

# Makeup

## Application - Products - Preparation



E-Book
No 1 Online Learning Provider
Easy Learning Portal

# HELLO!

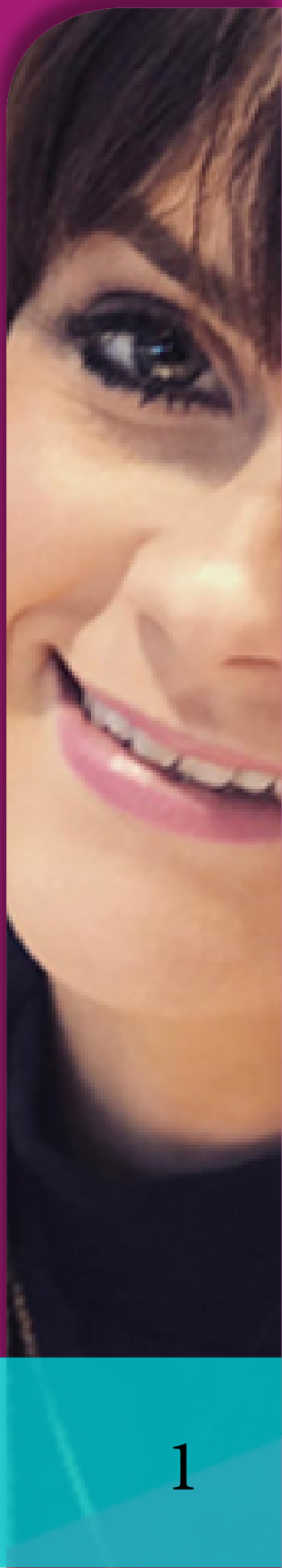
Becoming a great beauty therapist or nail technician takes time, patience & knowledge.

We are here to help you achieve your dream of becoming all you want to be.....

**I have designed this course to give you the tools and skills required to become a professional within the industry.**

Follow the guided instructions within this learning e-book in combination with the training portal and videos. I know you will enjoy your learning experience, my team and I can't wait to help you along your journey.

*Victoria Arpels*



## TABLE OF CONTENTS


Makeup Services 2

Preparation & Products 3 to 11

Makeup Application 12 to 14

Applying Makeup 15 to 22

Aftercare 23

Final Thoughts 24


LET'S GET STARTED!



# Makeup Services

## EACH CLIENT IS UNIQUE, SO EACH REQUIRES AN INDIVIDUAL APPROACH OF HER MAKE-UP

**Make-up can be used to enhance and accentuate the clients facial features to make us feel more confident. With skilful application of different cosmetic products, it can be used to create balance in the face and reduce or emphasise facial features.**

Each client is unique, so each requires an individual approach or her make-up. The overall look should be attractive, complement the clients personality, her lifestyle, and the occasion for which the make-up is to be worn.

**Make-up application is offered for different purposes:**

- A make-up lesson – chance for a client to learn how to apply make-up that suits her.
- Special Occasion make-up – applied to suit the occasion or which it is to be worn e.g. a wedding.
- If the make-up is for a bride, advise the client to visit the salon for a consultation and a practise session so that you can decide together on appropriate make-up.
- Remedial make-up – may be applied to remedial purposes, to cover facial disfigurements or birthmarks, and the client can be taught how to do this herself.
- A professional job – some clients simply wish to have their make-up professionally applied.

**Suggested service times:**

- Make-up Lesson: - 1 hour
- Special Occasion make-up: - 45 minutes to an hour
- Straight make-up: - 30 - 45 minutes

If the client intends to have her hair washed and styled, advise her to have this done before she has the make-up applied.

A client may request a deep cleansing facial followed by make-up application, suggest that she has the facial at least five days before. The facial will simulate the skin, increasing its normal physiological functioning. This will affect how long the make-up lasts; it may even cause the colour of the foundation to change.

# Preparation & Products

## KNOWING WHAT AND WHEN TO USE THE RIGHT PRODUCTS




**All equipment and materials should be to hand before you start the make-up service. Below is a list of equipment and materials that you will need to carry out make-up application.**

- Couch or Beauty Chair – with a reclining back and a head rest and an easy-to-clean surface.
- Trolley or other surface on which to place everything.
- Disposable tissue, such as bedroll- to cover the work surface and the couch or beauty chair.
- Towels x 2 – freshly laundered for each client- one to be place over the head of the couch or chair, the other over the clients' chest and shoulders to protect her clothing.
- Headband – to protect the clients hair whilst cleansing the skin.
- Hairclips
- Cleansing Lotion
- Eye Make-up Remover
- Toning Lotion
- Moisturiser – lightweight
- Magnifying Lamp – to inspect the skin after cleansing
- Damp cotton wool – prepared for each client
- Dry cotton wool – stored in a covered jar
- Large white facial tissues – to blot the skin after facial toning, and to protect the skin during make-up application
- Bowls – to hold the prepared cotton wool/waste materials
- Clients record cards

# Preparation & Products: Makeup

## Makeup

**A Range of Make-up – suitable for clients with known skin allergies to cosmetics, for contact-lens wearers, for different skin types and skin colours including:**

