Chapter Outline

Why Study Facial Makeup?
Cosmetics for Facial Makeup
Makeup Color Theory
Basic Professional Makeup Application
Special-Occasion Makeup
Corrective Makeup
Artificial Eyelashes
Procedures
### Learning Objectives

After completing this chapter, you will be able to:

- **LO1** Describe the various types of cosmetics and their uses.
- **LO2** Demonstrate an understanding of cosmetic color theory.
- **LO3** Perform a consultation for the basic makeup procedure for any occasion.
- **LO4** Understand the use of special-occasion makeup.
- **LO5** Identify different facial types and demonstrate procedures for basic corrective makeup.
- **LO6** Demonstrate the application and removal of artificial lashes.

### Key Terms

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Makeup is a very interesting part of cosmetology and can produce dramatic and immediate changes in clients’ appearance. Most clients prefer a natural look that simply covers or focuses attention away from facial flaws and accents good facial features (Figure 24–1). Application of makeup can vary greatly among clients, and the needs of each client can be very different.

**WHY STUDY FACIAL MAKEUP?**

Cosmetologists should study and have a thorough understanding of facial makeup because:

- Clients will rely on you to advise them on tips and techniques that will help them look their best.
- You will want to use basic makeup techniques to enhance the hair and chemical services you provide for clients, offering them a total look that is harmonious and balanced.
- You will need to understand the various categories of facial makeup products available so that you know when and on whom they should be used (Figure 24–2).
- You will also learn about highlighting and contouring and will use these methods to help clients accent attractive features, hide not-so-attractive features, and change the appearance of their face shape.

### Cosmetics for Facial Makeup

#### Foundation

Foundation, also known as base makeup, is a tinted cosmetic used to cover or even out the coloring of the skin. It can be used to conceal dark spots, blemishes, and other imperfections. Foundation is usually the first cosmetic used during makeup application (Figure 24–3). Foundation comes in liquid, stick, and cream forms. One of the newest trends, mineral powder makeup, is a powder form of foundation.

Occasionally, a special type of foundation product may be applied to the face. A color primer is applied to the skin before foundation to cancel out and help disguise skin discoloration. Color primers are available in a variety of colors: green, lavender, amber, and sometimes other colors. For example, green primer helps disguise redness in the skin color, lavender is used to reduce a sallow (yellowish) skin appearance, and amber primer helps cover dark purplish colors like bruising and dark eye circles.

#### Foundation Chemistry

Most liquid and cream forms of makeup contain a base mixture of water and oil spreading agents that contain...
a significant amount of talc and various color agents called pigments. Pigments can be naturally derived minerals or color agents called lakes.

Liquid foundations, also known as water-based foundations, are mostly water but often contain an emollient such as mineral oil or a silicone such as cyclomethicone. Some liquid foundations contain alcohols or other drying agents to help the product dry quickly on the skin. The mixture of water and oil helps in applying the makeup color agents evenly and keeps the colors suspended evenly throughout the product. Water-based foundation is most often used for lighter coverage needs and for oily to combination skin types. Water-based foundations dry quickly and produce a matte finish, meaning they dry to become nonshiny.

Some foundations are marketed as oil-free. These are usually intended for oilier skin types, but some of these products contain oil substitutes that can actually make them as oily as a foundation containing oil. Be sure to read the label carefully and to check with the manufacturer to make sure it has been tested for oily and acne-prone skin.

Cream foundation, also known as oil-based foundation, is a considerably thicker product and is often sold in a jar or a tin. It may or may not contain water. The thicker the product, the less likely it is to contain water. Cream foundations provide heavier coverage and are usually intended for dry skin types. They tend to produce a shinier appearance than water-based products.

Using a cream foundation on oily or acneic skin may cause more clogged pores to form. Cosmetic products that cause the formation of clogged pores or comedones are called comedogenic, which means that they produce comedones.

All types of foundation can contain sunscreen ingredients.

**Using Foundation**

Choosing the correct color of foundation is extremely important in making makeup look natural. The foundation should be as close to the client’s natural skin coloring as possible. To choose the correct foundation color, have the client sit in a well-lit area. Apply a small amount of the foundation product to the jawline. It is important that the color chosen matches the skin on both the face and neck. If the color of the foundation is too light, it will look dull and chalky. If the color is too dark, it will look muddy or splotchy.

Makeup should be blended onto the skin with a disposable makeup sponge. After choosing the correct color, remove some makeup from the container with a clean spatula. The foundation product may be placed in or on a small disposable palette or plastic cup to avoid contamination of the product container. Using the sponge, blend out the foundation across the skin with short strokes. The product should match the color of the skin very closely. A line of demarcation is an obvious line where foundation starts or stops. These are very unattractive. When the correct color of foundation is used and blended well with the natural skin color, lines of demarcation are not visible.
Here's a Tip

A concealer may be worn alone, without foundation, if chosen and blended correctly. Be sure to use it sparingly and soften the edges so that the complexion looks like clear, even skin rather than a heavy makeup application.

Use a clean spatula to remove some of the product, and place it on a palette or a tissue. Using a sponge, dip the sponge into the product and gently apply by patting the sponge over the area that needs concealer. Concealer can also be applied directly to the area by using a disposable cotton swab and then blended by gently tapping with a makeup sponge.

Cream foundation is usually applied to the sponge and then blended across the skin. Liquid foundation is often applied to the skin in small dots across the face and then quickly blended with a sponge.

Mineral powder foundation is applied with a large fluffy brush called a Kabuki brush. Mineral powder contains a lot of pigment for coverage. The pigments stick to the skin, providing natural-looking coverage.

**Concealers**

Concealers are a thick, heavy type of foundation used to hide dark eye circles, dark splotches, and other imperfections. They contain more talc or pigment for heavier coverage. They are also available in a wide range of colors and should match the skin color very closely. If the color is not matched perfectly, the concealer may draw attention to the area instead of hiding it! Concealers are packaged in tins, jars, or tubes with wands.

Some concealer products contain ingredients to add moisture or control oil, and some concealers actually contain anti-acne ingredients to be used on acne blemishes.

**Face Powders**

Face powder is a cosmetic powder, sometimes tinted or scented, that is used to add a matte or nonshiny finish to the face. It helps to absorb excess oil and minimizes the shine of oily skin. It is used to set the foundation, making it easier to apply other powder, such as blush (Figure 24–4).

Face powder comes in two forms: loose and pressed. Pressed powder is blended with binding agents to keep it in a caked form in the tin. Loose powder does not contain as much binder and comes in a jar.

Both powders are usually a mixture of talc or cornstarch with color pigments added. Some powders that do not contain much color are called translucent. They are intended not to add color when applied over a foundation. Pressing agents or binders such as zinc stearate are added to press the foundation and to help it adhere to the skin. If a colored powder is used, it should match the natural skin tone.

**Applying Powder**

Loose powder is applied with a large powder brush. Remove some loose powder from the container and place it in a disposable cup or tissue. Dip the brush in the powder and fluff it across the face. Make sure all areas of the face are covered, and remove any excess powder. You can also use a disposable cotton ball to apply loose powder.

Powder can also be used to brush out hard edges from blush or eye shadow application. Powder should never look caked, streaked, or blotchy after application.

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Pressed powder in compacts is marketed primarily for touch-ups because it can easily be carried in a purse. These products normally come with a powder-puff applicator, which should never be used in the salon because they cannot be easily cleaned and then disinfected.

