

THE ART OF MAKEUP DESIGN

Segment Outline:

1. The Law of Color
 - a. The Color Wheel
 - b. Color Schemes Wheel
2. Facial Shapes and Features
 - a. Face Shapes
 - b. Eyebrow Design
 - c. Eye Features
 - d. Lip Features
3. Makeup Products and Techniques
 - a. Foundation
 - b. Foundation Selection
 - c. Matching the Foundation
 - d. Foundation Application
 - e. Skin Tone Identification
4. Concealer
 - a. Types of Concealer
 - b. Selecting Concealer
 - c. Applying Concealer
5. Powder
6. Eyebrow Color
7. Eye Shadow

8. Eyeliner
9. Mascara
10. Infection Control and Safety
 - a. Contraindications
 - b. Client Consultation

Segment Object:

Upon the completion of this segment of the course, you will be able to:

1. Explain the guidelines for makeup design including products, techniques and considerations.
2. Identify and demonstrate the appropriate use of the essentials of makeup, infection control and safety guidelines and the client consultation.
3. Identify the seven face shapes and the corrective steps to create the illusion of the classic oval shape.
4. Discuss primary, secondary, and tertiary colors in relations to the makeup color theory.
5. Demonstrate the use of warm and cool colors.

THE ART OF MAKEUP DESIGN



Makeup designs are greatly influenced by other fashion trends, such as clothing and hair. Seasonal modifications and year-to-year fluctuations in “what is in” are expected. The concepts presented in this chapter are intended to broaden your basic esthetics skills in order to develop your makeup services repertoire. Successful creative designs are based upon fundamental principles and the best makeup designs typically blend the best of the past with a hint of the future.

The Law of Color

Familiarity with the law of color is the key to choosing and recommending the appropriate makeup color options for your client. *The law of color states that, out of all of the colors in the universe, only three are pure.* These three pure colors, yellow, red and blue, are referred to as primary colors and cannot be

created by combining other colors. However, when they are mixed together in varying proportions, these primary colors create all other colors.

When the primary colors are mixed together in equal proportions, they produce the three secondary colors: orange, green and violet. Orange contains equal amounts of red and yellow, green contains an equal mixture of blue and yellow, and violet contains equal proportions of red and blue.

Tertiary colors are the result of mixing primary colors with their neighboring secondary color in equal proportions. There are six tertiary colors, yellow-orange, yellow-green, blue-green, blue-violet, red-violet and red-orange. Mixing primary, secondary and tertiary colors in equal or unequal proportions makes colors such as brown and gray.

The Color Wheel

A color wheel is a tool in which the 12 colors, (three primary, three secondary and six tertiary) are positioned in a circle. Their position on the wheel demonstrates the relationship of each color to the primary colors.

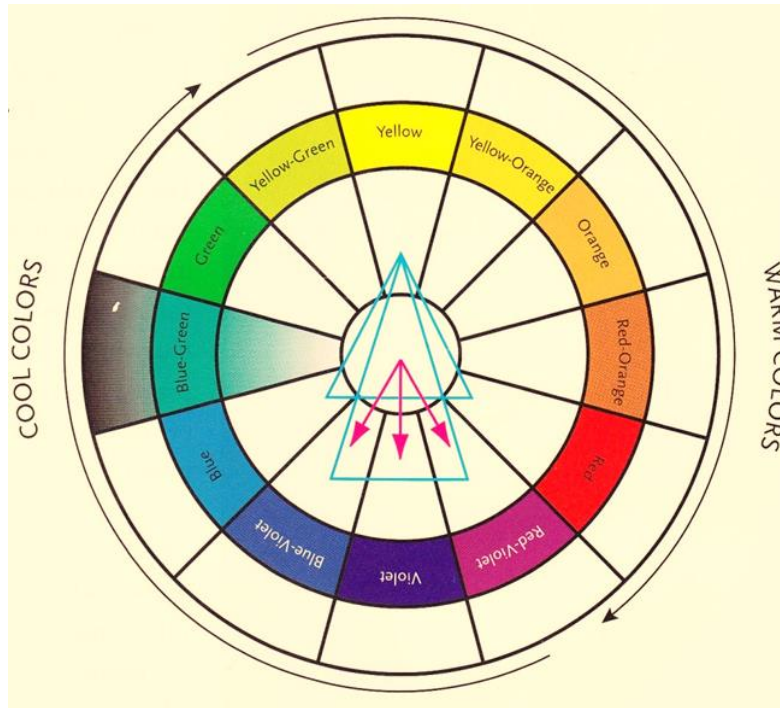
Complementary color schemes use colors that are directly across from each other on the color wheel in order to achieve the greatest amount of contrast. Makeup artists often choose to use complementary color schemes to enhance eye color.

Color Vocabulary:

- Hue is another term for color.
- Tint is a hue with white added.
- Shade is a hue with black added.
- Value is the lightness or darkness of a color.
- Intensity refers to the vibrancy of a color.
- Tone refers to the warmth or coolness of a color.

