

Diploma in Beauty – Part I



Lesson 5

Makeup – Flawless Foundation for your Skin type

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Lesson 4 Recap: The Role of Lifestyle in Premature Aging

- Lifestyle & Premature Aging
- The Effects of Smoking on the Skin
- The Effects of Diet & Exercise on the Skin
- The Effects of Sleep on the Skin
- The Effects of Alcohol on the Skin



OUR AGENDA: Lesson 6

- Makeup Introduction
- Primer
- Foundation & Product Options
- Tools & Application Method
- Q&A



History of Makeup



Class Interaction



What is Your Go To
Beauty Product?

#shawbeautymusthave



Class Interaction Facebook

<https://www.facebook.com/shawacademy>

How to take part in weekly challenges

1

A screenshot of the Facebook 'Create a post' interface. At the top, it says 'Create a post' with a dropdown arrow. Below is a text input field with a placeholder 'Write something on this Page...'. To the right of the input is a green speech bubble icon. At the bottom, there are icons for photo, video, and location, and a blue 'Post' button.

Go to Shaw Academy Facebook – Create a post

2

A screenshot of the Facebook 'Create a post' interface. The text input field now contains the hashtag '#TEST'. The rest of the interface is the same as in step 1.

Type the # given to you from your educator

3

A screenshot of the Facebook 'Create a post' interface. The text input field now contains '#TEST example of class interaction'. The rest of the interface is the same as in step 1.

After you type the # enter your class interaction

Appropriate Tools

What items do you need?

- Primer
- Foundation of choice
- Makeup brush or sponge
- Setting powder



What is Makeup Primer?



Primer



An often forgotten part of Makeup Application



- Seals Pores
- Softens skin
- Softer looking foundation

Silicone Based Primers

- Velvety silky feel
- Fills in fine lines
- Stops it interacting with other oils on skin
- Stop makeup blocking pores





Silicone Based Primers

- Smooths out fine lines and pores
- Soften the appearance of foundation
- Even skin tone

Primers Application

- Apply using Finger tips
- Cover whole face
- Allow 3-5 minutes to dry



Foundation & Product Options

What is Foundation??

Skin coloured product applied to face to even complexion and hide minor blemishes



Foundation & Product Options

Factors to Consider

- Shade – match skin tone & Colour
- Coverage – sheer, medium or full coverage
- Finish – Matte, Dewy or Satin



Foundation & Product Options



Harmonising Foundation
For
Skin tone

Foundation & Product Options



Foundation & Product Options

Skin undertones

- Cool – pinkish with blue veins
- Warm – yellowy with green veins
- Neutral – no obvious yellow or pink tones and veins not obvious



Foundation & Product Options

Choosing your Shade

- Match your jawline
- Darker skin can be matched to forehead
- Use natural light
- Skin Undertone



Types of Foundation

- Liquid
- Mineral
- Tinted Moisturiser
- Compact
- BB Creams



Foundation & Product Options

Liquid Foundation

Pro's

- Hydrating on the skin
- Easy to match colour & tone
- Luminous finish
- Easy application & blending

Cons

- Oily shine
- Cakey when applied incorrectly
- Can lodge in wrinkles (making them more obvious)
- Clog pores



Foundation & Product Options

Mineral Makeup



Pro's

- Preservative free
- Won't cause congestion
- Lightweight
- Can build coverage
- Water resistant

Cons

- Don't be mislead
- Can be cakey on dry skin
- More expensive

Foundation & Product Options

Tinted Moisturisers

Pro's

- Good for young skin
- Lightweight for summer
- Hydrating

Cons

- Light Coverage
- Are prone to developing a shiny T-Zone



BB & CC Creams



Pro's

- Hydrating
- Anti ageing
- Light reflecting
- Smooth appearance of skin
- Reduce time