**Cheek Color**

Cheek color, also known as *blush* or *rouge*, is used primarily to add a natural-looking glow to the cheeks, but it can also be used to add a little extra color to the face. Cheek color comes in powder, gel, and cream forms (Figure 24–5).

Makeup artists have traditionally used cream forms of cheek color; however, powder blushes are easier to use and are much more popular. Cream blush is used immediately after the foundation to blend color into the foundation. Powder blush is used after both the foundation and powder have been applied.

**Using Powder Blush**

After foundation and face powder have been applied, take a clean or disposable blush brush and stroke the pressed blush once. Do not re-stroke the brush! As an alternative, a disposable cotton puff can be used.

Look carefully at your client’s face and notice the natural hollow of the cheek, just under the cheekbone. Apply the blush with short strokes to the area just under the cheekbone and to the area where natural color would normally appear. The application should look soft and natural. It should look as if it fades into the foundation. It is better to apply too little blush than too much. You can always add more if necessary.

Never apply blush in a circle on the apple of the cheek, beyond the corner of the eye, or inward between the cheekbone and the nose.

**Lip Color**

Lip color, also known as *lipstick* or *lip gloss*, is a paste-like cosmetic used to change or enhance the color of the lips. Lip color usually comes in a metal or plastic tube and is available in a wide variety of colors (Figure 24–6). Some lip color products contain conditioners to moisturize the lips or sunscreen to protect against sun exposure.

Lip color is available in many forms, including creams, glosses, pencils, gels, and sticks. These products are a mixture of oils, waxes, and color dyes.

Properly selecting lipstick color takes some talent, and an understanding of color theory. The lip color must blend (not match) with the client’s hair and eye color and other makeup used.

Current fashion also dictates both lipstick color and application methods. Fashion trends have called for light or dark lip color, shiny versus matte applications, and various application styles.

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**FOCUS ON**

**RETAILING**

Retailing cosmetics is a great way to increase your income. Most salons will pay you a 5 to 10 percent commission on every product you retail. If you focus on retailing to every client, this amount will add up quickly. It is not unusual for a cosmetologist who is retailing makeup on a daily basis to pay for a long weekend vacation or even make a car payment or two each year using these rewards. And you will be helping your clients by giving them professional advice and allowing them to shop for makeup while receiving other salon services. If you don’t take advantage of this opportunity, the department store down the street surely will!
Lip color must never be applied directly from the container unless it belongs to the client. Lip color must be removed from the container or applied with a one-application disposable lip brush, which must never be reused! It can also be removed from the container with a spatula and placed on a palette, and then it can be applied more freely.

After placing the lip color on the brush, begin by applying at the outer corners and work toward the middle. Repeat on the opposite side. Connect the center peaks using rounded strokes, following the natural lip line. Repeat on the bottom lip.

Properly applied lipstick should be even and symmetrical on both sides of the mouth. **Lip liner** is a colored pencil used to outline the lips and to keep the lipstick from bleeding into small lines around the mouth. Lip liners are available as thin pencils, thick pencils, and automatic roll-up pencils. Lip liner is usually applied before the lip color to define the shape of the lip. Choose a color that coordinates with the chosen lipstick. The liner color should not be dramatically different from the natural lip shade or the shade of the lipstick.

Before application, sharpen the pencil, and after use, clean the pencil. Remember to clean and then disinfect your sharpener also!

Beginning at the outer corner of the upper lip and working toward the middle, color the natural lip line. Repeat on the opposite side. Connect the center peaks with rounded strokes, following the natural lip line. Outline the lower lip from the outer corners in and then apply liner on the lips, staying within the outline.

**Eye Shadow**

**Eye shadows** are cosmetics applied on the eyelids to accentuate or contour them. They are available in almost every color of the rainbow, from warm to cool, neutral to bright, and light to dark. Some powder eye shadows are designed to be used wet or dry. They also come in a variety of finishes, including metallic, matte, frost, shimmer, or dewy.

Eye shadow is available in stick, cream, pressed powder, and dry powder form, and it usually comes with an applicator (*Figure 24–7*).

**Using Eye Shadow**

When applied to the lids, eye color or shadow makes the eyes appear brighter and more expressive. Matching eye shadow to eye color creates a flat field of color and should generally be avoided. Using color other than the actual eye color (i.e., a contrasting or complementary color) can enhance the eyes. Using both light and dark colors can also bring attention to the eyes.

Generally, a darker shade of eye color makes the natural color of the iris appear lighter, while a lighter shade makes the iris appear deeper. The only set rules for eye makeup colors are that the chosen colors should enhance the client’s eyes, and that the chosen colors should be more
subtle for daytime wear. If desired, eye makeup color may match or coordinate with the client’s clothing color.

Eye shadow colors are generally referred to as highlight, base, and contour colors. A highlight color is lighter than the client’s skin tone and may have any finish. Popular finish choices for highlight colors include matte or iridescent (shiny). As the name suggests, highlight colors highlight a specific area, such as the brow bone. Remember that a lighter color will make an area appear larger.

A base color is generally a medium tone that is close to the client’s skin tone. It is available in a variety of finishes. Base color is generally used to even skin tone on the eye and to help cover redness and skin discolorations on the eyelid. The base color is often applied all over the lid and brow bone, from lash to brow, before other colors are applied, thus providing a smooth surface for the blending of other colors. If the base color is to be used this way, a matte finish is generally preferred.

A contour color is a color, in any finish, that is deeper and darker than the client’s skin tone. It is applied to minimize a specific area, to create contour in a crease, or to define the eyelash line.

To apply eye shadow, remove the product from its container with a spatula, and then use a fresh applicator or clean brush. Unless you are doing corrective makeup, apply the color close to the lashes on the upper eyelid, sweeping the color slightly upward and outward. Blend to achieve the desired effect. More than one color may be used if a particular effect is desired.

Eyeliners
Eyeliner is a cosmetic used to outline and emphasize the eyes. It is available in a variety of colors, in pencil, liquid, pressed (cake), or felt-tip pen form.

With eyeliner you can create a line on the eyelid close to the lashes to make the eyes appear larger and the lashes appear fuller (Figure 24–8).

Eyeliner pencils consist of a wax (paraffin) or hardened oil base (petrolatum) with a variety of additives to create color. Eyeliner pencils are available in both soft and hard form for use on the eyebrow as well as the upper and lower eyelid.

**Using Eyeliners**
Most clients prefer eyeliner that is the same color as the lashes or the same color as the mascara for a more natural look. More dramatic colors may be chosen depending on seasonal color trends.

Be extremely cautious when applying eyeliner. You must have a steady hand and be sure that your client remains still. Sharpening the eyeliner pencil and wiping it with a clean tissue before each use removes sections of the pencil that have touched previous clients. Also, remember to

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**FOCUS ON**

RETAILING
One of the biggest challenges that women face when purchasing cosmetics is finding the correct colors and finishes. When you start to use specific and “colorful” language, you will see a great improvement in your selling technique. Consider persuasive phrases such as the following:

- “This cocoa shadow will really make your green eyes look beautiful.”
- “You have a great smile. This new peach lipstick will show it off.”
- “What a great dress. This silver eyeliner would look fabulous with it.”