Warm and **cool** are terms used to describe the tones of colors and of the skin. Warm colors contain red or yellow undertones, while cool colors contain blue undertones. Warm colors are generally categorized in the orange and red half of the color wheel, while cool colors are grouped as blue and green tones. Yellow- green and red-violet can be considered either warm or cool, depending on whether there's more pigment from the cool side or the warm side of the Color Schemes Wheel. Tones that are neither warm nor cool are considered neutral. Skin tones as well as cosmetics are classified into the three color categories of warm, cool and neutral.

COLOR SCHEMES WHEEL



Monochromatic color schemes use the same color with variations in value and intensity throughout the entire makeup design.

Analogous color schemes use three colors that are adjacent to each other on the color wheel. These color combinations are often used for daytime makeup designs, as shown by the pink arrows.

Triadic color schemes use three colors located in a triangular position on the color wheel. Because this combination is more dramatic than monochromatic or analogous color schemes, triadic designs are often used for more vibrant effects.

Chiaroscuro is the art of arranging light and dark so as to produce the illusion of three-dimensional shapes. Chiaroscuro is practiced when creating makeup designs while working with different values.

Facial Shapes and Features

Your client's skin type will help you determine which type of product to use. Oily skin types usually look best when powders are used. Dry skin types can benefit from the moisturizing properties found in liquid or creme foundations. Powders are applied with powder puffs or brushes, such as a small tapered brush and a shading brush. However, camouflage brushes, fingers or sponges may also be used to apply liquid and creme contour products.

The well-proportioned oval face shape has long been considered the ideal or classic facial shape. Standards of beauty have certainly expanded over recent decades, but most corrective makeup and contouring are still done to achieve the illusion of an oval face. Face shapes other than the “classic” oval include round, oblong, pear, square, heart and diamond.

Contouring, also known as shading means to create an outline, especially of a curving or irregular figure or shape. As a general rule, dark colors appear to recede, define and diminish the appearance of features or areas. For example, a wider nose can appear thinner by applying darker tones to the sides of the nose. On the other hand, **highlighting** with lighter colors will enhance features, making features or areas appear larger or more prominent. For instance, highlighting the receding areas of a weak chin can make it seem more prominent and well-proportioned with the rest of the face. In makeup application, highlighting the protruding bones can “bring out” these features, while contouring (shading) of the cavities or recessed areas can add depth to the face. Contouring and highlighting can add the illusion of increased dimension to the face. Heightening the contrasts between lighter and darker tones can create more definition in the planes and surfaces of the face.

Many cosmetic products can be used to contour the face. The most common products come in powder, liquid and creme forms. Powders can create a matte, or dull, finish, while liquids and crèmes can result in a “glowing” or shiny finish.

Contouring is meant to create a subtle effect, and one should always consider the lighting in which the client will be seen. Bright lighting or daylight may not be flattering for contouring purposes. Choose products that are blended very well to increase subtlety and achieve the most attractive effects.

Contouring and highlighting are also used to enhance facial features. Knowing how to apply makeup to suit the different face shapes as well as features, such as eyes and lips, is important in creating a more attractive makeup design.

FACE SHAPES

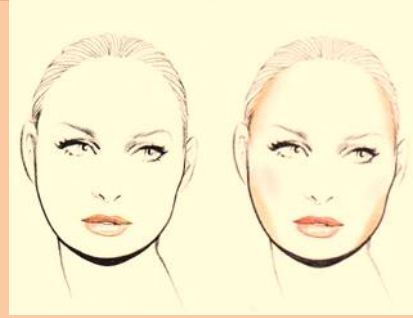
Oval Face

The oval face shape is generally the most symmetric and balanced. In most instances, the oval shape represents the ideal, so creating the illusion of an oval face when working on other face shapes can be achieved with corrective makeup. It is considered ideal because it can be visibly divided into equal thirds. The width of an oval-shaped face is approximately $\frac{3}{4}$ its length and the eyes are perfectly spaced with the width of one eye between them.



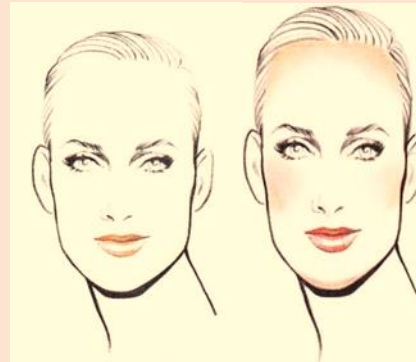
Round Face

The round face is circular. It appears to be short and wide rather than long and narrow. Often called a full face, it is characterized by a rounded hairline and chin line as well. Contouring can be used to slenderize the face, making it appear more oval, or narrow. To create a longer look on a round face, contouring is blended down from the cheekbone to the lower portion of the face to diminish the fullness of the jaw.



Oblong (Long) Face

The oblong (rectangular) face shape tends to be long, narrow and angular. This face, which is basically an elongated oval, can be visually shortened by applying deeper tones under the chin and horizontally at the hairline and temples. Horizontal lines should be emphasized whenever possible in eyebrow shape, cheek color and lip shape. Highlighting can be used to add width when possible. A hint of contour directly below the cheekbone can add dimension to the middle of the face.