Cons

- Hard to match colour
- Can be greasy
- Often perfumed
- Light coverage

So far we've covered

- Primer
- Foundation types



Tools & Application Method



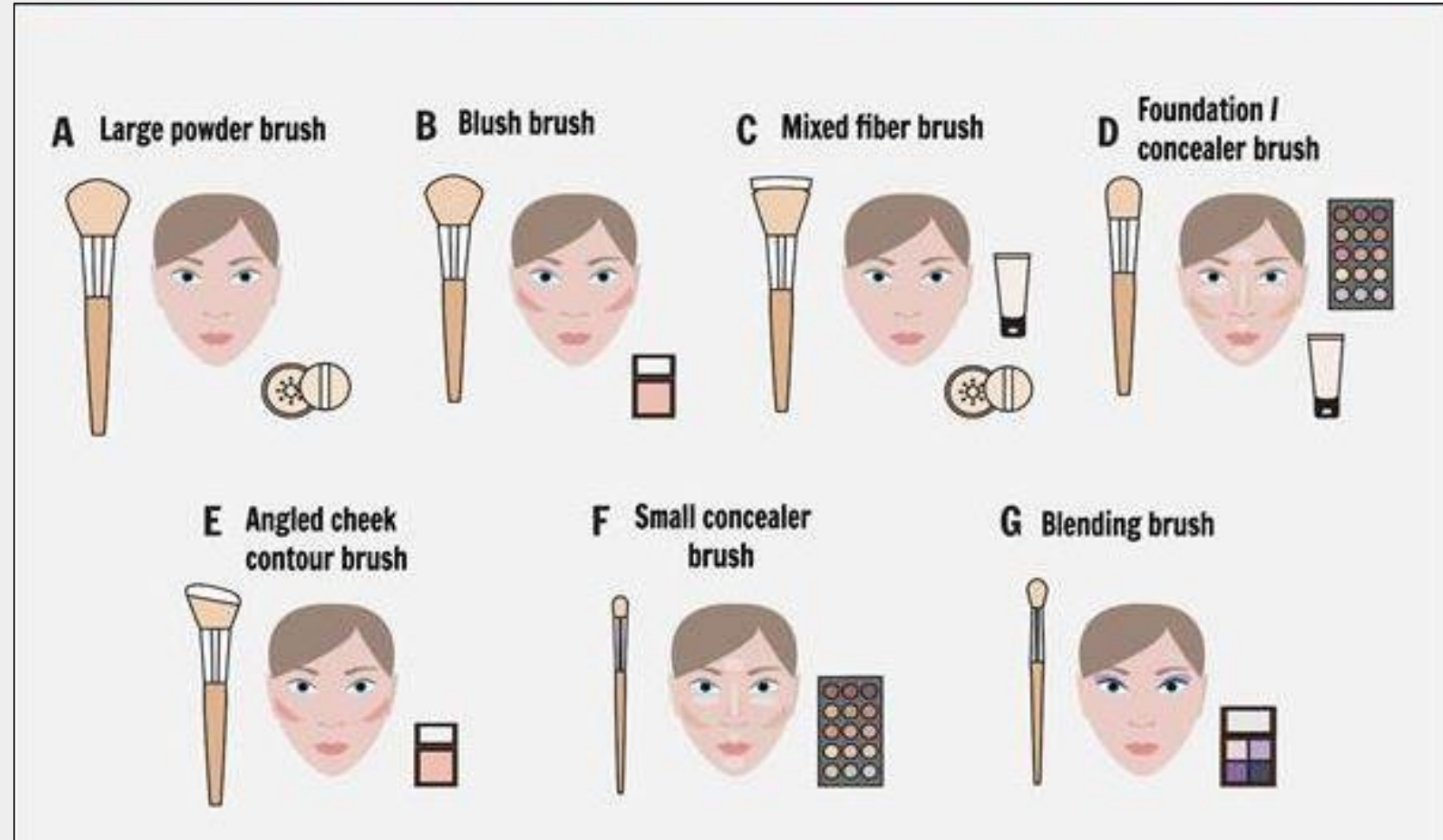
Why Does this matter?

Knowing how to apply
foundation is the
difference between
flawed and flawless



Appropriate Tools

- Find the tools that suits you
- Work well with your products
- Care for properly in between uses



Appropriate Tools

Stippling Brush

- Great for all liquid foundation
- Medium to full coverage
- Very gentle on skin no dragging
- Swirl & Stipple
- Gives Airbrushed effect



Application Method

- Apply product to your makeup Palette or hand
- Using only the white (longer) bristles to pick up product
- Stipple onto the skin – to stipple means to dot -
- Use gentle sweeping circular motion to buff the product on the skin



Flat Foundation Brush

- Suitable for all liquid foundation
- Medium to full coverage
- Downward strokes
- Centre of face and work outwards
- Stipple for fuller coverage



Application Method

- Start at the corner of your nose
- Work out and down – light feathery motions
- Blend product outwards
- Work on one side of the face at a time



Application Method

- Opposite side of nose
- Work out and down
- Blend foundation lightly over chin
- Work up the nose toward forehead
- Work product up and blend carefully into hair line



Application Method

- Circles mean it can be buffed into skin
- Build it up rather than going overboard on product



