



Unit 4

Application of Make up

Make up is used to enhance the facial features, to make us look more attractive. The skilful application of different cosmetic products can enhance the facial features and can create balance in the face. Keep in mind that each client is different and requires an individual approach for her makeup.

Contra- indications

Do not give any a makeup treatment if any of the following is observed during the skin inspection and consultation:

- Skin disorders
- Swelling in the area
- Recent scar tissue
- Any cuts in the area
- Bruising in the area
- A recent operation in the area
- Eye disorders
- Eczema

Do not give any treatment if any of the above mentioned contra-indications are present.

Treatment Planning for Make up

Before giving any make up treatment a full consultation should be undertaken so that accurate assessment of the client and her needs can be established. This can be done both by visual assessment of the skin and by asking a series of questions from the client.

Visual assessment

Visual assessment of the client's face should be done in a combination of natural daylight and warm white florescent light. The light should fall directly on the client's face. This assessment should be done on a cleansed, toned and dry face.

Questioning the client

Discuss the purpose of the makeup application: day, evening, special occasion or photographic and ask following questions in order to determine the treatment plan:



- How much make up do you normally wear?
- Do you have any allergies to make up products?
- What do you think are your best/ worst features?
- Is the make up for any special occasion?
- What are your special favourite colours?
- Which colours you do not like?
- Are you trying to create a special look?

Establish the client's skin type in order to select the appropriate cosmetic preparations.

Give the client a full understanding of the treatment to be given.

Hypo- allergenic products

If your client has sensitive skin go for hypo-allergenic products, which contain no perfumes as well as fewer pigments and preservatives.

Salon Lighting

To achieve the best form of makeup, a combination of natural light and warm fluorescent lightings should be used. Also keep in mind that make up colours tested in the wrong light can give the wrong effect when applied.

It is therefore important to be aware of the different affects of various types of lighting.

Standard light bulbs

These produce a yellowish colour which dulls blue tones and makes red tones appear darker. A light bulb cover with a shade directs light down and creates unnatural shadows.

Fluorescent tubes

White tubes give out a harsh blue- white light and make colours appear cold. If the fluorescent tube is covered by diffuser this will soften the effect and will create very little shadows.

Basic Trolley equipment for a makeup procedure

- Tissues
- Towels
- Headband
- Pads of damp cotton wool
- Spatulas
- Palette for decanting and mixing colours



- A bowl of cold water
- Selection of makeup brushes
- Sharpener
- Lip pencils
- Cleansing cream
- Toner
- Moisturiser
- Foundation
- Blusher
- Face powder
- Lip liner
- Mascara
- Eye shadows
- Hand mirror
- Gown

Cleaning of Equipment

Brushes and sponges

Brushes should be washed in warm soapy water and then rinsed well under water. Sponges should be soaked for at least one hour in a suitable disinfectant and should then be rinsed thoroughly.

Palettes

Palettes should be scrubbed to remove waxy deposits then dried thoroughly.

Cleansing of products to prevent cross-infection

Eye and lip pencils

These pencils should be sharpened before use to expose a new surface.

Lip sticks

Decant a small amount of lipstick onto a spatula before applying. Use a disposable brush for application.

Press powders (eye shadows and blushers)

Either transfer products onto a palette or have a good supply of clean brushes.

Mascara

Use a disposable mascara wand for each eye.

Make up Brushes



Face powder brush



Blusher brush



Contour brush



Eye brow brush

Cosmetics



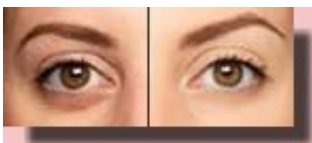
Concealing Cosmetics

Concealer

Concealer is applied before the application of foundation. It is used to hide imperfections of the skin such as blemishes, uneven skin colour or shadows. Use a colour nearest to the skin colour. Concealers come in different forms:

Stick cover

These are used to cover minor blemishes and imperfections spots and dark circles under the eyes.



Medicated sticks

These contain antiseptic and drying agents and are used for covering minor spots and blemishes.

Cream Concealer

These have thick consistency and cover all the blemishes including red birth marks, pigmentation marks and dark shadows under the eyes.