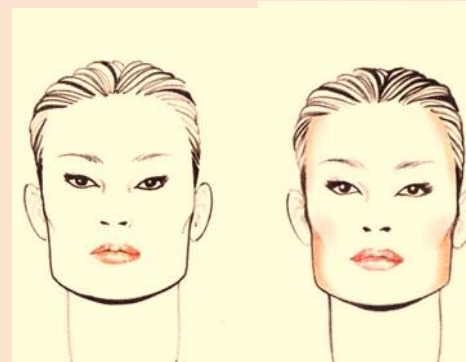
Pear-Shaped Face

A pear-shaped face has a narrow forehead and a wide jawline. Adding width to the forehead can be achieved with highlighting. Contouring can be used to reduce the width at the bottom of the face. Because the forehead is smaller than the jaw area, it is necessary to add shading directly on the cheekbone and to deepen the natural fullness on the sides of the face.



Square Face

The square face is usually characterized by a broad, straight forehead and hairline, with a broad, square jawline. The effect can be very angular and somewhat masculine. Contouring can be used to soften the angularity and reduce the width. On the square face, shading the area directly below the cheekbones and blending toward the center of the jawline aids in reducing width.



Heart-Shaped Face

A wider forehead with a narrow jaw and chin line characterize the heart-shaped face. Width across the forehead can be minimized by contouring or shading while the jawline can be widened with highlighting. Contouring is not required on the lower part of this face shape, because it naturally diminishes in size. However, due to the wideness in the forehead, contouring along the temples will reduce the appearance of excessive width.



Diamond-Shaped Face

The diamond-shaped face is identified by predominant width through the cheekbones that is contrasted by a narrow forehead and chin and jaw area. Width through the cheekbones can be minimized with contouring and the jaw and forehead can be made to look wider with highlighting. Contouring is necessary to reduce the high points of the forehead and the extended portion of the chin to create balance.



EYEBROW DESIGN





Keep in mind that eyebrow design will follow trends and change as fashions change from year to year, even season to season. Inappropriate eyebrow designs can make a client appear out-of-date or behind the times.



No eyebrows can make the face appear expressionless. This is sometimes the result of medical treatment and is rarely created by choice.



Thin, high eyebrows cause the forehead to appear narrow because they are positioned higher up. Often very rounded, they create a surprised facial expression.



<p>Thin, sculpted eyebrows appear dramatic and can make the eyes seem close-set, depending on the position of the eyebrows. They can also create a mean or angry facial expression.</p>	
<p>Full eyebrows, because of their heaviness, accentuate the qualities of the line and position in which they are created.</p>	
<p>The classic eyebrow shape with well-positioned arches helps create balance and symmetry while framing the eyes. This shape is suitable regardless of changing trends.</p>	
<p>Horizontal eyebrows have an overall horizontal quality, often with a slight downward slant toward the outside edge. This can create a sad, worried look. Horizontal eyebrows are often positioned too far apart.</p>	
<p>Natural eyebrows generally have stray hairs and do not create a definite line or effect. In many cases, eyebrows naturally grow below the arch, making the eye area appear "closed off."</p>	


	
<p>When the eyebrows are placed far apart, they make the eyes appear farther apart and can make the forehead or brow seem wider.</p>	

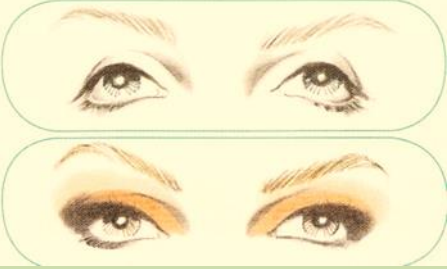




Eye Features



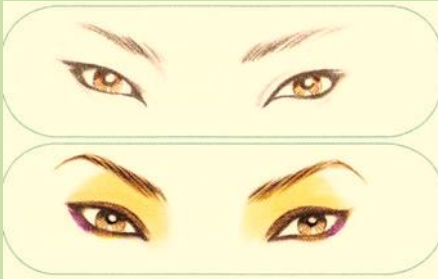

Think of the eye area as being divided into thirds. The three areas are the eyelid, the crease or fold area and the brow bone.

An ideally proportioned eye has the following characteristics:

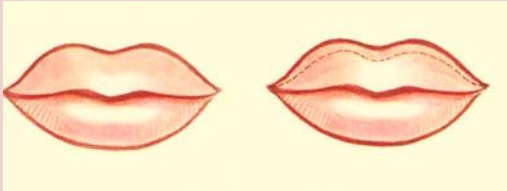
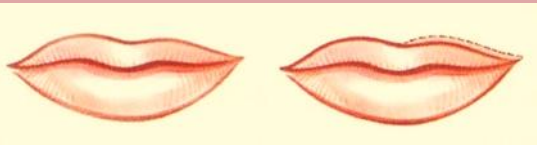
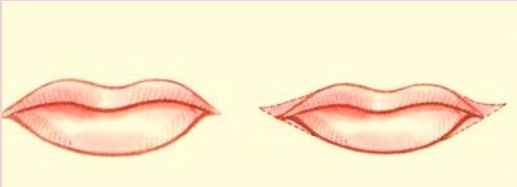
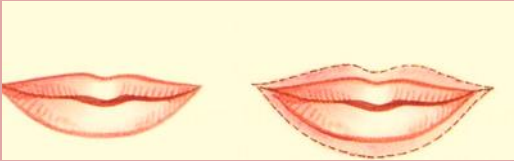
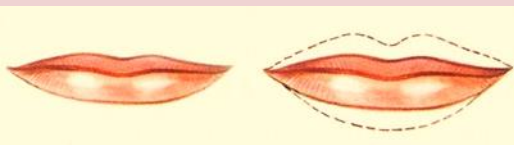
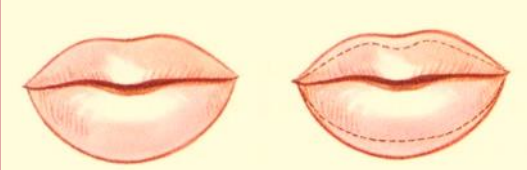
- The area between the base of the top lashes and the crease line makes up 1/3 of the eye.
- The area between the crease line and the eyebrow makes up the remaining 2/3.
- Well-spaced eyes have the width of one eye between them.
- “Close-set” eyes have a space of less than the width of one eye between them.
- “Wide-set” eyes have a space greater than the width of one eye.