Kabuki Brush

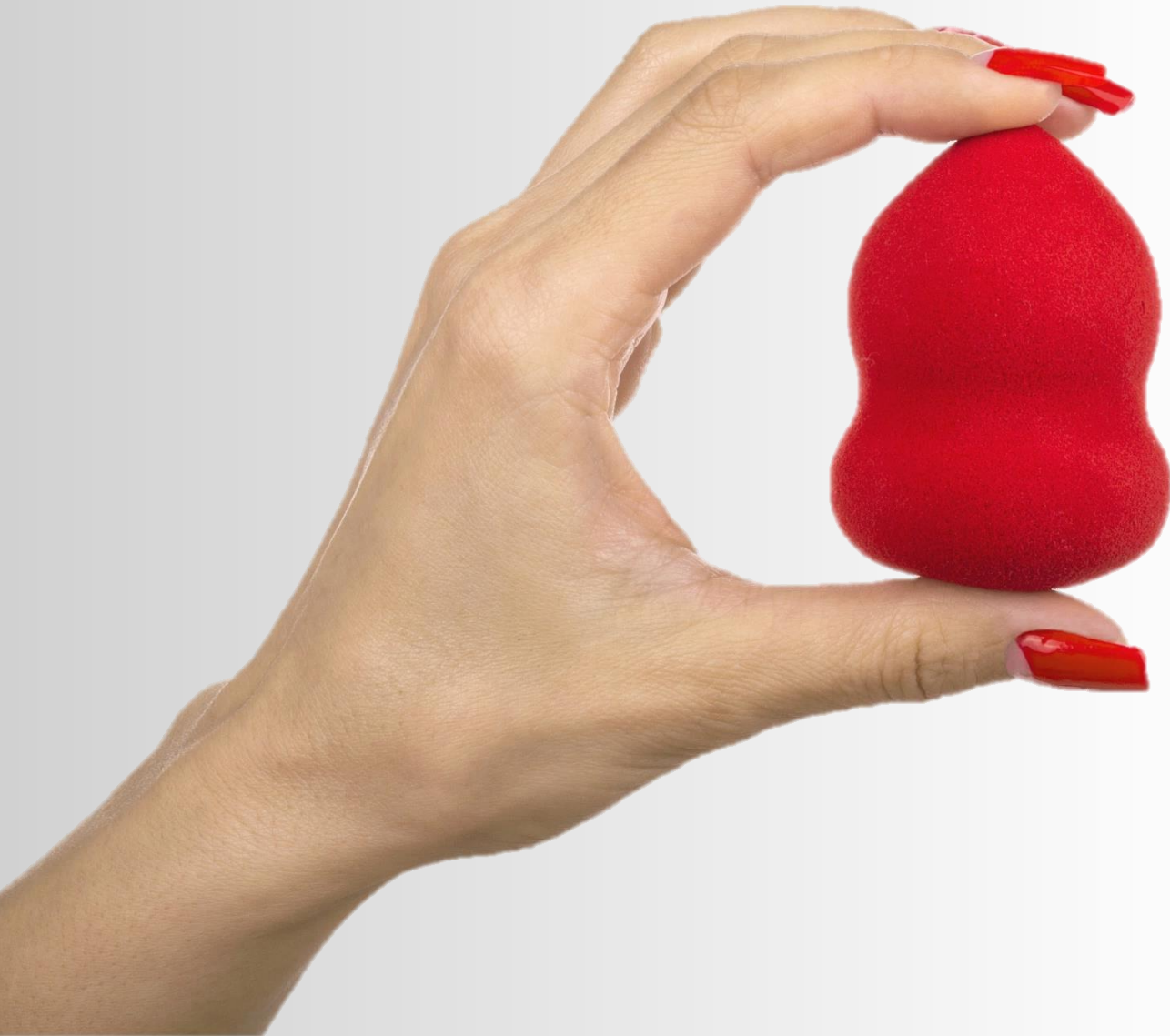
- Best for powder foundation
- Full coverage
- Build up coverage slowly



Application Method

- Apply small amount of product to the brush by gently dipping it into the Mineral Powder container
- Shake off excess
- Gently buff into the skin – slowly building up
- Like other application methods – start at the centre of the face working outwards





Beauty Blender

- Liquid foundation
- Concealer
- Liquid Highlighting & Contouring
- Medium to full coverage
- Build up Product slowly
- Can waste product when used incorrectly

Beauty Blender Tips

- Store it properly
- Clean it thoroughly
- Replace every 3 months



Application Method



- Wet your beauty blender and ring out excess water
- Apply product to your hand/palette/face
- Stipple into the skin – Never drag across the skin
- The different angles of the blender will allow you to reach the different contours of the face

Sponges

- Allows for precise blending
- Latex can irritate the skin
- Soaks up a lot of product
- Disposable



Application Method



- Use Damp or Dry
 - Damp will allow for less wastage and a more sheer finish
 - Dry will allow for heavier coverage
- Apply product to back of the hand and picking up small amounts of the product with your sponge
- Press or stipple into the skin – do not wipe or drag
- Going over your face with the clean side of the sponge after the product is applied will allow for a more evenly blended finish.