- Concealing and contouring cosmetics - (shaders, highlighters and blushers)
- Foundations
- Translucent Powders
- Eyeshadows
- Eyeliners
- Brow liners
- Lipsticks
- Lip-glosses
- Lip liners
- Bright Lighting
- Make-up Brushes (assorted) – at least 3 sets, to allow for sanitisation after use.
- Disposable Applicators and Brushes - (Where possible e.g. - mascara and application for eyeshadows)
- Cosmetic sponges – for applying foundation
- Make-up Palette- for preparing cosmetic products prior to application
- Hand Mirror
- Pencil Sharpener
- Eyelash Curlers
- Spatulas (several)
- Orangewood Sticks (several – for removing make-up products from their containers)

## Sterilisation & Sanitisation

Where possible, use disposable applicators during make-up application, costing these into treatment price.

Sanitise make-up brushes after each use:  wash them in warm water and detergent, rinse them thoroughly in clean water, and allow them to dry naturally. Once dry, place the brushes in an ultra-violet light cabinet ready for use.

All cosmetic products should be removed from their containers using a clean spatula or orange stick, and placed on the clean plastic make-up palette before application. (Avoids contamination of the make-up).

The make-up palette should be cleaned with warm water and detergent, then wiped with a disinfectant solution applied using clean cotton wool. It should be stored in the ultra-violet cabinet.

Mascara should be applied using a disposable brush applicator, fresh for each client.

Sharpen cosmetic pencils with a pencil sharpener before each use.

Make-up sponges should be disposed of after use, or washed in warm water and detergent; then placed in a disinfectant solution and rinsed. Allow them to dry, then place them in the ultra-violet cabinet, with each side being exposed for at least 20 minutes.

# Preparation & Products: The Room

## Preparing The Room

The make-up room should have sufficient lighting using neutral colours to avoid the creation of unnecessary shadows. The area where the make-up is to be applied should be well lit, ideally from the same kind of light as that in which the make-up will be seen.

Place all the equipment and materials required on the trolley or work surface, in front of a make-up mirror. If you are displaying the make-up on a trolley, place the cosmetic products on a lower shelf until required, when they can be moved to the top shelf. This avoids cluttering the working area.

## Lighting

You need to know the type of light in which the proposed make-up will be seen: this is important when deciding upon the correct choice of make-up colours, because the appearance of colours may change according to the type of light. Is the make-up to be seen in daylight, in a fluorescent light, or a softly lit restaurant.

White Light (natural daylight) – contains all the colours of the rainbow. When white light falls on an object, it absorbs some colours and reflects others: it is the reflected colour that we see. Thus an object that we see as red is an object that absorbs the colours in white light except red. A white object reflects most of the light that falls upon it; a black object absorbs most of the light that falls on it.

If the make-up is to be worn in natural light, choose subtle make-up products as daylight intensifies colours.

Fluorescent Light – contains an excess of blue and green, which have a 'cooling' effect on the make-up: the red in the faces does not show up and the face can look drained of colour. Reds and yellows should be avoided, as these will not show up; blue-toned colours will. Don't apply dark colours, as this light intensifies these.

Incandescent Light (light produced by a filament lamp) – produces an excess of red and yellow light, which creates a warm, flattering effect. Almost all colours can be used in this light, except that browns and purples will appear darker.

Choose a lighter foundation than normal to reflect the light, and use frosted highlighting products where possible for the same reason.

Because it is necessary to choose brighter colours and to emphasise facial features using contouring cosmetics, evening make-up will appear very obvious and dramatic in daylight. It is advised that you explain to the client the reasons for the effect, so that when she leaves the salon in daylight she won't feel that the make-up is inappropriate.

# Preparation & Products: Client

## Preparing The Client

**Before preparing the client make sure that you have washed your hands.**

- The client will need to remove only her upper outer clothing, to her underwear, offer the client a gown, or drape a clean towel or make-up cape across her chest and shoulders.
- Place a headband or hairclip around the hair line, to protect the hair and keep it away from the face.
- Any jewellery in the treatment area should be removed.
- Refer to the record card to check for any known allergies to cosmetic products.

**After preparing the client and before touching the skin wash hands again.**

- Cleanse and tone the skin using products appropriate to skin type.
- Inspect the skin using a magnifying lamp and identify any areas that require specific attention.
- Apply a light-textured moisturiser before make-up application.

**This has the following benefits**

- It prevents the natural secretions of the skin changing the colour of the foundation
- It seals the surface of the skin, and prevents absorption of the foundation into the skin
- It facilitates make-up application by providing a smooth base
- Remove excess moisturiser by blotting the skin with a facial tissue.

SAVE 20% NOW
On Selected Nail & Beauty Course Dates
See Our Deals - Click Here

# Preparation & Products: Blemishes

## Concealing Blemishes

Before beginning to apply make-up, inspect the skin and identify any areas that require concealing, i.e. blemishes, uneven skin colour or shadows.

Foundation may be used to disguise minor skin imperfections, but where extra coverage is required it is necessary to apply a special concealer – a cosmetic designed to provide maximum skin coverage.

The concealer may be applied directly to the skin after skin moisturising, or following application of the foundation. If you are doing this, then the concealer must match the colour of the foundation.