	<p>Deep-Set Eyes: Deep-set eyes require very little contouring, as they are more recessed. Light and bright shadows help to bring the recessed area forward. Eyeliners that are rich in color also add definition.</p>
	<p>Drooping Eyes: Drooping eyes can be lifted by applying darker shadows and eyeliners that move in an upward</p>

 The image shows four panels of eyes. The top two panels show eyes with drooping outer corners. The bottom two panels show the same eyes after makeup application, with the drooping corners lifted and defined by dark eyeliners and deep shadows at the inner corners.	<p>motion away from the outer edges of the eyes. Eyeliner on the top and bottom should connect to lift drooping outer edges. Balancing the inner corners of the eyes with a deep shadow is effective as well.</p>
 The image shows four panels of eyes. The top two panels show naturally almond-shaped eyes. The bottom two panels show the same eyes with makeup, including smudgy eyeliners and neutral shadows, which enhance the almond shape.	<p>Almond Eyes: Naturally a classic eye shape, almond-shaped eyes can be enhanced by defining the natural shape with a smudgy eyeliner application over the entire upper and lower lids. Applying a neutral shadow on the lids into the natural crease adds structure that enhances the almond shape.</p>
 The image shows four panels of eyes. The top two panels show wide-set eyes. The bottom two panels show the same eyes with makeup, including concentrated shadows and eyeliners near the inner corners, which create the illusion of pulling the eyes closer together.	<p>Wide-Set Eyes: Wide-set eyes can appear to be deeper and closer together by concentrating and blending shadows and eyeliners near the inner corners of the eyes, then softly blending toward the bridge of the nose. This gives the illusion of pulling the eyes closer to the center of the face.</p>
 The image shows four panels of eyes. The top two panels show close-set eyes. The bottom two panels show the same eyes with makeup, including eyeliners extended outward and lighter colors at the inner corners, which create the illusion of more space between the eyes.	<p>Close-Set Eyes: Close-set eyes can be drawn toward the outer areas of the face by applying eyeliner to the outer edges of the top and bottom lids and extending the lines outward. Leaving the inner corners void of heavy color creates a lighter and brighter area with the illusion of space. Extending the outer edges of the eyebrows is also helpful.</p>
 The image shows four panels of eyes. The top two panels show small eyes. The bottom two panels show the same eyes with makeup, including bright colors and soft shading, which help define the eyes without closing them off.	<p>Small Eyes: Small eyes benefit from brighter colors and soft shading of the upper and lower lids, which helps to define the eyes, without closing them off. Contouring above the natural eyelid crease to leave the eyelid free of shading creates an open, spacious feeling.</p>

	
	<p>Bulging Eyes: Bulging eyes benefit from contouring the protruding lid. Lower lids and the tops of the eyelids can be lined with a very deep eyeliner of the same color, and then connected at the inner corners. Shadow can then be “graded” from dark at the lids to light as you approach the brow bone. Shadows can be blended in horizontal fashion to achieve a flattened appearance.</p>
	<p>Asian Eyes: Asian eyes can be enhanced by adding a deep eyeliner along the base of the lash line, where thickness increases toward the inner part of the eye. On the lower lid, thicker eyeliner can be applied at the outer edges to gradually thin it near the inner part of the lower lid. Applying a neutral contour color to the inner corners of the eye to just above the iris can create dimension.</p>
	<p>Hooded Eyes: Hooded eyes can be enhanced by causing the fleshy areas of the upper lids to recede by using a medium shading color in the inner eye area. This color should be blended up into the inner portion of the eyebrows. To balance and add contour to the outer portion of the eyes, a deep contouring shadow can “push back” the outer edges and the upper portion of the hooded eyebrow skin. Only the outer edges of the upper and lower lids should be lined.</p>

Lip Features

	<p>Full Top Lips: Balance the heaviness of the top lip with the lower lip by lining the upper lip slightly inside the natural shape, as shown by the dotted line.</p>
	<p>Uneven Lips: Compensate on either side of the lip shape by creating an asymmetrical line on the side you choose to match.</p>
	<p>Downturned Lips: Toward the outer corners of the lips, create a line that extends just above the natural fall of the lips.</p>
	<p>Small Lips: Enlarge the appearance by outlining the lips just past the outer edge of the natural lip line.</p>
	<p>Thin Lips: Create a fuller appearance by drawing a line beyond the natural fullness of the lip. Then create a higher point at the bow of the upper lip and center of the lower lip.</p>
	<p>Full Lips: Reduce fullness by lining the upper and lower lips inside the natural lip line.</p>
	<p>Full Bottom Lips: Balance the lips by extending beyond the natural upper lip line, then drawing a lip line that is within the natural lower lip line. This creates symmetry and balance.</p>



Makeup Products and Techniques

Makeup products and techniques can vary according to the occasion, skin type, facial features, personal style and the client's wishes.