Liquids

These are good for mature skin as they clog in the wrinkles.

Applying concealer

Decant a small amount of concealer on to a disposable spatula. Apply the concealer on to the areas to be disguised, using a sponge or a clean make up brush. Blend the concealer to achieve a realistic effect.



The Foundation

Foundation is used to disguise minor skin blemishes, to achieve an even skin tone and as a contour cosmetic.

Each foundation is different in formulation to suit particular skin type. It is available as cream, liquid, gel, cake or mousse.

Cream Foundations

These are oil based, can blend easily on application and provide a heavy coverage. These are used for dry, normal and mature skins.

Liquid Foundations

These are either oil based or water based.

Oil based foundations are used on dry normal, mature and combination skins. Water based foundations are used on greasy skin, normal and combination Skin (apply the foundation to the greasy areas)

Gel foundations

They provide a thin translucent colour that gives natural look. They are used on black unblemished skin, tanned skin and a skin on which a natural effect is required.



Compact or cake Foundations

Compact or cake Foundations may have oil, a wax or a powder base. They give a heavy coverage and are used on dry, normal, badly blemished or scarred skin.

Mousse foundation

It provides alight to medium coverage. It is used on normal and combination skin types

Skin type	Recognition	Suitable foundation
Oily	Open pores, thick shiny Black heads	Non oily block / cake or Medicated liquid foundation
Normal	Small pores, fine texture	Cream/ powder foundation
Dry / dehydrated	Matt, uneven texture Lacks moisture, Lines and wrinkles	Cream foundation
Combination	Usually dry cheeks And oily T zone	All in one fluid and powder Combination
Sensitive/ dry	Combination of dry areas With sensitivity	Hypo-allergenic products

The colour of the foundation

Skin colour	Foundation colour
Fair	Light beige or ivory with tones of pink or peach
Olive	Dark beige or brown
Florid	Matt beige
Sallow	Beige with a pink tint
Dark brown	Deep bronze with an orange tone
Suntanned	Bronze
Medium brown	Light brown
Black	Dark golden bronze

Applying the Foundation

Using a clean spatula take some foundation out from its container and put it on a clean make up palette. It can either be applied by using a large soft brush or a sponge. When using the sponge, use the sponge to blend the foundation. Use a small soft brush or angular edge of the sponge for applying foundation around the eyes. To achieve a heavier coverage use a dry latex sponge. Apply foundation covering the whole face including the lips and eyelids.



Face powder

A powder is applied to:

- Give a smooth and matt finish
- To reduce shine
- To fix the foundation
- To absorb grease
- To protect the skin
- To help conceal minor blemishes

It is available in two different forms:

- Loose powder
- And compact powder.

Loose powder



These do not contain any oil or gum to bind the powder together. They are available in different colours.

Pressed powder





They contain a gum, mixed with ingredients to bind them together.

Applying Powder

Face powder is applied after the foundation. Use a matt powder for a day make up and an iridescent powder for an evening make up.

Take a clean piece of the cotton wool, press the cotton wool into the powder and then press the powder all over the face. Remove the excess powder using a large brush. Direct the strokes of the brush first upwards and then downwards.

Eye Cosmetics

Eye shadows

They add colour and definition to the eyes. There are different types of eye shadows available:



Powder eye shadows

These are talc based with oil for a creamy texture, are available in loose or pressed forms.

Cream Eye shadows

They contain wax and oil pigments. Not good for mature skin as these products settle in the creases.

Gels

Gels give a natural appearance.



Applying the Eye shadow

Protect the skin underneath the eye with a clean tissue. Lift the skin at the brow slightly and apply selected eye shadow to the eyelid, using a brush. Highlight beneath the brow bone. Using a brush apply a darker eye shadow to the socket area starting at the outer corner of the eye. Blend the colour evenly to avoid harsh lines.

Eyeliner

It is used for emphasising the shape of the eyelid and strengthening the colour of the lash line. It comes in the following forms:

Eye pencil; It is composed of oil and wax and contains different pigments which give it, its colours.