**Choose a concealer that matches the clients skin tone as closely as possible, it can contain pigment to help correct skin tone.**

- Green helps to counteract high colouring, and to conceal dilated capillaries.
- Lilac counteracts a sallow skin colour.
- White or cream helps to create unevenness in the skin pigmentation.

Concealers come in a range of colours, to suit all skins. Mix different colours together to obtain the required colour.

### Remedial camouflage

Scars birthmarks and tattoos can be covered using a densely pigmented concealer.

## Foundation

This is applied to produce an even skin tone, to disguise minor skin blemishes, and as a contour cosmetic.

Black skin in particular has an uneven skin tone, requiring certain parts of the face to be lightened and others darkened to produce an even skin tone.

Foundation is available as a cream, liquid, gel, or a cake. It is composed of water, powder, oil, a humectant (such as glycerol), in organic pigments, and additives which protect the skin from the environment (e.g. sunscreens and moisturisers).

Some foundations contain 'anti-ageing' ingredients such as vitamin E. These are to neutralise free radicals, natural chemicals thought to be responsible for damaging the skin and producing the signs of ageing – the lines and wrinkles.

# Preparation & Products: Foundation

## Kinds Of Foundation

Each foundation differs in its formulation to suit a particular skin type. The correct choice will guarantee that the foundation lasts throughout the day.

**Cream Foundations** – are oil-based, and blend easily on application. They provide a heavy coverage, and have these specific treatment uses:

- Dry Skin;
- Normal Skin;
- Mature Skin;

**Liquid Foundations** - are oil or water based, providing a light to medium coverage.
Oil based liquid foundations have these specific treatment uses:

- Dry Skin;
- Normal Skin;
- Mature Skin;
- Combination Skin (apply the foundation to the dry areas)

**Water-based liquid foundations have the following uses:**

- Normal Skin;
- Oily Skin;
- Combination Skin (apply the foundation to the greasy areas).

These foundations do not spread very easily as the water content rapidly evaporates, so they need to be applied quickly.

**Gel Foundation** – provide a sheer, non-greasy coverage. They have these specific treatment uses:

- Black, unblemished Skin;
- Tanned Skin;
- Skin on which a natural effect is required.

**Cake Foundations** - they may have oil, a wax or a powder base. Give a heavy coverage, and have these specific treatment uses.

- Dry Skin;
- Normal Skin;
- Badly blemished or scarred skin.

## Contour Cosmetics

Changing the shape of the shape of the face and the facial features can be achieved with the careful application of contour cosmetics. These products draw attention either towards or away from facial features, and can create the optical illusion of perfection.

Contour cosmetics include highlighters, shaders and blushers. They are available in powder, liquid and cream forms.

- Highlighters draw attention towards – they emphasise.
- Shaders draw attention away – they minimise.
- Blushers add warmth to the face, and emphasise the facial contours.

Each face differs in shape and size, so each requires a different application technique.

## Powdering

Face powder is applied to set the foundation, disguising minor blemishes and making the skin appear smooth and oil-free. It also protects the skin from the environment by acting as a barrier.

Most powders are based on talc as the main ingredient, but talc particles are of uneven size, and substitutes such as mica are now becoming popular. These give a more natural, flattering effect to the skin's appearance.

Powder adheres to the foundation through the addition of zinc, magnesium state or fatty esters. These chemicals set the make-up and remove tackiness. Further powder products can then be applied to the skin

Face powder contains absorbent materials such as precipitated chalk or nylon derivatives. These absorb sweat and sebum throughout the day, reducing shine and giving the foundation greater durability.

During manufacture, the insoluble substances in face powder go through a process called micronisation in which the particles are finely ground to make a powder, which is then thoroughly blended. Colour pigment may be added to produce different shades and effects.

Face Powders – are two basic products: loose powders and pressed powders.

Loose Powders – do not contain any oils or gums to bind the powder together. They are available in a range of shades, with different pastel pigments being added to counteract skin imperfections. Colours include pink and lilac, which are flattering when viewed under artificial lights; yellow, which enhances tanned skin; and green, which counteracts a red skin. Iridescent ingredients may be included to produce a shimmering and highlighting effect.

Many cosmetic products contain titanium dioxide, an opaque white pigment, to provide coverage. When applied to a black skin, this can give the skin a chalky appearance. When selecting products for a black skin, bear in mind not just the shade but also the ingredients.

Pressed Powders – contains a gum, mixed with the ingredients to bind them together. These powders provide a greater coverage, especially if they contain titanium dioxide. Pressed powders should be recommended only for a clients personal use, and then to only remove sine from the skin during the day, as required.

# Preparation & Products: The Eyes

**Make-up is applied to the eye area to compliment the natural eye colour, to give definition to the eye area, and to enhance the natural shape of the eye.**

## Eye Shadow

Adds colour and definition to the eye area. Different types include matt, pearlised, metallic and pastel. They are available in cream, crayon or powder form. Eyeshadows are composed of either oil-or water emulsion or waxes contain inorganic pigments to give colour.