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**Figure 24–8**
Eyeliners.
clean the sharpener before each use. Apply to the desired area with short strokes and gentle pressure; the most common placement is close to the lash line. For powder shadow liner application, scrape a small amount onto a tissue and apply to the eyes with a disposable applicator or clean brush. If desired, wet the brush before the application for a more dramatic look.

**Eyebrow Color**

Eyebrow pencils, also known as *eyebrow shadows*, are used to add color and shape to the eyebrows, usually after tweezing or waxing. They can be used to darken the eyebrows, correct their shape, or fill in sparse areas. Brow powders are similar to pressed eye shadows and are applied to the brows with a brush. Brow powders cling to eyebrow hairs, making the brows appear darker and fuller.

The chemistry of eyebrow pencils is similar to that of eyeliner pencils. The chemical ingredients in eyebrow shadows are also similar to those in eye shadows.

**Using Eyebrow Color**

Sharpen the eyebrow pencil and wipe with clean tissue before each use. Clean the sharpener before each use. For powder shadow application, scrape a small amount onto a tissue and use a disposable applicator or clean brush to apply shadow to brows. Avoid harsh contrasts between hair and eyebrow color, such as pale blond or silver hair with black eyebrows.

**Mascara**

*Mascara* is a cosmetic preparation used to darken, define, and thicken the eyelashes. It is available in liquid, cake, and cream form and in a variety of shades and tints (Figure 24–9). Mascara brushes can be straight or curved, with fine or thick bristles. The most popular mascara colors are shades of brown and black, which enhance the natural lashes by making them appear thicker and longer.

Mascara is available in tube and wand applicators. Both are polymer products that include water, wax, thickeners, film formers, and preservatives. The pigments in mascara must be inert (unable to combine with other elements) and usually are carbon black, carmine, ultramarine, chromium oxide, and iron oxides. Some wand mascaras contain rayon or nylon fibers to lengthen and thicken the hair fibers.

**Using Mascara**

Mascara may be used on all the lashes, from the inner to outer corners. Using a disposable wand, dip into a clean tube of mascara and apply from close to the base of the lashes out toward the tips, making sure your client is comfortable throughout the application. Dispose of the wand. Never double dip!
If you are using an eyelash curler, you must curl the lashes before applying mascara. If lashes are curled after mascara, they may be broken or pulled out. Use extreme caution whenever using an eyelash curler.

The easiest way to learn how to use this tool is by first observing its use. Ask your instructor to demonstrate before attempting to use an eyelash curler on someone else.

**Other Cosmetics**

Eye makeup removers are special preparations for removing eye makeup. Most eye makeup products are water resistant, so wash-off cleansers are generally not very effective for removal. Eye makeup removers are either oil-based or water-based. Oil-based removers are generally mineral oil with a small amount of fragrance added. Water-based removers are comprised of a water solution to which other solvents have been added.

Greasepaint is a heavy makeup used for theatrical purposes. Cake makeup, also known as pancake makeup, is a heavy-coverage makeup pressed into a compact and applied to the face with a moistened cosmetic sponge. Cake makeup is often used for theatrical purposes. Its most common use outside the theater is to cover scars and pigmentation defects.

**Makeup Brushes and Other Tools**

Makeup brushes come in a variety of shapes and sizes (Figure 24–10). They may be made of synthetic or animal hair with wooden or metal handles. Commonly used makeup brushes and implements are listed below:

- **Powder brush.** Large, soft brush used to apply powder and for blending edges of color.
- **Blush brush.** Smaller, more tapered version of the powder brush, excellent for applying powder cheek color.
- **Concealer brush.** Usually narrow and firm with a flat edge, used to apply concealer around the eyes or over blemishes.
- **Lip brush.** Similar to the concealer brush, with a more tapered edge; may be used to apply concealer or lip color.
- **Eye shadow brushes.** Available in a variety of sizes, from small to large, and in finishes from soft to firm. The softer and larger the brush, the more diffused and blended the shadow will be. A firm brush is better for depositing dense color than for blending it.
- **Eyeliner brush.** Fine, tapered, firm bristles; used to apply liquid liner or shadow to the eyes.
- **Angle brush.** Firm, thin bristles; angled for ease of application of shadow to the eyebrows or shadow liner to the eyes.
- **Lash and brow brush.** Comb-like brush used to remove excess mascara on lashes or to comb brows into place.
- **Tweezers.** Available in metal or plastic; used to remove excess facial hair.
• **Eyelash curler.** Metal or plastic device used to give lift and upward curl to the upper lashes.

• **Pencil sharpener.** Used before each application of eye or lip liner pencil to ensure hygienic application.

### Caring for Makeup Brushes

If you invest in high-quality makeup brushes, you will have them for years. Take good care of your brushes by cleaning them gently.

A commercial cleaning solution can be used for quick cleaning of makeup brushes. Spray-on instant sanitizers contain a high level of alcohol and are not recommended because they will dry brushes over time. A gentle shampoo or brush solvent should be used to truly clean the brushes. These products will not hurt brushes and may actually help them last longer. One cautionary note: the brush should always be put into running or still water with the ferrule (the metal ring that keeps bristles and handle together) pointing downward. If the brush is pointed up, the water may remove the glue that keeps the bristles in place. Rinse brushes thoroughly after cleansing. Because they will dry in the shape they are left in, reshape the wet bristles and lay the brushes flat to dry.

### Disposable Implements

Disposable implements include the following items:

• **Sponges.** Available in a variety of sizes and shapes, including wedges and circles, and work well to apply and blend foundation, cream or powder blush, powder, or concealer.

• **Powder or cotton puffs.** May be made of velour or cotton and are used to apply and blend powder, powder foundation, or powder blush.

• **Mascara wands.** Usually plastic and used to apply mascara on a client; generally disposable, so as to ensure proper hygiene.

• **Spatulas.** Wooden or plastic, with a wide, flat base; used to remove makeup such as lipstick, foundation, concealer, powder, blush, and shadow from their containers.

• **Disposable lip brushes.** May be plastic or some other synthetic; used to hygienically apply lip color.

• **Sponge-tipped shadow applicators.** Used to apply shadow and lip color or to blend eyeliner; may be used to remove unwanted makeup from eyes or lips.

• **Cotton swabs.** May be used to apply shadow, blend eyeliner, or remove unwanted makeup from the eyes or lips.

• **Cotton pads or puffs.** May be used with astringents or makeup removers; also used to apply powder products, such as powder blush.
Makeup Color Theory

A strong understanding of how color works is vital to effective makeup application. Everyone sees color a little differently, and it may take a while to learn to see color naturally and easily.

The following guide will help refresh your memory of color theory of primary, secondary, and tertiary colors, as well as warm, cool, and complementary colors.

Primary colors are fundamental colors that cannot be obtained from a mixture. The primary colors are yellow, red, and blue (Figure 24–11).

Secondary colors are obtained by mixing equal parts of two primary colors. Yellow mixed with red makes orange. Red mixed with blue makes violet. Yellow mixed with blue makes green (Figure 24–12).

Tertiary colors are formed by mixing equal amounts of a secondary color and its neighboring primary color on the color wheel. These colors are named by primary color first and secondary color second. For example, when we mix blue (a primary color) with an equal amount of violet (a neighboring secondary color), we call the resulting color blue-violet (Figure 24–13).