Powder eyeliner; It has a powder base with the addition of mineral oil.
Liquid eyeliner; this is a gum solution containing pigments.

Applying eyeliner

Lift the skin upwards at the eyebrows. Now draw a fine line along the base of the eyelashes. Lightly smudge the eyeliner to soften the effect of the line.



Mascara

Mascara enhances the natural appearance of the natural eyelashes, making them appear longer, darker and thicker. It is available in liquid, cream and block cake forms.





Liquid mascara

This is applied with a wand or brush, is contained in a water or alcohol base. Also comes with extra feature e.g. water proof, thickening, and protein enriched.

Cream mascara

It is an emulsion of oil and water, with the pigments suspended in it.

Block mascara

It contains mineral oils, lanolin and waxes, which are melted together to form a block on setting. It should be dampened with water before application.

Tip

Sometimes the eyes become quite sensitive with age. Apply hypoallergenic mascara in such cases.

Applying Mascara

Hold the brush horizontally to apply mascara to the length of the lashes. Use point of the brush where the lashes are thin or small. Now place a tissue underneath the base of the lower eyelashes and stroke the brush down the length of the lashes starting from the base ending at the tips. Again apply stroke from the base to the tips in zigzag motion. Finally separate the lashes with the clean brush.



Lip cosmetics

There is variety of cosmetic available for the lips.

Lipsticks

These contain a blend of oil and waxes. Lipstick should be applied with a brush to outline the mouth and spread colour over evenly.



Lip Gloss

It can be used over the lipstick or on its own for a natural look.



Lip pencil

It is used for outlining the lips. It is used to prevent lipstick from bleeding into the fine lines around the mouth.



Contouring Cosmetics

A contour cosmetic includes highlighter, blusher and shaders. They are available in powder liquid and cream forms. The shape of the face and facial features can be changed with the careful application of the contour cosmetics. These products draw attention either towards or away from the facial features. They come in cream, powder, gel and liquid forms. Contour cosmetics consist of:

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



Blusher

Blushers add warmth to the face, give skin a healthy glow and define facial features. Blushers come in variety of forms including gels, creams and powders.

Gels

- Good for clear skin;
- Best for summer;
- Give cheeks a non-make up healthy glow;
- Can be applied directly over moisturiser.

Creams

- best to use on moisturisers and foundations;
- give skin a moist finish;
- good for normal and dry skin types.

Powders

These are:

- Best for oily skin but are suitable for all skins;
- Available in matt and frosted finishes;
- Applied over powder using a large brush.

Applying Blusher

Stroke the contour brush over the powder blusher. Tap the brush gently to dislodge excess blusher. Apply the blusher to the cheek area with the direction of the brush in upwards and outward position. The use of the blusher can help to change the shape of the face. If you want to reduce the width of the face, keep the blusher to the side of the face, blending from just underneath the cheek bones to the temples. To create extra fullness applies the blusher to the cheek bone from the angle of the cheek bone to the ears. If change of the face shape is not required, apply the blusher just on or near the cheek bones.





Highlighters

Highlighters are used to emphasise features and to create an illusion of extra length and width. The pale colours of highlighters reflect height. Use white, ivory, or cream on pale skins. While using highlighter on dark foundation make sure that it belongs to the same tone family:

- Pale pink over rose shades
- pale peach over warm foundations.

Shaders

This is used to reduce the size of areas. The colours suitable for shading contain brown pigments, which range from medium beige to dark brown. Beige is dark enough to shade when used over a pale base. Darker the foundation deeper the shade needs to be.



Remember

Light colours define areas and dark colours make areas recede.



Professional Make up Procedures

We apply make up

- To enhance facial features and
- To make us look more attractive
- To disguise or soften features
- To cover up blemishes
- To create dramatic effective
- To create decorative effect

Corrective Make up

Few of us have a perfect face shape. The oval face with almond shaped eyes is said to be perfect. With the use of darker foundation, clever highlighters and blushers, it is possible to create the illusion of a different face shape.

Corrective Make Up for Different Face Shapes

Round face

The corrective make up should create an illusion of length. This is achieved by blending highlighter in a narrow strip down the centre of the face, blusher applied to the cheek- bones up to the temples, shader over angles of the jaw and temple areas.