Appropriate lighting is a very important aspect of a professional makeup application. First consider the lighting in which the makeup will be seen, and make adjustments according to the light in which you are working. Fluorescent lighting (see *Chapter 6, Electricity and Electrical Equipment*) is composed of blue and green light, and can be deceiving as it often accentuates blue or green undertones and cancels out warmer tones. Incandescent lighting is composed of red and yellow light. A combination of the two, therefore, is ideal for makeup applications because it is closest to natural light. If you are not working with this lighting combination, you may want to check your work by taking your client outside or close to a window. Remember also that since evening makeup tends to be more dramatic, you must compensate when working under salon lighting or daylight.

Makeup design is essentially creating illusions. By using the principles of light and dark, you can highlight attractive features or areas and diminish those that are less attractive. Also, by making the best use of "shine" (glossy) and "matte" (dull) products you can enhance or diminish as needed. Careful blending between lights and darks, as well as shine and matte, helps create the most effective illusions.

Brushes are particularly helpful because they provide better directional control and can be used effectively to blend colors and soften or smudge hard edges.

Proper blending is an important aspect of a professional makeup application and there should not be any hard edges or lines of demarcation evident anywhere on the face or neck.

Makeup guidelines include:

- properly preparing the skin by cleansing
- exfoliating (when necessary)
- toning
- moisturizing and protecting

Preparing the skin before makeup application ensures a smooth application and longevity of the makeup design. A broad knowledge of the various products and techniques will also help you to perform successful makeup services.

The position of your client is crucial to the ease of application and the final outcome of the makeup design. You will want to be sure that your client's face is positioned at a height that is comfortable for you to see and reach. The angle of the chair can influence the appearance of your client's face. The chair should not recline more than a 45 degree angle, because a reclined position will flatten the appearance of your client's face and will cause overhead lights to eliminate natural facial shadows.

Foundation

Foundation is used primarily for coverage and correction. Foundation can even out skin color and create a smoother skin texture, providing a good canvas on which to create a makeup design. Foundation is used to correct undesirable skin tones such as sallowness or redness. It also can conceal imperfections in the skin such as dilated blood vessels, freckles, birthmarks or blemishes. Today, many foundations also contain sunscreens, which can help protect skin from UV damage.

Foundation is available in a variety of forms, including the following, listed from minimal coverage to heavy coverage:

- Creme-to-powder or powder foundations are also known as "one-step" or "dual-finish" products because they combine foundation and powder application in one step.
- Coverage varies from brand to brand, but generally these provide minimum coverage and create a natural effect.
- Liquid is the most common form of foundation. Liquid foundations are generally preferred because they offer sheer, natural coverage and are easy to apply and blend. There are two basic liquid formulas— oil-free, water-based formulas for oily complexions, and oil-based moisturizing formulas for dryer skin.
- Creme foundation has a heavier consistency and is used when additional coverage is desired. Creme foundations require more blending than liquid foundations since they have a thicker consistency.
- Pancake, pan-stick or greasepaint are oil- based foundations that are used when very heavy coverage is needed. Both of these "maximum coverage" foundations can be applied with a damp or dry sponge and are used primarily for photography and theater. They are also used for camouflage purposes such as with scars or birthmarks.

Foundation is used for purposes other than coverage and correction. It is often used to achieve the effects of facial contouring. As mentioned earlier, contouring is creating an illusion by using lighter shades to highlight facial features and darker shades to de-emphasize facial features (this effect can be

achieved using other makeup products as well). Another example is applying foundation as a base to correct the lip line prior to applying lip color.

Foundation Selection

There are several important factors to consider when selecting a foundation:

- **Skin type/condition**-Liquid foundations are suitable for most skin types. Water-based or oil-free liquids are appropriate for clients with oily skin. Oil-based or moisturizing liquids are good for clients with dry or mature skin.
- **Level of coverage**-Light coverage is recommended for daily wear. Heavier coverage may be used if the client wishes to mask certain imperfections or if the client is planning to attend an event where he or she will be photographed. Flash photography floods the skin with light, requiring heavier coverage in order to maintain an even skin tone.
- **Type of finish required**-Generally, a matte (dull or not shiny) finish is most flattering. However, certain fashions may dictate a glossy or shimmering finish.
- **Time of day**-Sheer foundations, which offer light coverage, look best during the day. Clients may opt for a heavier finish for evening, when lights tend to be dim.
- **Time of year**-Weather conditions can affect foundation choice. Just as clients prefer lightweight clothing in warm weather, they also need a more lightweight, sheer foundation in summer months. Heavier foundations offer a higher degree of skin protection from the environment and moisture during the dry winter months.