Primary and secondary colors directly opposite each other on the color wheel are called complementary colors. When mixed, these colors cancel each other out to create a neutral brown or gray color. When complementary colors are placed next to each other, each color makes the other look brighter because of the intense contrast. For example, if you place blue next to orange, the blue seems bluer and the orange seems brighter. Try this with markers or colored paper to compare. The concept of complementary colors is useful when determining color choice. For example, the use of complementary colors will emphasize eye color, making the eyes appear brighter (Figure 24–14).

Warm and Cool Colors

Knowing the difference between warm and cool colors is essential to your success as a makeup artist. This is the basis of all color selection, and understanding the difference will enable you to properly enhance your client’s coloring.

As you look at the color wheel, think of it as a tool in determining color choice. There are three main factors to consider when choosing colors for a client: skin color, eye color, and hair color.
Determining Skin Color

When determining skin color, you must first decide if the skin is light, medium, or dark. Then determine whether the tone of the skin is warm or cool (use Table 24–1 as a guide). You may not see skin colors truly in the beginning. Give yourself time and practice to develop your eye.

Warm colors are the range from yellow and gold through the oranges, red-oranges, most reds, and even some yellow-greens. Cool colors suggest coolness and are dominated by blues, greens, violets, and blue-reds (Figure 24–15). You will notice that reds can be both warm and cool. If the red is orange-based, it is warm. If it is blue-based, it is cool. Green is similar: if a green contains more gold, it is warm; if it contains more blue, it is cool.

You may hear people refer to a color as having a lot of blue in it. For example: “This lipstick has a blue base” or “That blush is very blue.” This does not mean that the color is truly blue. Rather, it means that when the pigments were mixed to create that cosmetic, blue color pigment was added to the formulation. What you are seeing might look primarily violet or magenta.

Selecting Makeup Colors

Now that we have defined warms and cools, it is time to learn a system that will help you feel more comfortable when choosing colors for your clients. Keep in mind that this is simply one way of choosing colors. The art of makeup application allows for more than one way to achieve the result you want.

A neutral skin tone contains equal elements of warm and cool, no matter how light or dark

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**Table 24–1 Skin Colors and Tones.**

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<tr>
<th>Skin Colors</th>
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<tr>
<td>Light Skin</td>
<td>Warm: yellow, gold, pale peach</td>
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<tr>
<td>Medium Skin</td>
<td>Warm: yellow, yellow-orange, red</td>
</tr>
<tr>
<td>Dark Skin</td>
<td>Warm: red, orange-brown, red-brown</td>
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the skin is. Remember to always match your foundation color to the color of the skin, or use the corrective techniques discussed later in this chapter.

Once you have determined if the skin is light, medium, or dark, you may choose eye, cheek, and lip colors to match the skin color in level, or try contrast for more impact. Most skin tones and levels can wear a surprisingly wide range of eye, cheek, and lip colors.

- If skin color is light, you may use light colors for a soft, natural look. Medium to dark colors will create a more dramatic look.
- If skin color is medium, medium tones will create an understated look. Light or dark tones will provide more contrast and will appear bolder.
- If skin color is dark, dark tones will be most subtle. Medium to medium-light or bright tones will be striking and vivid (Figure 24–16).

Be cautious when choosing tones lighter than the skin. If the color is too light, it will turn gray or chalky on the skin. Look for translucent, shimmery colors if you are choosing these tones for use on dark skin.

**Complementary Colors for Eyes**

As you begin recommending eye, cheek, and lip colors, neutrals will always be your safest choice. They contain elements of warm and cool and work well on any skin tone, eye color, or hair color. They come in variations of brown or gray. For instance, they may have a warm or cool base with brown tones. Or you might choose a plum-brown, which would be considered a cool neutral. An orange-brown would be considered a warm neutral. Charcoal gray is a cool neutral, as is blue-gray.

Contrary to popular belief, matching eye color with shadow color is not the best way to enhance this area because it creates a flat region of color. By contrasting eye color with complementary colors, you emphasize the color most effectively.

The following is a procedure for eye color selection. You may refer back to the color wheel for additional help in determining complementary colors.

**Reviewing Color Selection Steps**

1. Determine skin level: light, medium, or dark.
2. Determine skin undertone: warm, cool, or neutral.
3. Determine eye color: blue, green, brown, and so forth.
4. Determine complementary colors.
5. Determine hair color: warm or cool.
6. Choose eye makeup colors based on complementary or contrasting colors.
7. Coordinate cheek and lip colors within the same color family: warm, cool, or neutral.
8. Apply makeup.
The best thing about choosing colors is the unlimited number of choices you have. Try one or all methods of choosing color. Complementary color choices for eye colors are summarized below:

- **Complementary colors for blue eyes.** Orange is the complementary color to blue. Because orange contains yellow and red, shadows with any of these colors in them will make eyes look bluer. Common choices include gold, warm orange-browns like peach and copper, red-browns like mauves and plum, and neutrals like taupe or camel.

- **Complementary colors for green eyes.** Red is the complementary color to green. Because red shadows tend to make the eyes look tired or bloodshot, pure red tones are not recommended. Instead, use brown-based reds or other color options next to red on the color wheel. These include red-orange, red-violet, and violet. Popular choices are coppers, rusts, pinks, plums, mauves, and purples.

- **Complementary colors for brown eyes.** Brown eyes are neutral and can wear any color. Recommended choices include contrasting colors such as greens, blues, grays, and silvers.

**Adding Cheek and Lip Color**

After you have chosen eye makeup, use the color wheel to determine whether your choices are warm or cool, and then coordinate cheek and lip makeup in the same color family as the eye makeup. For example, if your client has green eyes, you might recommend a plum eye color shade, which is cool. Now you should stay with cool colors for the cheeks and lips in order to coordinate with the eye makeup. You may also choose neutrals, as these contain both warm and cool elements and coordinate with any makeup colors.

**Hair Color and Eye Color**

Hair color needs to be taken into account when determining eye makeup color. For example, if a woman has blue eyes, your instinct might be to select orange-based eye makeup as the complementary choice. But if she has cool blue-black hair, the orange will not be flattering. In this case, you would choose cool colors to coordinate with the hair color. Red-violets (plums) would be a more flattering choice. Look at orange on the color wheel: it is
Basic Professional Makeup Application

Client Consultation
The first step in the makeup process, as with all other services that take place in the salon, is the client consultation. This is where you ask the client the questions that will bring out her wishes and concerns. Listen closely and try not to impose your own opinions too much. Your role is to listen to what your client is saying, and only then make recommendations based on your knowledge. If she chooses not to act on your recommendations, do not take it personally. In time, perhaps she will.

Consultation Area
The area that you use for consultations must be clean and tidy. No one wants to see a messy makeup area or dirty brushes lying about. Clean and then disinfect your multiuse brushes after each use, and tidy your makeup area daily. Placing a fresh towel across the work area will help prevent messes and make for easy clean up. Place your brushes on this towel before beginning your makeup work. Also, keep a portfolio in the consultation area that includes photographs of your own work, or pictures from magazines. The client can go through your portfolio to find styles and colors that appeal to her.

Here’s a Tip
Mixing warm and cool colors on a face is not recommended. The colors will compete with each other and will result in an unbalanced appearance. Staying within the color ranges you have chosen will ensure a balanced, beautiful look.