Oblong Face

The corrective make up should reduce the length of the face and create width and fullness. To achieve this apply shader to the tip of the chin and narrowest part of the forehead. Apply highlighter to the temples and lower jaw and blusher to the cheeks, to give an effect of fullness.

Oval face

The perfect face shape requires no correction.

Heart Shaped Face

The corrective make up should minimise the width of the forehead and widen the lower half of the face. This can be achieved by applying shader to the sides of the forehead and temples. Highlight the angles of the lower jaws. Use blusher on the cheek bones.



Triangular Face

The wide forehead and narrow jaw line need to be balanced. To achieve this, use shader to minimise the width of the forehead and create the illusion of width along the jaw line by applying highlighter. Balance the centre of the face by applying blusher on the cheeks.

Diamond Face

The corrective work for this is done by applying shader to the tip of the chin and the narrowest part of the forehead. Apply highlighter to the temples and lower jaw. Apply blusher to the cheeks, to create fullness to the centre of the forehead.

Pear Shaped Face

The corrective work should give width to the forehead. This is done by applying highlighter to the side of the forehead. Reduce the width of the lower face by applying shader to the side of the chin and the angles of the lower jaw. Apply blusher to the cheek bones.

Square Shaped Face

The corrective work is achieved by reducing the width of the upper face and also the lower face. Shaders should be applied on the angles of the lower jaw and forehead. Blusher should be applied upwards from the cheek bones to the temples.

Tip
Foundation may also be used to change the shape of an area, minimise or make less noticeable. To do this use foundation two or three shades darker than the natural skin colour and blend with the ordinary foundation with a sponge or brush.

Corrective Make up for Features

Eyes

Small Eyes

- Use light colour on the upper eye-lid for an eye opening effect.
- Highlight under the eyebrow.
- Curl the lashes before applying mascara.
- Apply a light coloured eye liner to the outer third of the lower eyelid.
- White eye liner may be applied to make the eye look bigger.



Prominent Eyes

- Apply dark matt eye shadow
- Highlight under the eyebrow, with a light or frosted shade to draw attention to this area.
- Apply darker shades to the outer portion of the eyelid and blend it upwards and outwards.
- Round Eyes
- Lengthen the eyes by outlining outer third of the top and bottom with a soft eye pencil.
- Narrow the eyes by lining the inner rim with a soft pencil.
- Apply darker colour over the prominent central upper eyelid.

Close Set Eyes

- Use light colours on the inner portion of the eye lids. This will make the eyes appear further apart.
- Use darker colour on the outer corner of the upper eyelid.
- Shape the eyebrows correctly to maximise the space between the eyes.

Wide Set Eyes

- Use darker eye colour to the inner portion of the upper eyelid.
- Lighter shades to the outer portion of the eye lid.
- Eye brow pencil may be used to extend the inner brow line.
- Deep Set Eyes
- Apply light or frosted shade on the eyelid.
- Apply eyeliner to the upper and lower halves of the upper and lower eye lids, to balance the depth of the eyes.
- Oriental Eyes
- Divide the area beneath the eyebrow in half vertically.
- Apply a lighter shade on the inner half and darker shade on the outer half. Blend them together.

Almond Eyes

- Highlight under the eyebrow with a light frosted shade.
- Apply lighter shade on the inner and darker shade on the outer half.

Corrective Make up for Lips

Thin lips

- Apply lip liner just outside the natural lip.
- Add a lighter colour of the lipstick at the centre of the lip.
- This will give the lips an appearance of being full.



Full or Thick Lips

- Create a new lip line just inside the lip by blotting out the natural lip line with foundation and powder.

Straight Upper Lip

- Create a new bow to the upper lip by pencilling just above the natural line to add fullness.

Uneven Lips

- Correct the uneven parts- where it is thin or thick, by drawing around the lip with lip liner.

Corrective Make up Noses

Long Thin Nose

- Shade tip of the nose to shorten.

Short Thin Nose

- Highlight the sides to make the nose appear wider, which will in turn make it appear less short.

