure the colors and blending are even on both sides.
4. **Nose:** Contour each side of the nose symmetrically to ensure it appears balanced.
5. **Cheekbones:** The placement of blush and contour on both sides of the face should mirror each other.
6. **Mouth:** The corners of your lips should align with the same point on both sides of your face. Ensure lipstick or lip gloss is applied evenly.
7. **Chin:** Make sure the contour around your jawline and chin is symmetrical to avoid an unbalanced look.

Using these 5-tier blending techniques and symmetry points together will help create a professional and polished makeup look.

DAY 1: FOUNDATION & FACE PREPARATION

The Proprietary Color Matching System (PCMS)

Our proprietary system guarantees perfect foundation matching through scientific color analysis and strategic product layering—non-negotiable for competition standards.

Required Products & Application Process

1. **Mary Kay® TimeWise 3D® Foundation**
 - Dispense a small amount onto the back of the hand and warm it up for a smoother application.

- Use the Official Pageant Foundation Brush to apply in downward strokes, ensuring even coverage.
 - Blend using circular motions, focusing on seamless transitions at the jawline and hairline.
2. **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15**
 - Apply a pea-sized amount to high points of the face, such as the forehead, cheeks, and chin.
 - Use a stippling motion with a damp makeup sponge to press the product into the skin, preventing streaks.
 - Ensure seamless coverage with a 5-point jawline check, blending any harsh edges.
 3. **Mary Kay® Perfecting Concealer**
 - Apply in a 7-point stippling technique under the eyes, on the bridge of the nose, and over blemishes.
 - Blend using a microdot sponge technique, ensuring a natural finish without creasing.
 - Set with a light dusting of Mary Kay® Translucent Loose Powder for long-lasting wear.
 4. **Mary Kay® Undereye Corrector**
 - Dot under the eyes in an inverted triangle pattern to brighten and lift.
 - Tap lightly with a ring finger or soft brush, blending outwards toward the temples.
 - Set with a small amount of translucent powder to prevent movement throughout the day.
 5. **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15**
 - Apply a thin layer to clean skin, focusing on the T-zone and areas prone to oiliness.
 - Allow 2 minutes to set before foundation application to ensure proper adhesion.
 6. **Mary Kay® Translucent Loose Powder**
 - Use a precision brush to press powder into the T-zone, locking in the base.
 - Lightly dust over the rest of the face for a natural matte finish without heaviness.
 - Set for 90 seconds before moving on to contouring.
 7. **Golden Ratio Verification**
 - Measure facial thirds using the Official Pageant Measurement Tool.
 - Adjust makeup application as needed to enhance symmetry.
-

DAY 2: CONTOURING & HIGHLIGHTING MASTERY

The Golden Ratio Measurement System

The Golden Ratio (1:1.618) is a mathematical principle that reflects the ideal proportions found in nature and beauty. This method ensures that facial features are balanced, enhancing symmetry and visual appeal for stage presence. Our approach maps contouring and highlighting points to create structured, harmonious makeup looks.

Required Products & Application Process

1. **Mary Kay® Bronzing Powder**
 - Apply with a contour brush to cheek hollows, jawline, and forehead edges.

- Blend in upward strokes to create a soft, natural shadow without harsh lines.
 - 2. **Mary Kay® Chromafusion® Contour**
 - Use a small amount along the nose bridge, under the cheekbones, and jawline.
 - Blend using 22 circular motions per area for a diffused effect.
 - Ensure balance by stepping back and evaluating symmetry in the mirror.
 - 3. **Mary Kay® Chromafusion® Highlighter**
 - Apply on high points (forehead, nose bridge, cupid's bow, and chin) for added dimension.
 - Use a fan brush for a soft, even application, avoiding excessive shimmer.
 - 4. **Mary Kay® Sheer Mineral Pressed Powder**
 - Lightly dust over contoured and highlighted areas to seamlessly blend transitions.
 - Use a pressing motion on oily areas to control shine.
 - 5. **Mary Kay® Highlighting Powder**
 - Apply just above the contour line on the cheekbones for a sculpted effect.
 - Blend it into bronzer to avoid a stark contrast.
 - 6. **Blush Application**
 - Apply Mary Kay® Chromafusion® Blush 2.7 cm below the pupil and blend upward toward the temples.
 - Tap excess product off the brush before application to avoid over-saturation.
 - Set with Mary Kay® Translucent Loose Powder and allow 3 minutes to settle.
-

DAY 3: EYE ARTISTRY & BROW ENGINEERING

The United States Arch: 7-Point Symmetry System

Our signature brow-shaping technique ensures perfect symmetry at 7 critical alignment points.

Required Products & Application Process

1. **Mary Kay® Precision Brow Liner & Volumizing Brow Tint**
 - Map 7 symmetry points using the Official Pageant Brow Ruler to achieve balanced brows.
 - Fill in sparse areas with short, hair-like strokes, avoiding a heavy-handed approach.
 2. **Mary Kay® Eye Primer**
 - Apply a thin layer over the eyelids with a fingertip or brush to enhance shadow longevity.
 3. **Mary Kay® Chromafusion® Eye Shadows**
 - Use the 5-tier blending technique to add dimension, starting with a transition shade and building intensity.
 4. **Mary Kay® Liquid Eyeliner Pen**
 - Apply in a precise 0.15 cm wing for definition, ensuring symmetry between both eyes.
 5. **Official Miss United States Signature Lashes & Ultimate Mascara**
 - Apply false lashes close to the natural lash line and blend with mascara for a seamless finish.
-

DAY 4: LIP ARTISTRY & FINAL CERTIFICATION

Approved Palette Standards & Application Process

1. **Lip Preparation**
 - Exfoliate, hydrate, and prime lips for flawless color application.
2. **Mary Kay® Lip Liner (Classic Red & Neutral)**
 - Outline lips following the Golden Ratio method for precise symmetry.
 - Slightly overline the cupid's bow for a fuller effect, ensuring balance.
3. **Mary Kay® Gel Semi-Matte Lipstick**
 - Apply with a lip brush for controlled placement and long-lasting wear.
4. **Mary Kay® NouriShine Plus® Lip Gloss**
 - Apply at the center of lips for dimension and a plumped effect.
5. **Final Setting & Certification Verification**
 - Perform final symmetry checks and photograph under stage lighting for certification submission.