Determining Hair Color Tones

<table>
<thead>
<tr>
<th>Hair Colors</th>
<th>Warm</th>
<th>Cool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blond Hair</td>
<td>yellow, orange</td>
<td>white-blond, ash</td>
</tr>
<tr>
<td>Red Hair</td>
<td>gold, copper, orange, red</td>
<td>red-violet, violet</td>
</tr>
<tr>
<td>Brown Hair</td>
<td>yellow, gold, orange</td>
<td>ash</td>
</tr>
<tr>
<td>Dark Brown/Black Hair</td>
<td>copper, red</td>
<td>violet, blue</td>
</tr>
</tbody>
</table>

Table 24-2: Determining Hair Color Tones.
**Lighting**

Adequate and flattering lighting is essential for both the consultation and the application portions of the makeup process. Be sure your client’s face is evenly lit without dark shadows. Natural light is the best choice, but if it is necessary to use artificial light, the light should be a combination of incandescent light (warm bulb light) and fluorescent light (cool industrial tube light). If you must choose between the two, incandescent light will be more flattering.

Make sure that the light always shines directly and evenly on the face. And remember, good lighting makes a client look good, and clients who look good are more likely to purchase the products you recommend. When this happens, everyone comes out a winner.

**Makeup Consultation**

A makeup service should always begin with a warm introduction to your client. Visually assess her to understand her personal style. This will give you cues as you continue your consultation (Figure 24–17).

Engaging the client in conversation will help you to determine her needs. Gather whatever information you can about her skin condition, how much or how little makeup she wears daily versus special occasion makeup, the amount of time she spends applying makeup, colors she likes or dislikes, and any makeup issues that are troubling for her.

Record this information on a client consultation card. Also, write down your recommendations so that you may refer back to them at the end of the makeup application. Reviewing and restating your written advice with the client at the end of the service will also help you sell retail products (Figure 24–18). Completing an instruction sheet for your client to take home will help her remember the techniques she has been taught, and it will remind her of color and product names that she may wish to purchase at a later time. Escort your client to the reception area where you can assist her in gathering the products that you have recommended. Ask her if she has any other questions and, if so, give clear answers. If possible, set up a time for her next appointment. Then give her a business card with your name on it and shake her hand as you turn her over to the receptionist for checkout.

**PROCEDURE 24-1 Basic Professional Makeup Application**

See page 784
Special-Occasion Makeup

When a client asks for makeup for a special occasion, the time is right to work your magic. Special occasions often come with special conditions. For instance, many special occasions are evening events, when lighting is subdued. That means more definition is required for the eyes, cheeks, and lips. You may also add drama by applying false lashes and using shimmery colors on the eyes, lips, cheeks, or complexion. If the special occasion will include a lot of photographs—such as a wedding—matte colors are recommended because shimmer may reflect light too much. Follow the Basic Professional Makeup Procedure 24-1, but consider the pointers discussed in the following subsections.

Special-Occasion Makeup for Eyes

Option 1: Striking Contour Eyes
1. Apply the base color from the lashes to the brow with a shadow brush or applicator.
2. Apply medium tone on the lid, blending from lash line to crease with the shadow brush or applicator.
3. Apply medium to deep color in the crease, blending up toward the eyebrow, but ending below it.
4. Apply highlight shadow under the brow bone with the shadow brush or applicator.
5. Apply eyeliner on the upper lash line from the outside corner in, tapering as you reach the inner corner. Blend with the small brush or applicator.
6. Apply shadow in the same color as the liner, directly over the liner. This will give longevity and intensity to the liner. Repeat on the bottom lash line, if desired.
7. Apply mascara with a disposable wand. (Figure 24–19)

Option 2: Dramatic Smoky Eyes
1. Encircle the eye with dark gray, dark brown, or black eyeliner.
2. Smudge with a small shadow brush or disposable applicator.
3. Using the shadow brush or applicator, apply dark shadow from the upper lash line to the crease, softening and blending as you approach the crease. The shadow should be dark from outer to inner corner. You may choose shimmering or matte finish eye shadows.
4. Repeat on the lower lash line, carefully blending any hard edges.
5. If desired, add a highlight color in a shimmering or matte finish to the upper brow area with the shadow brush or applicator.

Figure 24–19
Striking contour eyes.
6. Apply mascara with a disposable wand.
7. Add individual or band lashes if desired (Figure 24–20).

**Special-Occasion Makeup for Cheeks**

Refer to the Corrective Makeup section for techniques you can use to remedy less attractive aspects of the cheeks. You can also try one of the following steps:

- Use a darker blush color under the cheekbones to add definition. Apply with a blush brush or applicator and blend carefully. Add a brighter, lighter cheek color to the apples of the cheeks and blend.
- Use a cheek color with shimmer or glitter over the cheekbones for highlight. You may use cream or powder colors.

**Special-Occasion Makeup for Lips**

Most clients prefer brighter or darker colors for special occasions. You may use shimmer colors or matte colors, if desired.

1. Apply liner color to the lips. Fill in the lip line with pencil and blot.
2. Add similar color in lipstick over the entire mouth with a lip brush or applicator.
3. Apply gloss to the center of the lips with a lip brush or applicator.

**Here’s a Tip**

It is not recommended that you intensify every feature because this will tend to look overdone and garish. For example, you can intensify the eyes and lips, or the cheeks and lips, but not the eyes, cheeks, and lips.

**Corrective Makeup**

All faces are interesting in their own special ways, but few are perfect. When you analyze a client’s face, you might see that the nose, cheeks, lips, or jawline are not the same on both sides, or that one eye might be larger than the other, or that the eyebrows might not match. In fact, these tiny imperfections can make the face more interesting if treated artfully. In any case, facial makeup can create the illusion of better balance and proportion when so desired.

Facial features can be accented with proper highlighting, subdued with correct shadowing or shading, and balanced with the proper hairstyle. A basic rule for the application of makeup is that highlighting emphasizes a feature,
while shadowing minimizes it. A highlight is produced when a cosmetic, usually foundation that is lighter than the original foundation, is used on a particular part of the face. A shadow is formed when the foundation is darker than the original foundation. The use of shadows (dark colors and shades) minimizes prominent features so they are less noticeable.

Before you undertake any kind of corrective makeup application, you should have a clear sense of how to analyze face shapes.

**Analyzing Features and Face Shape**

The basic rule of makeup application is to emphasize the client’s attractive features, while minimizing features that are less appealing. Learning to see the face and its features as a whole and determining the best makeup for an individual takes practice. While the oval face with well-proportioned features has long been considered the ideal, other face shapes are just as attractive in their own way. The goal of effective makeup application is to enhance the client’s individuality, not to remake her image according to some ideal standard.

**Oval-Shaped Face**

The artistically ideal proportions and features of the oval face are the standard to which you will refer when learning the techniques of corrective makeup application. The face is divided into three equal horizontal sections.

The first third is measured from the hairline to the top of the eyebrows. The second third is measured from the top of the eyebrows to the end of the nose. The last third is measured from the end of the nose to the bottom of the chin.

The ideal oval face is approximately three-fourths as wide as it is long. The distance between the eyes is the width of one eye (Figures 24–21 and 24–22).