Wide Nose

- Shade the sides.
- Highlight the centre to above the tip.
- If there is a bump on the nose, apply shader over the area.

Corrective Make Up for Foreheads

Prominent Forehead

If the forehead is prominent, apply shader centrally over the prominent area, blending it outwards towards the temples.

Deep Forehead

- Apply shader in a narrow band below the hair line.

Shallow Forehead

- Apply highlighter in a narrow band below the hair line.



Tip

Foreheads can be improved by a flattering hairstyle. For prominent forehead choose soft and flat textured fringes. For shallow forehead choose softer and shorter fringe. For deep forehead choose a longer soft fringe.

Corrective Make Up for the Chins

Double Chin

- Apply shader to the centre of the chin, blending it outwards along the jaw bone and under the chin.

Long Chin

- Apply shader over the prominent area.

Wide Jaw

Apply shader from beneath the cheek bones and along the jaw line, blend it at the neck.

Prominent Chin

Apply foundation on the tip of the chin.

Receding Chin

A lighter foundation or a highlighter will make it appear more prominent.

Necks

Thick Neck

It requires shading to make it appear smaller. Apply shader to both sides of the neck.

Thin Neck

Apply highlighter on both sides of the neck.

Using False Eyelashes

Artificial eyelashes are made from small threads of nylon fibre or real hair. These are attached to the client's natural eyelashes and make the lashes look thicker and therefore enhance the appearance of the eyes.



Strip Lashes

These can be used for a short period. Either for a day or evening. Strip lashes are attached to the natural eyelashes with a soft and weak adhesive. These can be reused as well but in that case these must be cleaned properly before reapplication. Once removed from the packet. Strip lashes should be placed onto a clean palette. Always keep a spare pair of tweezers available, in case you accidentally drop the pair of tweezers you are working with, you will be having another sterile pair of tweezers available.



Applying strip lashes

- These are applied before carrying out eye makeup.
- Apply moisturiser and the foundation.
- Now brush the real lashes with clean disposable mascara brush to separate them and to remove any particles of loose powder.
- Remove the strip lashes from the container and very carefully place them on to a palette.
- Check the length of the strip against the client's eyelid. Strip lashes are never applied from one corner of the eye to another. Leave some space of about 2mm on both the corners of the eye. This gives natural look when it is done.
- The adhesive on the back of the strip is enough to hold the eye lash onto the client's real lash.
- Before applying correct the length of the strip by trimming. This is done with a pair of sharp scissors. Do not cut the lashes straight across. Use the points of the scissors to shorten the lash length. Cut the lashes so that the shorter lashes are towards the inner corner of the eyelid and length of the lashes increases gradually towards the outer corner.



Beauty Therapy

- Now using a pair of sterile tweezers remove one of the eyelashes from the palette and place it against the eyelid to check the length. Handle the lash very carefully also make sure that it is correct lash for left or right eyelid.
- Remove the adhesive tape used to hold it in the container.
- Place a small quantity of strip lash adhesive on the palette.
- Holding the lash with the tweezers place it as close as possible to the base of the natural lash.
- Apply the second lash in the same way.
- Allow 3-5 minutes for the adhesive to dry.
- Now brush the lashes gently from underneath the natural lash line, using a clean disposable mascara brush.
- Apply eyeliner to disguise the base of the strip lash.

Aftercare and Advice

- Do not rub the eyes.
- Do not use oil based make up remover. Its constituents will dissolve the adhesive used. Therefore only use water eye makeup remover.
- Do not touch the eyes for about 11/2 hours after the application. Adhesive needs time to dry completely.

Removing the Strip lashes

Support the outer corner of the eyelid with one of your hands. Using other hand gently lift the lash strip base at the outer corner of the eye. Peel the strip gently from the outer edge towards the centre of the eyelid.

Now peel the adhesive from the backing strip using sterile tweezers and clean it in commercial lash cleaner or in warm soapy water. Once clean and dry recurl the lashes for another use.