Matching the Foundation

Unless correction is required, the general guideline is to match the foundation to the skin tone. A common mistake in makeup application is applying foundation that is incorrectly matched with skin tone. Common characteristics of mismatched foundation are a color that is too light, a shade that contains too much pink, or a shade that is too ash-toned. To avoid these problems, try to match foundation in natural daylight if at all possible.

You can determine whether a person is in the warm or cool category by the person's skin and hair color. Holding a white sheet of paper next to a client's skin often helps determine if the client has a warm or cool skin tone, as the white paper serves as a base of comparison. Knowing a client's skin tone is important in makeup design in order to choose colors that complement a client's natural coloring.

Most light skin has yellow and blue undertones. Extremely ruddy or pink tones are generally a result of sun, skin damage or skin disorders such as rosacea. However, due to the vast ethnic diversity throughout the world, your clients will have a broad range of skin tones.

Select a foundation by choosing several possible shades and holding the product containers up to the client's face. Narrow your selection to two or three shades. Using a cosmetic sponge, apply a thin vertical stripe of each shade along the side of the client's face, past his or her jawline and onto the neck.

Use the sponge to blend each formula into the skin. The correct foundation shade will "disappear" into

the skin. Note that the skin on the neck is generally lighter than the skin on the face. The best foundation choice is a balance between these two areas. At this point, the client's undertone will also become evident.

Foundation Application

Begin by transferring a dime-sized amount of product to your palette with a cotton swab.

1. Using a cosmetic sponge or a brush, apply the foundation onto the center of the cheeks.
2. With the sponge, use a pat and roll motion and blend the foundation into the skin from the side of the nose to the hairline. Begin working along a horizontal section beneath the eye.
3. Move to the next horizontal section across the center of the cheek.
4. Complete this portion of the face by patting and rolling along the jawline.
5. With the product that remains on the sponge, use the same pat and roll motion to apply foundation to the forehead. Note: If more coverage is necessary in the T-zone (forehead, nose and chin), add an extra dot of foundation onto the forehead, chin and lightly over the lips.
6. Continue applying foundation over the eyelids.
7. Work down the center and sides of the nose.
8. Move to the upper lip.
9. Complete the foundation application in the chin area, blending it into the jawline.



Skin Tone Identification

Skin tones can be classified as warm or cool depending on their color. They can also be classified as light, medium, dark or very dark.

Tone	Skin Color
Light Creamy	Yellow to slightly peach; light
Golden	Yellow cast; light
Pink	Pink or blue to red; light to medium

Tan	Carmel-colored to brown; light to dark with red or yellow undertones
Olive	Yellowish-green; medium to dark
Brown	Usually olive-toned; medium to dark with red or yellow undertones
Ebony	Mahogany and /or blue undertones; dark to very dark

Undertones can also be classified as warm or cool.

- **Cool Undertone:** Blue/Violet; Reddish/Red-Violet
- **Neutral Undertone:** Brown/Gray
- **Warm Undertone:** Light Peach Yellow; Medium Peach

Concealer



It is often necessary to correct particular facial imperfections. Problems such as under-eye circles (often with blue or purple undertones) dilated capillaries, blemishes and dark, shadowed areas of the face can and should be corrected. If they are not, they may stand out or detract from the completed makeup design. However, correction must be done subtly, particularly when performing a light, day makeup design. Heavy application of these products can actually accentuate the problem.

Types of Concealer

Concealers are available in creme, liquid, stick and pot formulations. Creme and liquid concealers provide light to medium coverage. Stick concealers provide medium to heavy coverage and pot concealers provide the heaviest coverage. Colors are available to match a range of skin tones—light, medium and dark. They are also available in peach, yellow and olive tones.

Selecting a Concealer

When concealing dark areas or blemishes, the goal is to neutralize the undesired color rather than to lighten or cover it. In order to achieve a neutral appearance, a complementary color is an appropriate choice for a concealer. For example, if an under-eye circle or dark area is blue or purple, use a light peach tone to conceal the unwanted color.

APPLYING CONCEALER

Begin by removing a small amount of product from the container with a spatula. Work off of the spatula with a brush, or transfer the product onto your palette.

1. Using a small, synthetic, oval-tipped brush, dot concealer on all or some of the areas that tend to be dark or recessed. These are: the upper and lower inside corners of the eyes; the fine line beneath the lower lashes; the outside corner of the eye; the sides of the nostrils; the outer corner of the mouth and the recession above the chin.
2. Blend each area by feathering the edges with the brush.
3. Using a cosmetic sponge, continue to blend with a tap and roll motion. Remove excess product at this point.



Some makeup artists prefer to apply foundation prior to concealer. Either method is acceptable.

Powder



Facial powders are used to “set” the foundation, concealer and other makeup products, so that they don’t fade, streak or rub off. They also reduce the appearance of shine on the skin. Facial powders are applied after liquid or creme products such as foundation or creme blushes and before powdered products such as blush or powdered contouring products. However, some women who do not wear foundation and want only the sheerest coverage or finish prefer to wear facial powder alone.