**Round Face**

The round face is usually broader in proportion to its length than the oval face. It has a rounded chin and hairline. Corrective makeup can be applied to slenderize and lengthen the face (Figures 24–23 and 24–24).
Square-Shaped Face

The square face is composed of comparatively straight lines with a wide forehead and square jawline. Corrective makeup can be applied to offset the squareness and soften the hard lines around the face (Figures 24–25 and 24–26).

Triangular (Pear-Shaped) Face

A jaw that is wider than the forehead characterizes the pear-shaped face. Corrective makeup can be applied to create width at the forehead, slenderize the jawline, and add length to the face (Figures 24–27 and 24–28).

Inverted Triangle (Heart-Shaped) Face

The inverted triangle or heart-shaped face has a wide forehead and narrow, pointed chin. Corrective makeup can be applied to minimize the width of the forehead and increase the width of the jawline (Figures 24–29 and 24–30).

Corrective makeup can be very effective if applied properly. However, a less-experienced cosmetologist should proceed with caution because improper application, insufficient blending, or the wrong choice of colors can make the face look dirty and artificial.

The illustrations within this chapter are designed to show where contouring or highlighting should be applied to create the illusion of altering the facial shape or emphasizing or minimizing a facial feature. The color in the illustrations is obvious to show exactly where the products should be applied. The actual application should be very well blended and the colors used for shading should only be slightly different than the foundation color. Corrective makeup techniques using foundation and shading must be very subtle or they will look unnatural and muddy.
**Diamond-Shaped Face**
This face has a narrow forehead. The greatest width is across the cheekbones. Corrective makeup can be applied to reduce the width across the cheekbone line (Figures 24–31 and 24–32).

**Oblong Face**
This face has greater length in proportion to its width than the square or round face. It is long and narrow. Corrective makeup can be applied to create the illusion of width across the cheekbone line, making the face appear shorter (Figures 24–33 and 24–34).

**Forehead Area**
For a low forehead, the application of a lighter foundation lends a broader appearance between the brows and hairline. For a protruding forehead, applying a darker foundation over the prominent area gives an illusion of fullness to the rest of the face and minimizes the bulging forehead. A suitable hairstyle also goes a long way toward drawing attention away from the forehead (Figure 24–35).

**Nose and Chin Areas**
For a large or protruding nose, apply a darker foundation on the nose and a lighter foundation on the cheeks at the sides of the nose. This will create fullness in the cheeks and will make the nose appear smaller. Avoid placing cheek color close to the nose.

For a short and flat nose, apply a lighter foundation down the center of the nose, ending at the tip. This will make the nose appear longer and larger.

If the nostrils are wide, apply a darker foundation to both sides of the nostrils (Figure 24–36).

For a broad nose, use a darker foundation on the sides of the nose and nostrils. Avoid carrying this dark tone into the laugh lines because it will...
accentuate them. The foundation must be carefully blended to avoid visible lines (Figure 24–37).

For a protruding chin and receding nose, shadow the chin with a darker foundation and highlight the nose with a lighter foundation. For a receding chin, highlight the chin by using a lighter foundation than the one used on the face.

For a sagging double chin, use a darker foundation on the sagging portion, and use a natural skin tone foundation on the face (Figure 24–38).

**Jawline and Neck Area**

The neck and jaw are just as important as the eyes, cheeks, and lips. When applying makeup, blend the foundation onto the neck so that the client’s color is consistent from face to neck. Always set with a translucent powder to avoid transfer onto the client’s clothing.

To correct a broad jawline, apply a darker shade of foundation over the heavy area of the jaw, starting at the temples. This will minimize the lower part of the face and create an illusion of width in the upper part of the face (Figure 24–39).

To correct a narrow jawline, highlight by using a lighter foundation shade (Figure 24–40).

For round, square, or triangular face shapes, apply a darker shade of foundation over the prominent part of the jawline. By creating a shadow over this area, the prominent part of the jaw will appear softer and more oval.

For a small face and a short, thick neck, use a darker foundation on the neck than the one used on the face. This will make the neck appear thinner.

For a long, thin neck, apply a lighter shade of foundation on the neck than the one used on the face. This will create fullness and counteract the long, thin appearance of the neck (Figure 24–41).
Corrective Makeup for the Eyes

The eyes are very important in balancing facial features. The proper application of eye colors and shadow can create the illusion of the eyes being larger or smaller, and will enhance the overall attractiveness of the face.

**Round eyes.** This type of feature can be lengthened by extending the shadow beyond the outer corner of the eyes (Figures 24–42 and 24–43).

**Close-set eyes.** The eyes are closer together than the length of one eye. For eyes that are close together, lightly apply shadow up from the outer edge of the eyes (Figures 24–44 and 24–45).

**Protruding or bulging eyes.** This can be minimized by blending the shadow carefully over the prominent part of the upper lid, carrying it lightly toward the eyebrow. Use a medium to deep shadow color (Figures 24–46 and 24–47).
**Heavy-lidded eyes.** Shadow evenly and lightly across the lid from the edge of the eyelash line to the small crease in the eye socket (Figures 24–48 and 24–49).

**Small eyes.** To make small eyes appear larger, extend the shadow slightly above, beyond, and below the eyes.

**Wide-set eyes.** Apply the shadow on the upper inner side of the eyelid, toward the nose, and blend carefully.

**Deep-set eyes.** Use bright, light, reflective colors. Use the lightest color in the crease, and a light-to-medium color sparingly on the lid and brow bone (Figures 24–50 and 24–51).

**Dark circles under eyes.** Apply concealer over the dark area, blending and smoothing it into the surrounding area. Set lightly with translucent powder (Figure 24–52).

**Eyebrows**

Reshaping and defining eyebrows can be an art unto itself. Well-groomed eyebrows are part of a complete and effective makeup application. The eyebrow is the frame for the eye. Overgrown eyebrows can cast a shadow on the brow bone or between the two eyebrows. Over-tweezed eyebrows can make the face look puffy or protruding, or may give the eyes a surprised look.

When a client wants to correct eyebrow shape, begin by removing all unnecessary hairs and then demonstrate how to use the eyebrow pencil or shadow to fill in until the natural hairs have grown in again. When there are spaces in the eyebrow hair, they can be filled in with hair-like strokes of an eyebrow pencil or shadow, applied with an angled brush. Use an eyebrow brush to soften the pencil or shadow marks.

The ideal eyebrow shape can be drawn in three lines (Figure 24–53). The first line is vertical, from the inner corner of the eye upward. This is where the eyebrow should begin. The second line is drawn at an angle from the outer corner of the nose to the outer corner of the eye. This is where the eyebrow should end. The third line is vertical, from the outer circle of the iris of the eye upward. The client should be looking straight ahead as you determine this line. This is where the highest part of the arch would ideally be. Of course, not everyone’s eyebrows fit exactly within these measurements, so use them only as guidelines.

When the arch is too high, remove the superfluous hair from the top of the brow and fill in the lower part with eyebrow pencil or...
shadow. Build up the shape by layering color lightly until the desired effect is achieved.

Adjustments to eyebrow shape can also be used to correct other facial shortcomings listed below:

- **Low forehead.** A low arch gives more height to a very low forehead.

- **Wide-set eyes.** The eyes can be made to appear closer together by extending the eyebrow lines to the inside corners of the eyes. However, care must be taken to avoid giving the client a frowning look.

- **Close-set eyes.** To make the eyes appear farther apart, widen the distance between the eyebrows and slightly extend them outward.