Recurling Strip Lashes

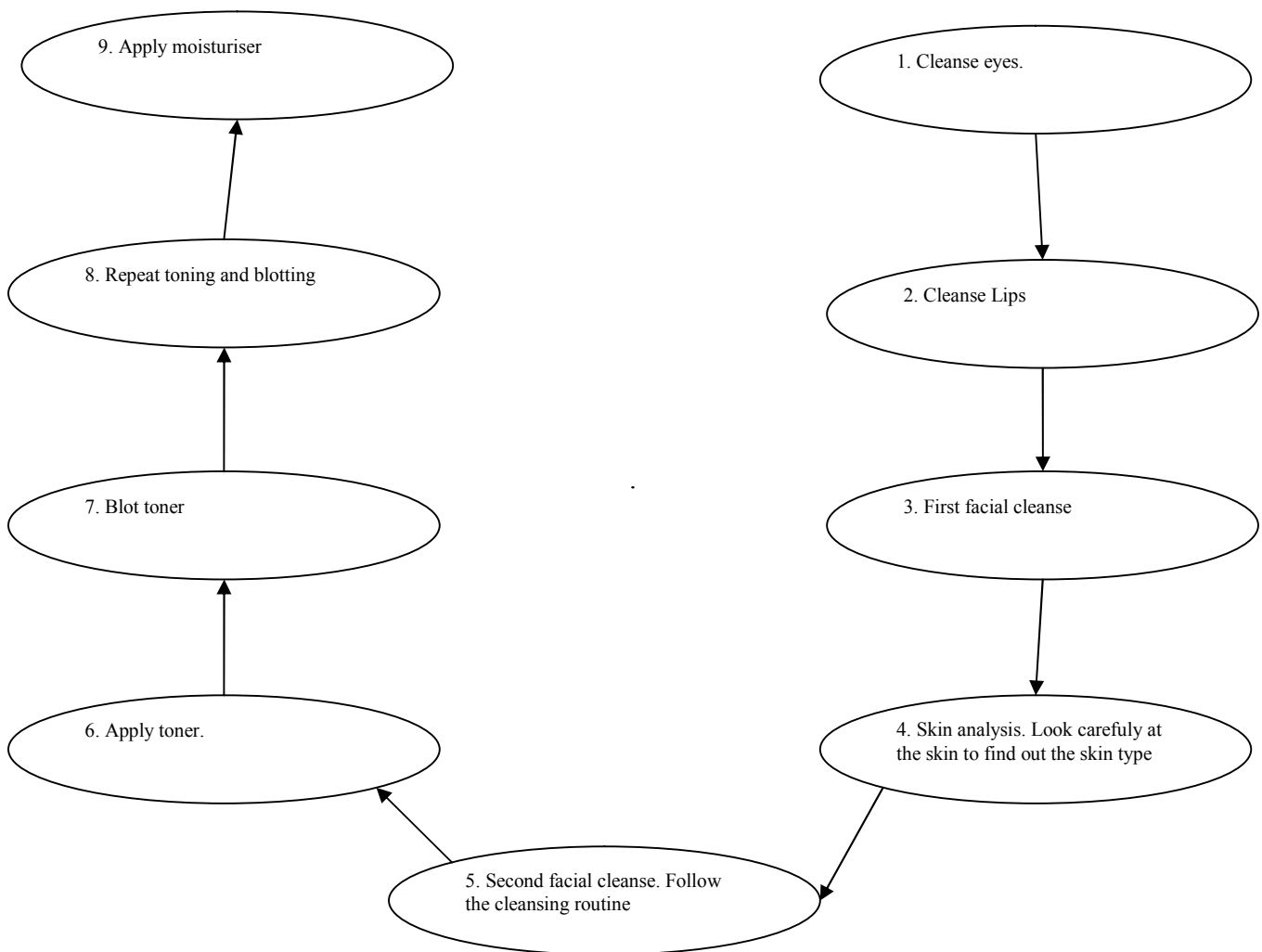
- Place lashes side by side on a clean facial tissue. Wrap the tissue around a barrel shaped object.
- Roll this facial tissue with the lashes around the barrel.
- Once curled the lashes can be returned to their original container.

Tip

Eyelash curling is beneficial for oriental clients who have short lashes that grow downwards.