Cream Eyeshadows – contain wax and oil.
Crayon Eyeshadows – composed of wax and oil, and are similar in appearance and application of an eye pencil.
Powder Eyeshadows – have a talc base, mixed with oils to facilitate application. Lighter shades are produced by the addition of titanium dioxide. Avoid these on a dark skin as they contrast too harshly with the natural skin colour.

Pearlised eyeshadows are created by the addition of bismuth oxychloride or mica; a metallic effect is created by the addition of fine particles of gold leaf, aluminum or bronze.

## Eyeliner

Defines and emphasises the eye area. Available in pencil, liquid or powder form.

Eye pencil – made of wax and oil, and contains different pigments which give it its colour.
Liquid Eyeliner – is a gum solution, in which the pigment is suspended.
Powder Eyeliner – has a powder base with the addition of mineral oil.

## Eyebrow Colour

It emphasises the eyebrow, and can make sparse eyebrows look thicker. It is available in pencil or powder form.

Eyebrow Pencil – is the firmer than an eye pencil, and is composed of waxes which hold the inorganic pigments.
Powder brow colour – is composed of a talc base, mixed with mineral oil and pigments.

## Mascara

Enhances the natural eyelashes, making them appear longer, darker and thicker. It is available in liquid, cream and block-cake forms. It is composed of waxes or an oil-and-water emulsion, and contains pigments which give it its colour.

Liquid mascara – is a mixture of gum in water or alcohol; the pigment is suspended in this. It may also contain short textile filaments which adhere to the lashes, having a thickening, lengthening effect. Water-resistant mascara contains resin instead of gum, so that it will not run or smudge.
Cream mascara – is an emulsion of oil and water, with the pigment suspended in this.
Block mascara – is composed of mineral oil, lanolin and waxes, which are melted together to form a block on setting. It must be dampened with water before application.

# Preparation & Products: The Lips

**Lip cosmetics add colour and draw attention to the lips. As the lips have no protective sebum, the use of lip cosmetics also helps to prevent them from drying and becoming chapped.**

Is not uncommon for lips to be out of proportion in some way – using cosmetics and corrective techniques, symmetrical lips can be created.

**The main lip cosmetics are:**

- Lip Pencils
- Lipsticks
- Lip glosses

Sometimes the lips may be unevenly pigmented. The application of a lip toner or foundation over the lips corrects this.

Lip Pencils – used to define the lips, creating a perfecting symmetrical outline. Then coloured with another lip cosmetic, either a lipstick or lip gloss. Lip liner also helps to prevent lipstick from 'bleeding' into lines around the lips.

Lip liner has a wax base which does not melt and can be applied easily; it contains pigments which give the pencil its colour.

When choosing a lip liner, select one that is the same colour as, or slightly darker than, the lipstick to be used with it.

Lipsticks – contain a blend of oils and waxes which give it its firmness, and silicone which provides essential or easy application. It also contains pigment to add colour; an emollient moisturiser, to keep the lips soft and supple and perfume, to improve its appeal.
In addition it may include vitamins, to condition the lips, or sunscreen, to protect the lips from ultra-violet rays.

Some lipsticks contain a relatively large proportion of water- these moisturise the lips and provide a natural look. Coverage provided by a lipstick depends on its formulation.

Lipsticks are available in the following forms: cream, matt, frosted and translucent.

Frosted lipstick has good durability, as it is very dry. Some other lipsticks also offer extended durability, and are suitable for clients who are unable to renew their lipstick regularly.

When choosing the colour of lipstick, take into account the natural colour of the clients lips, the skin and hair colours, and the colours selected for the rest of the make-up.

Lip glosses – provides a moist, shiny look to the lips. It may be worn alone, or applied on top of a lipstick. However, is effect being short-lived. Lip gloss is made of mineral oils, with pigment suspended in the oil.

**Note: black women often have creases on the lips that extend to the surrounding skin. If lip gloss is used it will often bleed into these lines.**

Dry lips – recommend that the client keeps them moisturised at all times, especially in extremes of heat, cold or wind. Some facial exfoliants can be professionally applied over the lips to remove dead skin.



# Makeup Application

EACH CLIENT IS UNIQUE, SO EACH REQUIRES AN INDIVIDUAL APPROACH OF HER MAKE-UP

**Face Shapes**

To assess the clients face shape, take the hair away from the face – hairstyles often disguise the face shape.

Oval – is regarded as the perfect face shape.

**Corrective make-up** application usually attempts to create the appearance of an oval face shape. Draw attention to the cheekbones by applying shader beneath the cheekbone, and highlighter above. Blusher should be drawn along the cheekbone and blended up towards the temples.

Round – Bone Structure – Broad and short.

**Corrective make-up** – apply highlighter in a thin band down the central portion of the face, to create the illusion of length. Shader may be applied over the angle of the jaw to the temples. Apply blusher in a triangular shape, with the base of the triangle running parallel to the ear.

Square – Bone Structure – A broad forehead and a broad, angular jawline.

**Corrective make-up** – shade the angles of the jawbone, up and towards the cheekbone. Apply blusher in a circular pattern on the cheekbones, taking it towards the temples.

Heart – Bone Structure – A wide forehead, with the face tapering to a narrow, pointed chin, like an inverted triangle.