Steps to Flawless foundation

- Skin is prepped
- Primer applied
- Foundation applied
- Direction of hair growth
- Setting makeup
- Admire your work 😊



Class Interaction

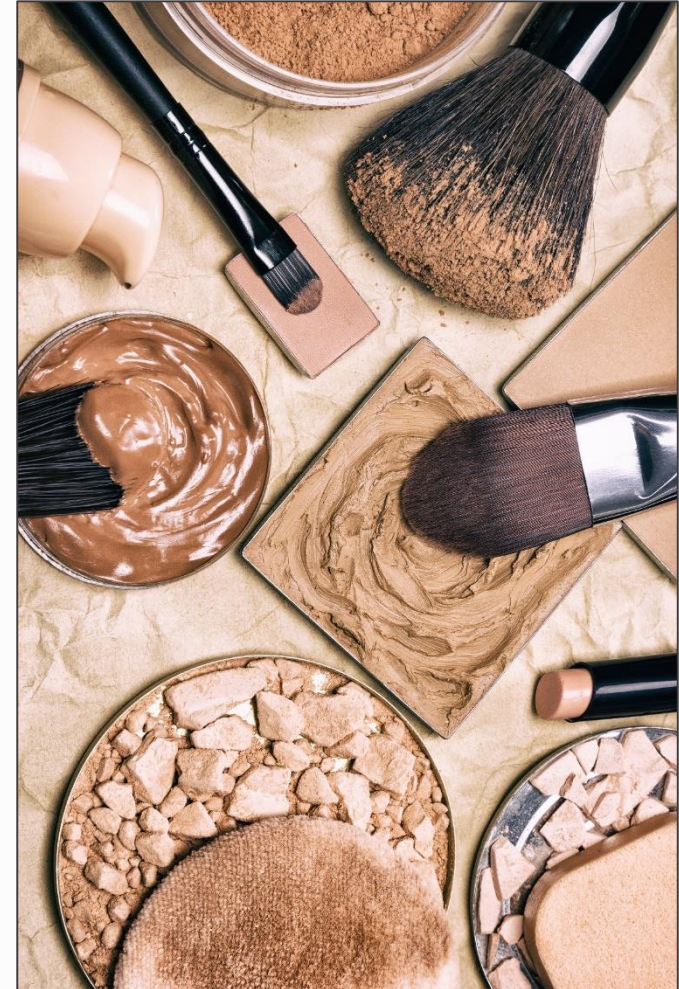


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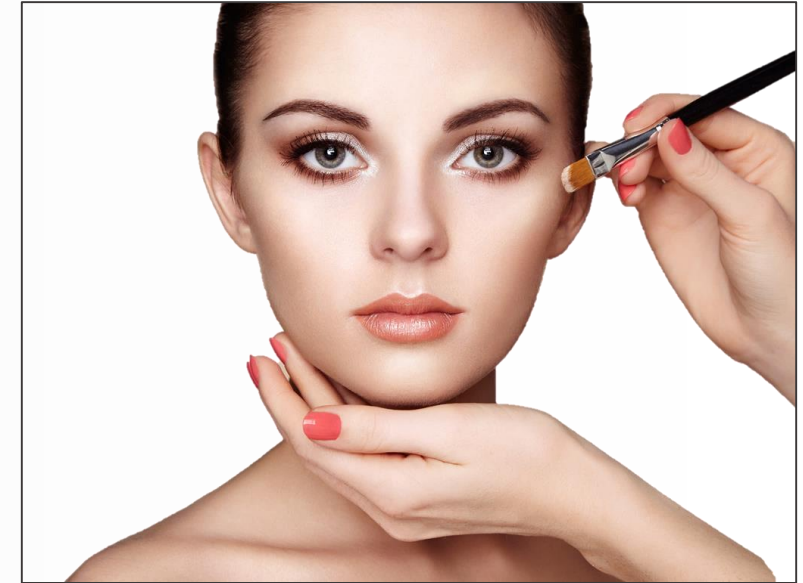
Summary

- ✓ **Primer**
 - ✓ **Foundation & Products Options**
 - ✓ **Tools & Application**
 - ✓ **Setting**
-
- Now we can start building on your Eye Makeup in our next Lesson
 - Attend all of the lessons live to **ask Questions** in real time and benefit the most
 - We're here to help, so contact us anytime!



Next Lesson

- The next session is **Makeup – Face shapes Revealed**
 - Concealer
 - Setting the Makeup
 - Face shapes
 - Summary
 - Q&A
- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **12 Month Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours



Go to www.shawacademy.com and then the Top Right Corner – **Members Area**

QUESTION TIME

See you back for Lesson
Makeup – Face Shapes Revealed



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