- **Round face.** Arch the brows high to make the face appear narrower. Start on a line directly above the inside corner of the eye and extend to the end of the cheekbone.

- **Long face.** Making the eyebrows almost straight can create the illusion of a shorter face. Do not extend the eyebrow lines farther than the outside corners of the eyes.

- **Square face.** The face will appear more oval if there is a high arch on the ends of the eyebrows. Begin the lines directly above the corners of the eyes and extend them outward.

**Eyelash Enhancers**

There are now treatments available to enhance the eyelashes. Cosmetic lash enhancers are lash lengtheners that contain fibers to make lashes look longer and fuller. Some of these are built into mascaras and some are available as a separate product. Another similar type of product uses a clear polymer to make lashes look thicker.

A prescription drug has now been approved for enhancing lash growth and thickness. Latisse® contains an active drug ingredient called bimatoprost. The drug is applied to the base of the lashes. Most patients using Latisse® see a difference in their lash growth, fullness, and darkness after two to four months of regular use. Latisse® is only available through physicians.
The Lips

Lips are usually proportioned so that the curves or peaks of the upper lip fall directly in line with the nostrils. In some cases, one side of the lips may differ from the other. Lips can be very full, very thin, or uneven. Figures 24–54 to 24–62 show various lip lines and how lip color can be used to create the illusion of better proportions.

Skin Tones

For whatever reason, some clients may wish to alter their skin tone. In terms of corrective makeup, you will be dealing with two basic skin tones.

For ruddy skin (skin that is red, wind-burned, or affected by rosacea), apply a yellow or green foundation to affected areas, blending carefully. You may then apply a light layer of foundation with a yellow base over the entire complexion. Set it with translucent or yellow-based powder. Avoid red or pink blushes.

For sallow skin (skin that has a yellowish hue), apply a pink-based foundation on the affected areas and blend carefully into the jaw and neck. Set with translucent powder. Avoid yellow-based colors for eyes, cheeks, and lips.

Wrinkles

Age lines and wrinkles due to dry skin can be minimized with a skin primer and foundation. Apply the skin primer evenly and then apply the foundation sparingly and evenly, in a light, outward, circular motion over the entire surface of the face. Care should be taken to remove any foundation that collects in lines and wrinkles of the face.
Artificial Eyelashes

The use of artificial eyelashes has grown enormously, mainly because the technology has improved dramatically and fashion has become more reliant on these accessories. Clients with sparse lashes and those who wish to enhance their eyes for special occasions are most likely to request this service. The objective is to make the client’s own lashes look fuller, longer, and more attractive without appearing unnatural.

Two types of artificial eyelashes are commonly used. Band lashes, also known as strip lashes, are eyelash hairs on a strip that are applied with adhesive to the natural lash line. Individual lashes are separate artificial eyelashes that are applied to the eyelids one at a time. Eyelash adhesive is used to make artificial eyelashes adhere, or stick, to the natural lash line.

Applying Band Lashes
Band lashes (sometimes referred to as strip lashes) are available in a variety of sizes, textures, and colors. They can be made from human hair, certain animal hair such as mink, or synthetic fibers. Synthetic fiber eyelashes are made with a permanent curl and do not react to changes in weather conditions. Artificial eyelashes are available in natural colors ranging from light to dark brown and black or light to dark auburn, as well as bright, trendy colors. Black and dark brown are the most popular choices.

Removing Band Eyelashes
You may use commercial preparations, such as pads saturated with special lotions, to remove band eyelashes. The lash base may also be softened by applying a face cloth or cotton pad saturated with warm water and a gentle facial cleanser. Hold the cloth over the eyes for a few seconds to soften the adhesive. Starting from the outer corner, remove the lashes carefully to avoid pulling out the client’s own lashes. Use cotton-tipped swabs to remove any makeup and adhesive remaining on the eyelid.

Individual Lashes
Individual lash application, also known as eye tabbing, is a procedure in which individual synthetic eyelashes are attached directly to a client’s own lashes at their base. Follow the manufacturer’s instructions for attaching individual lashes.

CAUTION
Some clients may be allergic to a particular eyelash adhesive. When in doubt, give the client an allergy test before applying the lashes. This test may be done in one of two ways:
• Put a drop of the adhesive behind one ear.
• Attach a single individual eyelash to each eyelid.
In either case, if there is no reaction over the next twenty-four hours, it is probably safe to proceed with the application.

CAUTION
Remind the client to take special care with artificial lashes when swimming, bathing, or cleansing the face. Water or cleansing products will loosen artificial lashes.

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Basic Professional Makeup Application

Preparation

• Perform Procedure 22-1 Pre-Service Procedure See Page 696

Procedure

1. Drape the client and use a headband or hair clip to keep her hair out of her face.

2. Cleanse the face and remove cleanser.

3. Apply astringent lotion or toner.

4. Apply moisturizer that is appropriate for the skin type.

5. Before a facial makeup, groom eyebrows, if needed, by removing any stray hairs, tweezing the hair in the same direction in which it grows. For a full eyebrow maintenance or eyebrow arching (tweezing) see Chapter 22, Hair Removal.

Service Tip

Skin varies in color and tone from person to person, regardless of ethnic background. When applying makeup, always remember to analyze the skin and choose makeup that will enhance the client's skin, eyes, and hair color, as well as her features.

Implements and Materials

You will need all of the following implements, materials, and supplies:

• Assorted makeup brushes (for eye shadow, eyeliner, lip color, concealer, blush, and powder; flat or slanted brush for brows or eyeliner)
• Astringent for oilier skin
• Cheek colors
• Cleansers
• Concealers
• Cotton pads or puffs
• Cotton swabs
• Disposable lip brushes
• Eye shadows
• Eyelash curler
• Eyeliner pencils
• Face powders
• Foundations
• Headband or hair clip
• Lip colors
• Lip liners
• Makeup cape
• Mascara
• Mascara wands
• Moisturizers
• Pencil sharpener
• Shadow applicators
• Small makeup palette
• Spatulas
• Sponge wedges
• Tissues
• Toner for drier skin
• Towels and draping sheets, if desired
6 Select the proper foundation type for the client’s skin type and needs. Test the selected foundation color by blending a small amount of the foundation on the client’s jawline. When you are satisfied with your choice, place a small amount of the foundation on a palette, and use a cosmetic sponge to apply it sparingly and evenly over the entire face and around the neckline. Starting at the center of the face, blend with outward and downward motions. Blend near the hairline, and remove excess foundation with a cosmetic sponge or cotton pledget.

7 Select the appropriate type and color of concealer and scrape a small amount onto a spatula. Using a brush or soft sponge, apply the concealer lightly where needed (under the eyes, over blemishes, over red or dark-colored splotches). Blend in using a cosmetic sponge with a patting motion. If a powder foundation is being used, the concealer must be applied before the foundation. Your instructor may prefer a different method that is also correct.

8 Apply face powder with a disposable puff or cosmetic sponge, pressing it over the face and whisking off the excess with a puff or powder brush. As an alternative, a powder brush may be dipped once in loose powder, gently tapped on a facial tissue to remove excess, and gently brushed across the face. A moistened cosmetic sponge may be pressed over the finished makeup to give the face a matte look.

9 Select a complementary eye color in a medium tone. Beginning at the lash line or crease, apply lightly and blend outward with a brush or disposable applicator.