**Corrective make-up** – highlights the angles of the jawbone and shade the point of the shin, the temples and the sides of the forehead. Apply blusher under the cheekbones, in an upward and outward direction towards the temples.

# Makeup Application: Face Shapes

**Diamond** – Bone Structure – A narrow forehead, with wide cheekbones tapering to a narrow chin.

**Corrective make-up** – apply shader to the tip of the chin and the height of the forehead, to reduce length. Highlight the narrow side of the temples and the lower jaw. Apply blusher to the fullness of the cheekbones, to draw attention to the centre of the face.

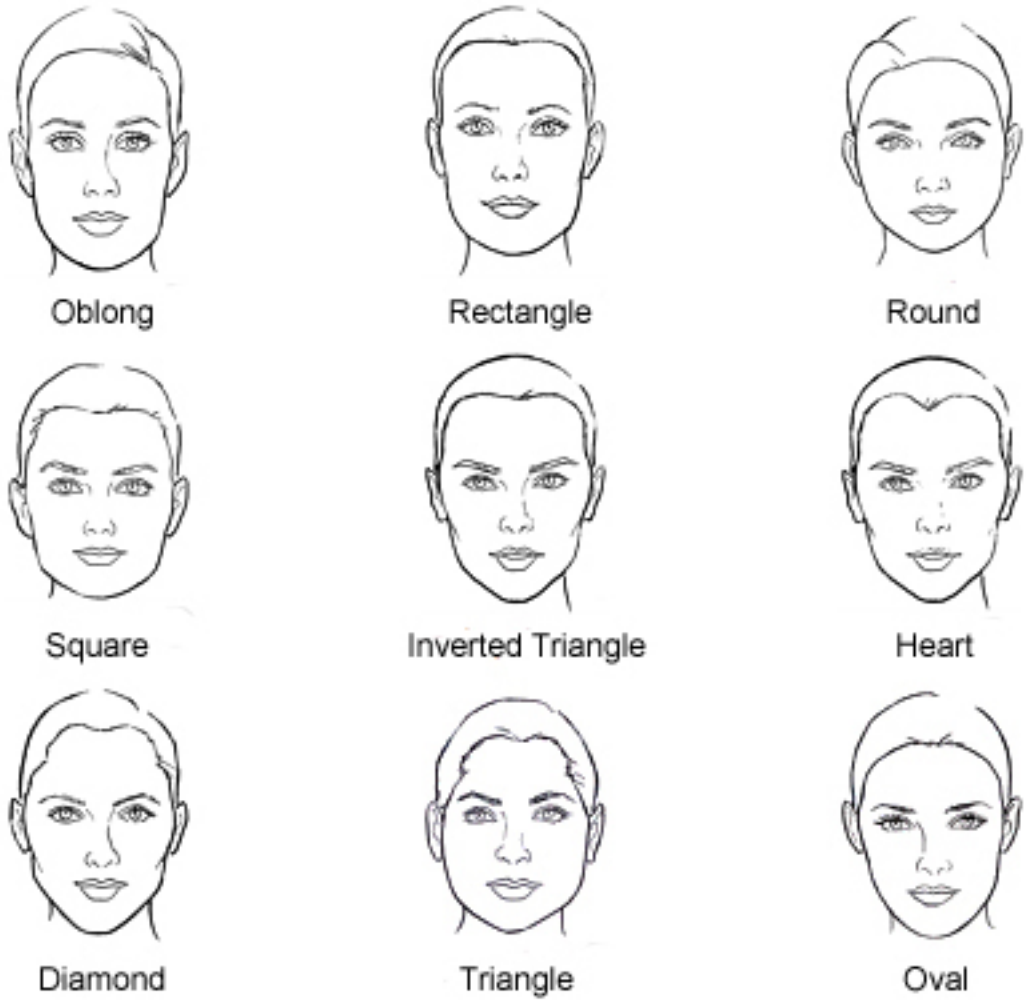
**Oblong** – Bone Structure – Long and narrow, tapering to a pointed chin.

**Corrective make-up** – apply shader to the hairline and the point of the chin, to reduce the length of the face. Highlight the angle of the jawbone and the temples, to create width. Blend blusher along the cheekbones, outwards towards the ears.

**Pear** – Bone Structure – A wide jawline, tapering to a narrow forehead.

**Corrective make-up** – highlights the forehead, and shades the sides of the chin and the angle of the jaw. Apply blusher to the fullness of the cheeks; or blend it along the cheekbones, up towards the temple.

## Diagram of Face Shapes



# Makeup Application: Face Shapes

## Features

### Noses

- If the nose is too broad – Apply shader to the sides of the nose.
- If the nose is too short – Apply highlighter down the length of the nose, from the bridge to the tip.
- If the nose is too long – Apply shader to the tip of the nose.
- If there is a bump on the nose – Apply shader over the area.
- If there is a hollow along the bridge of the nose – Apply highlighter over the hollow area.
- If the nose is crooked – Apply shader over the crooked side.

### Foreheads

- If the forehead is prominent – Apply shader centrally over the prominent area, blending it outwards toward the temples.
- If the forehead is shallow – Apply highlighter in a narrow band below the hairline.
- If the forehead is deep – Apply shader in a narrow band below the hairline.