Preparing the skin for a makeup treatment



Step by Step Day Make Up

As day light makes any imperfections appear obvious, so all corrective work done should be kept to the minimum. The overall effect should be natural. Select the foundation the same colour as the skin-the purpose is to give skin an even tone. Use translucent face powder to set the foundation. Avoid strong colours of eyeshades. The mascara chosen should complement the client's natural lash and skin colour. Further the mascara should be used to emphasise the lashes not to make them too thick. Eyeliner may be used but it should be carefully blended. The lip liner should co-ordinate the lipstick and it should be quite natural.

Applying the Day Make Up

- It is best that the day make up is applied in the natural light. Use headband and tissues to protect the hair.
- Sit the client in an upright position, fully covered and the skin cleansed, toned and lightly moisturised. Allow 30 minutes to achieve the look.



- Apply concealer with a brush to hide any blemishes or dark circles. (this should be one or two shades lighter than the skin tone). Press into the skin with a dry sponge. If using colour corrective concealer only apply to the areas that require it.
- Now apply a liquid foundation matched to the client's skin tone- test the tone on the jaw line. Work around the face using a damp sponge and fingertips, remembering to cover the eyelids and the lips. Work from the centre of the face outwards, using light movements. When you have finished, remove excess foundation from the hair line and eyebrows with some damp cotton wool. This stops the client's clothes from being marked.
- Take a small amount of loose powder into a bowl. If using block powder, scrape a small amount off into a bowl and apply with dry cotton wool. Work downwards covering the eyes and all the face, lightly pat on this loose powder to set the foundation. When you have finished, remove any excess powder by downward strokes using large brush.
- Shader, blusher and highlighter can now be applied to contour the face, as discussed earlier. Keep in mind that the application should be to the minimum as it is a day make up.
- Place a folded tissue under the eye-this will help to avoid shadow spillage onto the face. Apply individual eye shadow colours, blend on completion. Use disposable applicators.
- Apply eyeliner/ pencil, without dragging on the eye, and remember to sharpen the pencil between the clients.
- Give some definition to the eyebrows, disguising sparse hair and gaps. Use eye brow pencil.
- Apply mascara; remember to support the eye with a tissue. Ask the client to look down. Use upward strokes with the eyelash growth.
- Apply to the outline of the lips. Ensure that the colour is close to that of the lipstick, to avoid a harsh line.
- Apply lipstick using disposable lip brush. After a first stroke blot lightly and dust lips with face powder. Apply second coat.
- Show the client the finished result with all the covering removed.

Step by Step Evening Make Up

While applying evening make up always bear in mind the lighting in which the client will be seen. The colour of the makeup seems different in different types of artificial lights: dark shades lose their brilliance, appearing 'muddy'. Therefore bright colours should be used. The areas where shadows may be created, such as the eyes, should be emphasised using light, bright and highlighting effects. Emphasise the facial feature using contouring cosmetics carefully. Curl the eyelashes with the eyelash curlers. False eyelashes can also be applied to emphasise the eyes. Fashion shades of mascara may be selected, in purple, green and blue to complementing the makeup. Light shades of eyeliner may be used to give an eye opening effect. In order to emphasise the mouth, lip gloss or frosted lipstick can be used.



Make Up Application

(This is a client with dark colour, combination skin type, the face has uneven pigments. The face shape requires balance which can be achieved using shaded contour colour)

- Start with the client fully prepared with her skin cleansed, toned and moisturised.
- Apply concealer to cover the pigmentation.
- Select the foundation to match the client's skin type and even the skin tone. Here a mousse foundation has been selected for providing a medium coverage and is blended quickly to avoid a chalky appearance.
- The corrective make up for the face shape is done. A shade darker than the foundation is applied underneath the cheek bones and also at the temples to reduce the width of the face.
- Apply loose powder matching the client's skin tone. This is applied to set the foundation.
- Apply a powder blusher to the cheek bones.
- For evening make up use sparkling or iridescent colours, to complement the eyes and the outfit.
- Accentuate a natural lash line by eyeliner application
- Define the brows.
- Apply mascara in light movements from the base to the tips.
- Apply lip liner along the natural lip line, unless correction is required.
- Apply the chosen lip stick just inside the lips using a lipstick brush.
- Finally apply a lip gloss, if agreed with the client.

