



-Your guide to become a Make-Up Artist-

Here at Trendimi we're crazy about styling. Our international team have lived it, experimented with it, forged new standards and made head-turning image look easy. Now, with our wide range of courses, you too can indulge in your styling passion and use your new skills to develop a career in a really exciting world.

You could start with style me, an education in personal styling and fashion. Learn inside tips and tricks in how to highlight individual allure, develop a knockout style and feel fabulous. Turn great features into spellbinding magic and discover trade secrets on disguising what you want to minimise. This course gives you an excellent grounding in styling expertise – a perfect platform for starting a career in styling.

If fashion is a huge passion for you and you'd love to focus your work in this area, hit the ground running with our style you diploma course and become a stylist, personal shopper or image consultant. Study fashions inside tricks to transform body shapes into ideal silhouettes and learn how to give all your clients panache and individual flair.

If it's your dream to become a make up artist, our make-up artistry course is the perfect way to build your expertise to professional standard. Watch detailed tutorials on all the latest styles and looks. Learn to perfect many different techniques and discover how to adapt make up to suit different occasions and seasons. This is a great stand alone course and also ideal to add to any of our other styling courses.

In today's style conscious world, it's no surprise that wedding planner is one of our most popular courses. This is a really exciting opportunity for a truly fulfilling and lucrative career in a world so full of variety you'll never be bored! Study everything from different types of ceremony to budgeting and planning. In no time you'll be able to plan a flourishing new future.

Have you secretly longed to become a nail artist? Grooming has become a huge industry and eNews even had a special stage and camera for nails at a recent red carpet event! In our nail-artistry course, we focus on the most up to date looks and really useful advice on how to develop professional techniques. With this training in your back pocket, you're free to avail of the growing opportunities in this highly sought after profession.

Naturally, hair is one of the most important features in overall image and the hair styling industry is also flourishing. Take our hair stylist course and get a head start on expert methods, professional tools and how to use them and eye catching finishing touches. It could lead to the world of glamour and reward you've been dreaming of.

For more info please visit our web: www.trendimi.net



MODULE 6: EYE MAKE UP

- 6.1. Introduction
- 6.2. Applying eye Make up
- 6.3. Trendimi Eye Make Up
- 6.4. How to apply eyeliner
- 6.5. How to use an eyelash curler

MODULE 7: MAKE UP FOR EYEBROWS

- 7.1. Introduction
- 7.2. Eyebrows in general
- 7.3. Corrections for eyebrows
- 7.4. Eyebrow make up

MODULE 8: LIP MAKE UP

- 8.1. Introduction
- 8.2. Lip definition and corrections
- 8.3. Lip types
- 8.4. Lip make Up

MODULE 9: TYPES OF MAKE UP

- 9.1. Introduction
- 9.2. Make up for daytime
- 9.3. Make up for afternoon
- 9.4. Make for night time or parties
- 9.5. Smoky eyes
- 9.6. Nude make up
- 9.7. Bridal Makeup
- 9.8. Make up for the groom

MODULE 10: FALSE EYELASHES

- 10.1. Introduction
- 10.2. Types of false lashes
- 10.3. Practical use of false lashes
- 10.4. Attaching false eyelashes
- 10.5. Removing false eyelashes

- 11.1. Introduction
- 11.2. Women in their 20s
- 11.3. Women in their 30s
- 11.4. Women in their 40s
- 11.5. Women in their 50s
- 11.6. Women in their 60s
- 11.7. Make up mistakes that can be ageing

12.1. Introduction

12.2. Cleaning and hygiene

12.3. Make provision

12.4. Good work practices; prevention of infection and contagion

- 13.1. Introduction
- 13.2. Personal make up kit
- 13.3. The basic professional kit 1
- 13.4. The complete professional kit



Module 1: SKIN TYPES

1.1. Introduction

1.2. Normal skin

1.3. Mixed skin

1.4. Dry skin

1.5. Oily skin

1.6. Sensitive skin

1.7. What is your skin type?

1.8. Make up removal

1.9. Skin care



1.1. Introduction

There is a wide range of cosmetic and beauty products available which help you take great care of your skin. The first step to good make up is for your skin to provide a good foundation, like the blank canvas of an artist.