Types of Powder

The most common forms of powder are loose and pressed powders. Both forms can be found in translucent (colorless) and tinted (colored) shades. A translucent powder may be combined with any foundation shade since it is designed to allow the skin and foundation shade to show through without adding any color. Tinted powders usually coordinate with matching foundations.

APPLYING POWDER

Powder is applied with a large fluff, often called a dome, brush or a powder puff, or both. When performing a makeup service, avoid powdering over eyebrow hairs. The eyebrow area must remain moist to ensure smooth application of eyebrow color later in the process. Avoid getting powder too close to the lower lash line, where it may tend to settle and give eyes a dry, aged appearance.

1. Use the powder puff to acquire loose, translucent powder. Smooth powder over the forehead, beginning in the center, moving to the left, then to the right. Use a pat and roll motion with the powder puff.
2. Continue patting and rolling powder down the center and sides of the nose.
3. Work in three horizontal sections across the cheek—along the top of the cheekbone to the hairline, from the side of the nose to the hairline across the middle of the cheek, and across the lower cheek to the hairline.
4. Pat and roll powder onto the chin and carefully blend the product along the jawline.
5. Lightly powder the eyelids. Then, with a large, clean brush, lightly sweep the entire face to remove excess powder.



Note that creme or gel blush is usually applied prior to powder

Eyebrow Color



A well-shaped, well- arched eyebrow creates the perfect frame for the eyes. Whether the eyebrows are natural or have been shaped, it may be necessary to shade or fill them in to create the most attractive and flattering shape. You can shade or fill the eyebrows using colored powders or pencils. When applying color to the eyebrows, make sure to match the color to the hair

color as closely as possible, although brown can be well-suited for most eyebrows.

Eyebrows are often described or classified by their characteristics. For example: round or curved, angled, soft-angled, flat, square or high-arch. The appropriateness of eyebrow design will also vary with facial shape, but keep in mind extreme changes in eyebrow shape may only be appropriate for high fashion and theatrical looks.

APPLYING EYEBROW COLOR

Use a pencil for more dramatic, cleaner-looking eyebrows. Use powder and brush (shown to the left) for softer-looking eyebrows—as outlined below.



1. Dip an angled eyebrow brush into colored powder. Beginning at the inner corner of the eyebrow, apply color using delicate, even strokes.
2. Continue working to the peak of the arch and out to the outside corner of the eyebrow.
3. Carefully apply concealer along the inner edge and top edge of the eyebrow. Blend carefully to clearly define the eyebrow.
4. Brush eyebrows into place with an upward motion to restore the proper shape and remove excess product. Lightly tap the eyebrows with a powder puff to set the color in place.

Refrain from waxing any facial areas just prior to special occasions in the event that the client's skin becomes red or irritated.

Eye Shadow



Eye makeup design is often the focal point of a complete makeup design, so you must carefully consider the client's lifestyle and personality, as well as the occasion for which the makeup is being designed. Eye shadow is a big part of the eye makeup design.

Eye shadow comes in many forms, including crayon, gel, powder and pencil. Eye shadow is also available in the stick and creme forms which may contain a petrolatum (petroleum jelly) base.

Eye shadow can be used to create more contour or exaggerate areas such as the crease.

It can also be used to highlight and accentuate areas such as the browbone.

Blending is especially crucial in the browbone area, since colors are often more intense. For a daytime makeup, the best eye shadow color choices are neutrals such as beige, taupe, soft gray and light brown. Darker shadow shades tend to make the iris appear lighter and brighter. Select cooler or warmer tones of these neutrals depending on the natural undertones of your client's skin. For evening, deeper or more intense eye shadow colors may be appropriate.

APPLYING EYE SHADOW

Before an eye shadow application, apply an eye shadow base (select creme or powder) over the eyelids, from the lashline to the eyebrows. This prevents eye shadow from accumulating in the crease of the eyelid, enhances application and results in a true eye shadow color.



1. Select a neutral powder eye shadow that complements the client's skin tone. Using a small, flat or fluff brush, apply the color over the eyelid from the lashline to the crease.
2. Blend the edges with a small fluff brush.
3. Choose a slightly darker, contouring color and brush it into the crease of the eye. Begin in the center of the crease and work to each edge using small, upward brushstrokes. Carefully blend the color with the small fluff brush.
4. Select a color that is slightly lighter than the original and brush it on underneath the eyebrow and along the browbone to achieve a highlighted effect. Carefully blend the color with the small, fluff brush.

It is important to be aware of the delicate skin in the eye area. Ask the client if the pressure you are using to apply the makeup is comfortable. Also, remember to have confidence when touching the client. This puts her at ease and builds her trust in you.

Eyeliner



Eyeliner is used in makeup application to accent and emphasize the shape and size of the eyes and to enhance the thickness of the lashes. Eyeliners come in liquid, pencil and powder. Liquid eyeliner creates a more dramatic look and the value of the color is most intense.