Special Occasion Make Up

A special occasion is an important event such as wedding, or some party. It is important to know the following things before applying makeup:

- What is the occasion?
- Whether it is day or evening time.
- What type of lighting the makeup will be viewed in?
- How long the makeup will be worn for?
- What effect the makeup should create? Subtle or glamorous?

Special occasion make up can be a little more individual than the day make up but a little less heavy than an evening make up. It should look glamorous but not over done. A touch of sparkle can be given with a lip gloss or shiny eye shadows. Over all make up colours should complement the outfit.



Make Up Application

- Apply concealer / colour corrector, if required. It should be lighter than the natural skin colour. The finger pads may be used to blend the concealer as necessary.
- Select foundation to match the client's skin and apply using a clean damp sponge or with clean finger tips, blending from centre of the face to outwards. (foundation for mature skin should be light in texture and colour)
- Now pat loose powder matching with the skin, all over the face using a dry piece of cotton wool.
- Remove the excess powder with gentle downward strokes.
- Add colour and contour to the face using blusher. Stroke colour along the cheek bone towards the hairline. It can also be applied to the other areas of the face like temples to add warmth. If cream blusher is being applied use this after foundation and before applying powder.
- Apply eye shadow in a matt colour. Metallic and pearlescent colours can be used.
- Blend the colours properly using a shading brush.
- Apply eyeliner pencil at the corner edges of the upper and lower eyelids, just above and below the eyelashes. Powder colour is applied on top of the pencil using an eyeliner brush. This is done to increase the durability and soften the look.
- Add colour to the eyebrows to define the shape of the brows.
- Apply lip liner giving proper shape to the lips.
- Choose lip stick to complement the eye shadow and lip liner. Apply with a lip brush.

Make Up for the Mature Skin

- Select a foundation that matches the skin colour yet enhances the skin's appearance.
- An oil based foundation should be used on mature skin. It prevents the foundation from settling into the creases and hence emphasising the lines and wrinkles. A concealer can be applied to cover any capillaries or veins seen on the skin.
- A lighter foundation can be applied over wrinkled areas i.e. around the eyes, between the brows, across the forehead, between the nose and mouth and around the mouth.
- With age facial muscles lose tone especially in the areas like cheeks, along the jaw line, under the brow and the lids and on the neck. A shade subtly blended can improve the appearance of such areas.
- Apply translucent powder. But avoid doing so in the eye area as it can emphasise lines around the eyes.
- A blusher can be applied with a warm tone but harsh and bright colours must be avoided.
- Apply lip liner to redefine the lip line and to prevent the lip stick to bleed into the lips. The lip liner should be of the same colour as lip stick or slightly lighter.



- Choose natural light shades to use on the eyes. Powder matt eye shadows should be used.
- Eyeliner used should also be in neutral shades of brown and grey. Harsh and bright colours should be avoided.
- Eye brows should be defined using colours lighter than the brow colour.
- For mascara natural looking shades should be used.

Photographic Make Up

When applying photographic make up consider the following points:

- Consider the brightness of the lighting used. The brighter the lighting is the lighter the makeup will appear. Make up will therefore need to be applied more strongly.
- Lighting can be hot and make up can melt, during application try to cool the skin if possible.
- Avoid oily make up. Oily face make up will emphasise open pores.
- Thick lashes can create shadows under the eyes.
- Highlight under the eyes, chin and sides of the nostrils before applying foundation.
- Use highlight and shadow techniques to create facial contours.
- Keep foundation as light as possible.
- Use matt colours as the lighting will emphasise any shine.

Aftercare Advice

- Advise client about the correct choice of cosmetics - about the colours, texture, and types of the cosmetics suitable for the client's features and skin.
- Make up can be kept fresh for longer time: by applying pressed powder or by applying a fine spray of water.
- Apply more lipstick, if needed.
- Use suitable products for makeup removal.
- In case of an allergic reaction remove all make up and soothe with damp cotton wool.