CATEGORY	PRODUCT	QUANTITY	PRICE	TOTAL
Foundation	TimeWise 3D® Foundation	1	\$25.00	\$25.00
	CC Cream Sunscreen Broad Spectrum SPF 15	1	\$22.00	\$22.00
	Perfecting Concealer	1	\$18.00	\$18.00
	Translucent Loose Powder	1	\$18.00	\$18.00
	Undereye Corrector	1	\$18.00	\$18.00
	TimeWise® Matte-Finish Foundation	1	\$25.00	\$25.00
	Foundation Primer Sunscreen Broad Spectrum SPF 15	1	\$22.00	\$22.00
Contour & Highlight	Bronzing Powder	1	\$20.00	\$20.00
	Chromafusion® Highlighter	1	\$15.00	\$15.00
	Chromafusion® Contour	1	\$15.00	\$15.00

	Highlighting Powder	1	\$20.00	\$20.00
	Sheer Mineral Pressed Powder	1	\$20.00	\$20.00
	Chromafusion® Blush	1	\$15.00	\$15.00
Eyes & Brows	Precision Brow Liner	1	\$14.00	\$14.00
	Volumizing Brow Tint	1	\$16.00	\$16.00
	Brow Definer Pencil	1	\$14.00	\$14.00
	Brow Gel	1	\$14.00	\$14.00
	Eye Primer	1	\$14.00	\$14.00
	Chromafusion® Eye Shadows (5 shades)	5	\$10.00	\$50.00
	Liquid Eyeliner Pen	1	\$18.00	\$18.00
	Ultimate Mascara™	1	\$20.00	\$20.00
	Lash Primer	1	\$18.00	\$18.00
	Official Miss United States Signature Lashes	2	\$40.00	\$80.00
Lips	Lip Liner (Classic Red)	1	\$14.00	\$14.00
	Lip Liner (Neutral)	1	\$14.00	\$14.00
	Gel Semi-Matte Lipstick (Red Stiletto)	1	\$20.00	\$20.00
	Gel Semi-Matte Lipstick (Rosewood)	1	\$20.00	\$20.00
	Gel Semi-Matte Lipstick (Mauve Moment)	1	\$20.00	\$20.00
	NouriShine Plus® Lip Gloss	2	\$16.00	\$32.00

	TimeWise® Age-Fighting Lip Primer	1	\$26.00	\$26.00
	Satin Lips® Set	1	\$24.00	\$24.00
Skin Care	TimeWise® 3-In-1 Cleanser	1	\$28.00	\$28.00
	TimeWise® Age Minimize 3D® Day Cream SPF 30	1	\$36.00	\$36.00
	TimeWise® Age Minimize 3D® Night Cream	1	\$36.00	\$36.00
	TimeWise® Age Minimize 3D® Eye Cream	1	\$38.00	\$38.00
	TimeWise® Microdermabrasion Plus Set	1	\$60.00	\$60.00
	TimeWise® Tone-Correcting Serum	1	\$48.00	\$48.00
	TimeWise® Firming Eye Cream	1	\$38.00	\$38.00
	Oil-Free Eye Makeup Remover	1	\$18.00	\$18.00
Body Care	Satin Body® Revitalizing Shea Scrub	1	\$20.00	\$20.00
	Satin Body® Silkening Shea Lotion	1	\$20.00	\$20.00
	Satin Body® Indulgent Shea Wash	1	\$20.00	\$20.00
	Mint Bliss™ Energizing Lotion for Feet & Legs	1	\$12.00	\$12.00
Hand Care	Satin Hands® Pampering Set	1	\$40.00	\$40.00
	Fragrance-Free	1	\$16.00	\$16.00

	Satin Hands® Nourishing Shea Cream			
	White Tea & Citrus Satin Hands® Nourishing Shea Cream	1	\$16.00	\$16.00
	Hand Sanitizer (Unscented)	2	\$8.00	\$16.00
	Hand Sanitizer (Honeysuckle)	2	\$8.00	\$16.00
	Anti-Aging Hand Cream SPF 15	1	\$18.00	\$18.00
Sun Care	Sun Care Sunscreen Broad Spectrum SPF 50	1	\$24.00	\$24.00
Tools	12-Piece Brush Collection	1	\$70.00	\$70.00
	Official Pageant Measurement Tools Set	1	\$45.00	\$45.00
	Stage Lighting Assessment Kit	1	\$35.00	\$35.00
	Official Certification Guidebook	1	\$65.00	\$65.00
	Digital Certification Program Access	1	\$120.00	\$120.00
	SUBTOTAL		\$1,510.00	\$1,510.00
	Pageant Discount		-\$310.00	-\$310.00
	TOTAL		\$1,200.00	\$1,200.00

CERTIFICATION REQUIREMENTS

To earn certification, candidates must:

1. Complete all four training days.
2. Master the 27-step application process.
3. Pass the Golden Ratio verification.
4. Create the **United States Arch** with 7-point symmetry.

5. Pass a final evaluation under stage lighting conditions.

Certification is valid for two years and recognized at all **United States National Pageant** events.