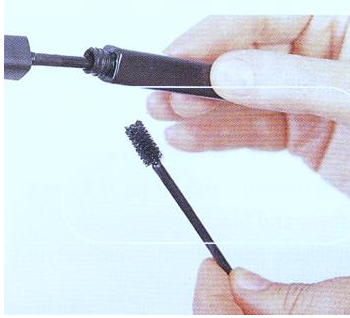
Pencil eyeliner offers the most control in terms of application because a pencil line can be smudged to appear softer. Powder eyeliner can be applied wet or dry and results in the softest line. Eyeliner is usually applied at the lower lashline, below the lashes, or above the lashes on the upper eyelid. Pencil eyeliner can be applied to the inner rim of the eyelid as well, but should not be applied to cover the tear duct. Keep in mind that more dramatic lines, such as those achieved with liquid eyeliner, may not always be flattering. These dramatic lines (like photo to the left) are generally reserved for evening or specific fashion makeup designs.

APPLYING EYELINER

Liquids and powder eyeliners are usually applied with a brush. Pencil eyeliners are applied to the eye using very short strokes as outlined below.

1. Select an eye pencil shade that harmonizes with the eye shadows you have chosen. Sharpen the pencil and wipe with a tissue. Always check the pencil for splinters before applying the eyeliner. Apply a thin line along the upper lashline.
2. Using a small, firm, angled brush (shown above), blend and soften the pencil line.
3. Select a matching powdered eye shadow and saturate a small, firm brush with it. Gently tap the color along the pencil line on the eye to soften it and to set the product.
4. With the eye shadow shade used in the crease of the eye, saturate a small, fluff brush with product and lightly trace along the lower lashline.
To look natural, this line should be narrow and subtle.
5. Use a sponge or camouflaged brush to clean up smudges or excess product.

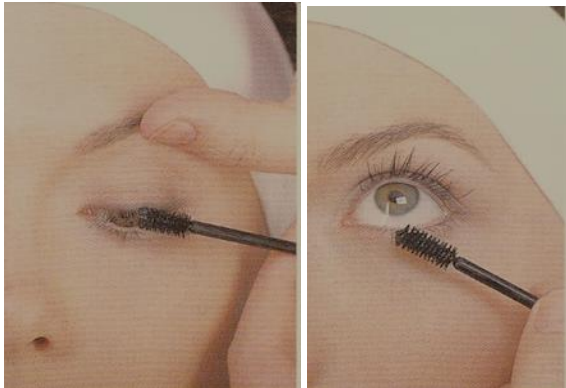
Mascara



Mascara defines, thickens and lengthens the eyelashes. The depth of color used may also serve to enhance and bring out the eye shadow color used. Mascara is available in liquid, cake and creme forms. For infection control purposes, mascara must be applied with disposable mascara wands and is generally applied to the upper and lower lashes. A fresh mascara wand should be used for each coat. Note that an eyelash curler may be used prior to the application of mascara to help make the eyes appear more open. Some clients are more sensitive and may prefer to curl their own lashes as an option. An eyelash separator or comb can be used after applying mascara to avoid a clumpy look.



APPLYING MASCARA



Before applying mascara, curl top lashes with an eyelash curler to create the illusion that the eyes are opened and lifted up.

1. Coat a disposable wand with mascara from a tube.
2. Using your thumb, pull the eyebrow up to lift the eyelid slightly and place the mascara wand horizontally along the base of the lashes. Apply mascara by moving the wand upward and outward from the base of the lashes to the tips.

3. Mascara on lower lashes is optional. If you choose to apply mascara to lower lashes, allow the upper lashes to dry thoroughly first. Then, instruct your client to look up and to the side. Hold the mascara wand parallel to the lower lashes and apply color to individual lashes using a vertical motion.
4. Use an eyelash comb or separator to separate lashes immediately after applying mascara.
5. Use a cotton swab or cosmetic sponge to clean up smudges or excess product.

Infection Control and Safety

Practicing infection control and safety will help protect the health and well-being of both you and your client.

Following the infection control and safety guidelines listed below will help prevent contamination and cross-contamination when performing a makeup service:

1. Wash and sanitize hands before and after every client.
2. Disinfect brushes after every client.
3. Use a fresh smock on every client.
4. Avoid using products and makeup directly from containers. Use spatulas to place the desired amount of product on your makeup palette. If more product is needed, remember to use a fresh spatula.
5. Use disposable applicators whenever possible and discard after use.
6. Sharpen all pencils with a sanitized sharpener before and after each use. If pencils are self-sharpening, spray them with alcohol to sanitize them thoroughly.
7. Remove products if your client shows any signs of allergic reaction to cosmetic products, such as redness, swelling, itching or inflammation.
8. Avoid excess pressure in and around the eye area.
9. Exercise extra precautions to avoid getting products or implements in the eyes.
10. Keep your fingernails well-manicured to avoid scratching your clients.

Contraindications

Contraindications to makeup services should be discovered during the consultation. This information will allow you to choose the appropriate products and avoid areas that are sensitive or apt to be irritated by the makeup application. The client consultation is described next.

Client Consultation

Always begin each professional makeup service with a complete client consultation. The goal of the consultation is to determine the exact nature of your client's needs. For example, is this service for a special occasion such as a wedding or party? Is this a demonstration or a lesson? Is the client interested in learning about new colors or products? Regardless of the purpose for the makeup service, your primary goal when applying makeup is to enhance and improve your client's appearance.