### Chins

- If the jaw is too wide – Apply shader from beneath the cheekbones and along the jaw-line, blending it at the neck,
- If the chin is double – Apply shader to the centre of the chin, blending it outwards along the jawbone and under the chin.
- If the chin is long – Apply shader over the prominent area.
- If the chin recedes – Apply highlighter along the jawline and at the centre of the chin.

### Necks

- If the neck is thin – Apply highlighter down each side of the neck.
- If the neck is thick – Apply shader to both sides of the neck.

**“ A good eye make-up remover dissolves make-up immediately so that it can be removed easily from the skin**

# Applying Makeup



## EACH CLIENT IS UNIQUE, SO EACH REQUIRES AN INDIVIDUAL APPROACH OF HER MAKE-UP

### Applying Concealer

Remove a small quantity of the concealer from its container, using a clean disposable spatula.

Apply the concealer to the area to be disguised, using either a clean make-up sponge or a soft make-up brush.
Blend the concealer to achieve a realistic effect.

### The Colour of Foundation

The foundation should match the clients natural skin colour. Test the foundation for compatibility on the clients jawline or forehead. If an incorrect colour is selected, or if the foundation is insufficiently blended on application, there will be a noticeable demarcation line.

### The make-up sequence

- Conceal any blemishes
- Apply foundation
- Contour the face
- Apply powder
- Apply blusher
- Apply eyeshadow
- Make-up the eyebrows
- Apply mascara
- Make-up the lips

SAVE 20% NOW
On Selected Nail & Beauty Course Dates
See Our Deals - Click Here

# Applying Makeup: Foundation / Blusher

## Applying the Foundation

If the foundation is in a jar, remove some from its container using a clean disposable spatula. Put it on a clean make-up palette.

- Foundation may be applied using either a large soft brush, which is stroked over the surface of the skin, or a cosmetic sponge. It should be applied to one area of the face at a time, with an outward stroking movement.
- Use a cosmetic sponge to blend the foundation. Take care that you blend it at the
- hairline and the jawline. Avoid clogging the eyebrows with foundation. The cosmetic make-up wedge is designed to apply varying amounts of pressure to the different areas of the face, and to ensure even coverage of the foundation.
- When applying foundation around the eye area, use a small soft brush or the angular edge of a cosmetic sponge. This will help you achieve accuracy in application.
- The extent of coverage can be controlled by the method of application. If the cosmetic sponge is damp, coverage is light and sheer. To achieve a heavier coverage, use a dry latex sponge.
- Apply foundation to cover the entire face, including the lips and the eyelids. Do not extend the make-up past the jawline unless the occasion requires this – for example, if a brides dress exposes part of the upper chest – as the foundation will mark clothes at the neckline.

## Applying Blusher

Some blushers appear very vibrant in the container, yet when they are applied to the skin they appear very subtle.

### Powder Blushers

**1**. Stroke the contour brush over the powder blusher. Tap the brush gently, to dislodge excess blusher.
**2**. Apply the blusher to the cheek area, carefully placing the product according the effect you wish to create. The direction of brush strokes should be upwards and outwards, towards the hairline. Keep the blusher away from the nose, and avoid applying blusher too near the outer eye.
**3**. Apply more blusher if necessary. The key to successful blusher application is to build up colour slowly until you have achieved the optimum effect.

### Cream Blushers

Apply the cream blusher after foundation application, then place a loose translucent powder over the cream blusher.
If liquid or cream cosmetics are used, these must be applied on top of a liquid or cream foundation, before powder application.

(If powder contour products are used, these should be applied after the application of the loose face powder. The rule of contour cosmetic application is: powder on powder; cream on cream).

Before applying these products, decide on the effect you wish to achieve. Study the clients face from the front and side profiles, and determine what facial corrective work is necessary.

# Applying Makeup: Powder

## Applying Powder

Face powder is applied after the foundation, unless a water-based foundation or a combination powder foundation has been selected. Select a matt powder for a daytime make-up, and an iridescent powder for an evening make-up.

**1**. Remove the loose powder from its container, using a clean spatula or – if the powder is in a shaker – by sprinkling it out. Place the powder on a clean facial tissue.

**2**. Ask the client to keep her eyes closed. Using a clean piece of cotton wool, press the cotton wool into the powder and then press the powder all over the face.

**3**. Remove excess powder using a large, sterilised facial powder brush. Direct the brush strokes first up the face, which dislodges the powder, then down the face which flattens the facial hair and removes the final residue of excess powder.

**Facial contouring using powder products may now be carried out.**

> **“Facial contouring using powder products may now be carried out**

# Applying Makeup: Eyeshadow

## Applying Eyeshadow

**Eyeshadow application will differ according to the eye shape of the client.**

**1**. Protect the skin beneath the eye with a clean tissue – this is to collect small particles of eyeshadow that may fall during application.
**2**. Lift the skin at the brow slightly to keep the eye tissue taut, enabling you to reach the skin near the bases of the eyelashes.
**3**. Apply the selected eyeshadow to the eyelid, using a sponge or a brush applicator.
**4**. Highlight beneath the brow line.
**5**. Using a brush, apply a darker eyeshadow to the socket area, beginning at the outer corner of the eye. Blend the colour evenly, to avoid harsh lines.