10 Select eyeliner pencil, pressed liner, or liquid liner in a color to harmonize with the mascara you will be applying. Pull the eyelid taut as the client looks down, and draw a very fine line along the entire lid. You may apply to the top and/or bottom lash line. If eyeliner pencil is used, the point should be fine, and care should be taken to avoid injury or discomfort. Be sure to trim the pencil before each use.

11 Brush the eyebrows into place with light feathery strokes, and either apply color with a fine-pointed pencil or fill in with a brush and shadow. Excess color can be removed with a cotton-tipped swab.
Outline the lower lip from the outer corners in. Then apply liner on the lips, staying within the outline. For reasons of hygiene, lip color must not be applied directly from the container unless it belongs to the client. Use a spatula to carefully scrape some of the lip color from the container, and take it from the spatula with a lip brush. Rest your ring finger on the client’s chin to steady your hand. Ask the client to relax her lips and part them slightly. Brush on the lip color. Then ask the client to smile slightly so that you can smooth the lip color into any small crevices. Blot the lips with tissue to remove excess product and to set the lip color. Powdering is not recommended because a moist look is more desirable for lips.

### CAUTION

When applying mascara, remember to use a disposable mascara wand and dip it into a clean tube of mascara. Then dispose of the wand. Never double dip.

### 15 Finished makeup application.

### Post-Service

- Complete **PROCEDURE 22-2 Post-Service Procedure**

SEE PAGE 699
Band Lash Application

Implements and Materials
You will need all of the following implements, materials, and supplies:
- Adhesive tray
- Adjustable light (gooseneck lamp)
- Cotton pads
- Cotton swabs
- Eye makeup remover
- Eyelash brushes
- Eyelash curler
- Eyelash remover
- Eyelid and eyelash cleanser
- Hand mirror
- Headband or hair clip
- Lash adhesive
- Makeup cape
- Makeup chair
- Manicure scissors
- Pencil sharpener
- Trays of artificial eyelashes
- Tweezers

Preparation

PROCEDURE

• Perform Pre-Service Procedure

• See Page 696

Procedure

1. Properly drape the client to protect her clothing and have her use a hairline strip, headband, or turban during the procedure.

2. If the client wears contact lenses, they must be removed before starting the procedure.

3. If the client has not already done so, remove all eye makeup so that the lash adhesive will adhere properly. Work carefully and gently. Follow the manufacturer’s instructions carefully.

4. Brush the client’s eyelashes to make sure they are clean and free of foreign matter, such as mascara particles. If the client’s lashes are straight, they can be curled with an eyelash curler before you apply the artificial lashes.

5. Carefully remove the eyelash band from the package.

6. Start with the upper lash. If the eyelash band is too long to fit the curve of the upper eyelid, trim the outside edge. Use your fingers to bend the lash into a horseshoe shape to make it more flexible so that it fits the contour of the eyelid.
Feather the lash by nipping into it with the points of your scissors. This creates a more natural look.

Apply a thin strip of lash adhesive to the base of the lash and allow a few seconds for it to set.

Start with the shorter part of the lash and place it on the inner corner of the eye toward the nose. Position the rest of the artificial lash as close to the client’s own lash as possible. Use the rounded end of a lash liner brush or tweezers to press the lash on. Be very careful and gentle when applying the lashes. If eyeliner is to be used, the line is usually drawn on the eyelid before the lash is applied, and is retouched when the artificial lash is in place.

Lower lash application is optional because it tends to look less natural. Trim the lash as necessary and apply adhesive in the same way you did for the upper lash. Place the lash on top of the client’s lower lash. Place the shorter lash toward the center of the eye and the longer lash toward the outer part of the lid.

**Post-Service**

• Complete **22-2 Post-Service Procedure** SEE PAGE 699
Review Questions

1. List eight types of facial cosmetics and how they are used.
2. Name the primary, secondary, and complementary colors.
3. List the cosmetics used in a basic makeup procedure in the order in which they are applied.
4. What is the purpose of special-occasion makeup?
5. What basic principle is all corrective makeup founded on?
6. Name and describe the two types of artificial eyelashes.

Chapter Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td>band lashes</td>
<td>Also known as <em>strip lashes</em>; eyelash hairs on a strip that are applied with adhesive to the natural lash line.</td>
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<tr>
<td>cake makeup</td>
<td>Also known as <em>pancake makeup</em>; a heavy-coverage makeup pressed into a compact and applied to the face with a moistened cosmetic sponge.</td>
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<tr>
<td>cheek color</td>
<td>Also known as <em>blush or rouge</em>; used primarily to add a natural looking glow to the cheeks.</td>
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<tr>
<td>color primer</td>
<td>Applied to the skin before foundation to cancel out and help disguise skin discoloration.</td>
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<tr>
<td>concealers</td>
<td>Thick, heavy types of foundation used to hide dark eye circles, dark splotches, and other imperfections.</td>
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<tr>
<td>cool colors</td>
<td>Colors that suggest coolness and are dominated by blues, greens, violets, and blue-reds.</td>
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<tr>
<td>eye makeup removers</td>
<td>Special preparations for removing eye makeup.</td>
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<tr>
<td>eye shadows</td>
<td>Cosmetics applied on the eyelids to accentuate or contour.</td>
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<tr>
<td>eye tabbing</td>
<td>Procedure in which individual synthetic eyelashes are attached directly to a client's own lashes at their base.</td>
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<tr>
<td>eyebrow pencils</td>
<td>Also known as <em>eyebrow shadows</em>; pencils used to add color and shape to the eyebrows.</td>
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<tr>
<td>eyelash adhesive</td>
<td>Product used to make artificial eyelashes adhere, or stick, to the natural lash line.</td>
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<tr>
<td>eyeliner</td>
<td>Cosmetic used to outline and emphasize the eyes.</td>
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<tr>
<td>face powder</td>
<td>Cosmetic powder, sometimes tinted and scented, that is used to add a matte or nonshiny finish to the face.</td>
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<tr>
<td>foundation</td>
<td>Also known as <em>base makeup</em>; a tinted cosmetic used to cover or even out the coloring of the skin.</td>
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<tr>
<td>greasepaint</td>
<td>Heavy makeup used for theatrical purposes.</td>
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<tr>
<td><strong>Definition</strong></td>
<td><strong>Description</strong></td>
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<tr>
<td><strong>individual lashes</strong></td>
<td>Separate artificial eyelashes that are applied to the eyelids one at a time.</td>
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<tr>
<td><strong>line of demarcation</strong></td>
<td>An obvious line where foundation starts or stops.</td>
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<tr>
<td><strong>lip color</strong></td>
<td>Also known as <em>lipstick</em> or <em>lip gloss</em>; a paste-like cosmetic used to change or enhance the color of the lips.</td>
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<tr>
<td><strong>lip liner</strong></td>
<td>Colored pencil used to outline the lips and to help keep lip color from bleeding into the small lines around the mouth.</td>
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<tr>
<td><strong>mascara</strong></td>
<td>Cosmetic preparation used to darken, define, and thicken the eyelashes.</td>
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<tr>
<td><strong>matte</strong></td>
<td>Nonshiny.</td>
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<tr>
<td><strong>warm colors</strong></td>
<td>Range of colors from yellow and gold through oranges, red-oranges, most reds, and even some yellow-greens.</td>
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</tbody>
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