### Applying eyebrow colour

- Select an appropriate colour of powder or eyebrow pencil. Brush the eyebrows with a clean brow brush, to remove excess face powder and eyeshadow.
- Simulate the appearance of brow hair by using fine strokes of colour, or disguise bald patches with a denser application.
- Brush the eyebrows into shape.

## Applying Mascara

**Using a disposable mascara brush, apply mascara to the eyelashes:**

- Hold the brush horizontally to apply colour to the length of the lashes. Where the lashes are short and curly, or difficult to reach, hold the brush vertically and use the point of the brush.
- Place a clean tissue underneath the base of the lower eyelashes, and stroke the brush down the length of the lashes from the base to the tips.
- Lift the eyelid at the brow bone. Ask the client to look down slightly whilst keeping her eyes open. From above, stroke down the length of the lashes from the base to the tips.
- Using a zigzag motion, draw the brush upwards through the upper and lower surfaces of the lashes, from the base to the tips.
- Finally, separate the eyelashes with a clean brush or lash comb.

### Eye make-up for the client who wears glasses

If the client wears glasses, check the function of the lens, as this can alter the appearance and effect of the eye make-up.

- If the client is short sighted, the lens makes the eye appear smaller – Draw attention to the eyes by selecting brighter, lighter colours. When applying eyeshadow and eyeliner, use the corrective techniques for small eyes. Apply mascara to emphasise the eyelashes.
- If the client is long-sighted, the lens will magnify the eye – Make-up should therefore be subtle, avoiding frosted colours and lash-building mascaras. Careful blending is important, as any mistakes will be magnified.

# Applying Makeup: Corrective

## Corrective eye make-up

### Dark circles

- Minimise the circles by applying a concealing product.

### Wide-set eyes

- Apply a darker eye colour to the inner portion of the upper eyelid.
- Apply lighter eyeshadow to the outer portion of the eyelid.
- Apply eyeliner in a darker colour to the inner half of the upper eyelid.
- Eyebrow pencil may be applied to extend the inner brow line.

### Close-set eyes

- Lighten the inner portion of the upper eyelid.
- Use a darker colour at the outer eye.
- Apply eyeliner to the outer corner of the upper eyelid.
- Pluck brow hairs at the inner eyebrow – this helps create the illusion of the eyes being further apart.

### Round eyes

- Apply a darker colour over the prominent central upper-lid area.
- Elongate the eyes by applying eyeliner to the outer corners of the upper and lower eyelids.

### Prominent eyes

- Apply dark matt eye-shadow over the prominent upper eyelid.
- Apply a darker shade to the outer portion of the eyelid, and blend it upwards and outwards.
- Highlight the brow bone, drawing attention to this area.
- Eyeliner may be applied to the inner lower eyelid.

### Overhanging lids

- Apply a pale highlighter to the middle of the eyelid.
- Apply a darker eyeshadow to contour the socket area, creating a higher crease (which disguises the hooded appearance).

### Deep-set eyes

- Use light-coloured eyeshadows.
- Eyeshadow may also be applied in a fine line to the inner half of the lower eyelid, beneath the lashes.
- Apply eyeliner to the outer halves of the upper and lower eyelids, broadening the line as you extend outwards.

# Applying Makeup: Corrective

### Downward-slanting eyes

- Create lift by applying the eyeshadow upwards and outwards at the outer corners of the upper eyelid.
- Apply eyeliner to the upper eyelid, applying it upwards at the outer corner.
- Confine mascara to the outer lashes.

### Small eyes

- Choose a light colour for the upper eyelid.
- Highlight under the brow, to open up the eye area.
- Curl the lashes before applying mascara.
- Apply light-coloured eyeliner to the outer third of the lower eyelid.
- White eyeliner may be applied to the inner lid, to make the eye appear larger.

### Narrow eyes

- Apply a lighter colour in the centre of the eyelid, to open up the eye.
- Apply a shader to the inner and outer portions of the eyelid.

### Oriental eyes

- Divide the upper eyelid in two vertically. Place a lighter colour over the inner half of the eyelid and a darker colour at the outer half.
- Apply highlighter under the eyebrow.
- White eyeliner may be applied at the base of the lash line, on the lower inner eyelid.

## The Eyelashes

To make them appear longer temporarily, curl them using eyelash curlers.

- Rest the upper lashes between the upper and lower portions of the eyelash curlers.
- Bring the two portions gently together with a squeezing action.
- Hold the lashes in the curlers for approx. 10 seconds, then release.
- If the lashes are not sufficiently curled, repeat the action.




# Applying Makeup: Corrective

## Corrective Lip Make-Up

Thick Lips – Select natural colours and darker shades, avoiding bright, glossy colours.

**1**. Blend foundation over the lips to disguise the natural lip line.
**2**. Apply a darker lip liner inside the natural lip line to create a new line.

### Thicker upper or lower lip

**1**. Use the technique described above to make the larger lip appear smaller.
**2**. Apply a slightly darker lipstick to the larger lip.
**3**. If the lips droop at the corners, raise the corners by applying lip liner to the corners of the upper lip, to turn them upwards.

Thin Lips – Select brighter-pearlised colours. Avoid darker lipsticks, which will make the mouth appear smaller.

**1**. Apply a neutral lip liner just outside the natural lip line.

### Small Mouth

**1**. Extend the line slightly at the corners of the mouth, with both the upper and the lower lips.

### Uneven Lips

**1**. Use a lip liner to draw in a new line.
**2**. Apply lipstick to the area.

### Lines around the mouth

**1**. Apply lip liner around the natural lip line.
**2**. Apply a matt cream lipstick to the lips – Don't use gloss, which might bleed into the lines around the mouth.

## Applying Lipstick

**1**. Select a lip pencil and lipstick to compliment the clients colouring and the colour theme of the make-up.
**2**. Using a pencil sharpener, sharpen the lip pencil to expose a clean surface.
**3**. Ask the client to open her mouth slightly.
**4**. Outline the lips, carrying out lip correction as necessary. Begin the lip line at the outer corner of the mouth, and continue it to the centre of the lips. Repeat the process on the other side of the lip, commencing at the outer corner of the mouth.
**5**. Remove sufficient lipstick using a clean spatula.
**6**. Using a sterile lip brush, apply the lipstick to the lips.
**7**. Apply a clean facial tissue over the lip area, and gently press it onto the lips. This process, known as blotting, removes excess lipstick and fixes the colour on the lips.
**8**. A second light application of lipstick may then be applied.
**9**. If desired, lip-gloss may be applied over the lipstick to add sheen, again using a sterile lip brush.

# Applying Makeup: The Client

## The Client Needs

### Day Make-up

The effect should be natural. Any corrective work carried out should be very subtle and kept to a minimum, as natural light makes any imperfections appear obvious.

Select a foundation the same colour as the skin- aim to even out the skin tone. Set the foundation with a translucent face powder.

Apply a subtle, warm blusher to add colour to the face. Avoid strong colours of cosmetics, especially on the eyes.

The mascara colour should be chosen to compliment the clients natural lash and skin colours. Mascara should be used to emphasise, but not exaggerate, the length and thickness of the eyelashes.

Eyeliner may be used, but it should be carefully placed and blended.

Line the lips in a colour that will coordinate with the lipstick to be applied, which again should be quite natural.

### Evening Make-up

This should be applied bearing in mind the type of lighting in which the client will be seen. Artificial light dulls the effect and changes the colour of the make-up: dark shades lose their brilliance, appearing 'muddy', so you need to use brighter colours. Emphasise the facial features with the careful placement of contouring cosmetics.

Areas where shadows may be created, e.g., the eyes, should be emphasised using light, bright, and highlighting cosmetic products. Add warmth to the face with an intense colour of blusher placed on the cheekbones.

A highlighting powder in a pearlised or metallic shade may be applied directly on top of or over the blusher. The client may like to try adventurous cosmetics such as metallic and frosted eye products.

Curl the eyelashes, or apply false lashes to emphasise the eyes. Fashion shades of mascara may be selected, in purples, greens and blues, to compliment the make-up and produce the effect required. Light shades of eyeliner may be used to frame the eyes and to 'open' them up.

Add a lip-gloss to the lips, or apply a frosted lipstick to emphasise the mouth.

Colour the eyebrows, and carefully groom them to frame the eye area.



# Aftercare

**REMEMBER IT TAKES TIME, PRACTICE AND ERRORS TO BECOME A TOP NAIL TECHNICIAN**

**After applying the make-up, fix the clients hair and then discuss the finished result in front of the mirror.**

**Wash your hands, record details of the treatment on the clients record card.**

## CONTRA-ACTIONS

Certain cosmetic ingredients are known to provoke allergic reactions in some people. These allergens may case irritation, inflammation and swelling.

**Known cosmetic allergens include the following:**

- Lanolin – is similar to sebum, and is obtained from sheeps wool. Is added to many cosmetics as an emollient.
- Mineral oils – examples are oleic acid and butyl stearate.
- Eosin (bromo-acid dye) – a staining pigment, used in some lip cosmetics and perfumes.
- Paraben – an antiseptic ingredient, used as a preservative in facial cosmetics.
- Certain colourants – one example is carmine.
- Perfume – is added to most cosmetics, and is common sensitiser.

External contact with an allergen may cause urticaria (hives or nettle rash), eczema or dermatitis. If an allergy occurs, the product should be removed from the skin and a soothing substance applied. The client should be advised not to use the product again.
Where possible, before using a new cosmetic, a client with known allergies should first receive a patch test.

## AFTERCARE AND ADVICE

Explain to the client that you can offer a make-up lesson in which you would discuss the reason or the selection of make-up products and colours, and the techniques for applying them.

Recommend the correct skin-care products to remove the products you have applied.



# Final Thoughts

WELL DONE FOR COMPLETING THIS MODULE OF YOUR COURSE

**Now you have come to the end of this part of your course it's a good time to start thinking about what you will need to learn next.**

Have a look at your learning portal and review the other learning E-books provided with your course.

Each course comes with a number of different learning approaches from online exercises, videos and E-books, all you have to do is decided what you want to discover and explore next.

**I wish you all the best with your journey of becoming the Professional you want to be.**

*Victoria Arpels*