There are several types of skin:

1.2. Normal Skin

Normal skin has a healthy, flawless appearance. It looks matte and feels soft and smooth. It has the least skin problems and is less common than other types.

Use moisturiser for normal skin and toner without alcohol.

1.3. Mixed / Combination Skin

Combination skin is usually of uniform colour and plump looking. With this skin type there are oily areas on the nose, chin and forehead - the 'T' zone.

The care of this type of skin requires treating each zone separately with specific products. There are moisturisers formulated for combination skin, but results are better if you use two different products.

To remove excess oil or grime, use an astringent facial toner. Use a mattifying product before applying foundation and hydrate the rest of the face with normal or dry skin cream.

1.4. Dry Skin

Most women use oil based products to combat facial dryness which is not the most appropriate because dry skin is actually due to a lack of water.

To keep this type of skin hydrated, it is best to drink lots of water and apply

water based moisturising creams at least twice a day.

Other features of this skin are the appearance of premature fine lines and a little sun intolerance.

1.5. Oily Skin

Oily skin is usually plump, shiny and wet to touch. Use astringent tonic on this type of skin to help absorb excess oil. Use water-based creams, not oil based so you don't saturate the skin.

In this type of skin, wrinkles are often delayed in onset, pores may be visible and sun is tolerated quite well.

1.6. Sensitive Skin

This skin type is easily irritated, leading to redness and spots. It can also appear scaly, especially around the eyebrows and nostrils. Sensitive skin never looks wet.

For people with sensitive skin, it's best to avoid the sun as it produces dryness and tightness, avoid tanning and products containing alcohol. On sensitive skin, use hypoallergenic products or creams containing soothing ingredients such as chamomile or aloe vera.

1.7. What is your skin type?

After washing and cleaning, my skin is:

- Tense and a little stretched - Dry.
- Clean, but shiny within 20min - Oily.
- In good condition - Normal.
- Somewhat shiny in the "T" zone - Mixed.
- A little red and stings - Sensitive.

When I do not use creams, the next morning my skin is:

- Rough and scaly. - Dry.
- Greasy, shiny - Oily.
- Same as the previous day - Normal
- Somewhat shiny on the forehead - Mixed.
- Redness and scaling on cheeks or around nostrils - Sensitive.

The skin is a protective barrier against harmful agents such as bacteria, chemicals and ultraviolet rays. Whatever your skin type there are three basic things to remember to keep it looking youthful and healthy:

- Clean it regularly and always remove make up well.
- Moisturise and care for your skin with products that suit your needs.
- Protect it from external elements like the sun, smoke, wind, air conditioning etc. All these elements effect the condition of your skin.



1.8. Make up removal

Daily make up removal is essential for healthy skin. Going to sleep with make up on your skin leaves your pores clogged, preventing them from performing their natural function of regulating the pH of the skin.

Skin should be cleansed twice a day. Morning cleansing removes the toxins released during sleep. Before going to bed, cleanse

again, removing all makeup and impurities that have accumulated on the skin throughout the day.

Make up removal is a daily routine that consists of three steps:

- **Cleanse:** Firstly, remove make up from eyes and lips with specific products. For normal, sensitive or dry skin, use cleansing milk and cotton pads. For oily or combination skin or for acne, use a gel, as milk cleansers contain oil and would be counterproductive.
- **Tone:** Toner can be applied with a cotton pad to move any traces of make up, impurities and cleanser. If you just want to tone your skin, pat it on with your fingers. Your toner also needs to be specific to each skin type: soothing for sensitive skin, astringent for oily skin, anti bacterial for acne.
- **Hydrate:** Apply a moisturiser to prevent drying of the skin and act as a protective barrier. Oily skin should also be hydrated with gel-based products.

1.9. Skin care

As part of the daily routine of make up removal, skin needs extra care to protect it from external factors and prevent signs of fatigue and premature aging.

- **Nourishing creams:** these are not needed before the age of 30. Up to this age, the skin doesn't need extra lipids. For those over 30, we recommend applying a nourishing cream at night, as some active ingredients can be contraindicated during sun exposure.
- **Eye creams and lip contour products:** these are specific products for the treatment of sagging, dehydration and wrinkles such as in the sensitive areas around the eyes and lips.

- **Serum:** serum is a concentrated, high-value cosmetic with a specific action. It may be a firming serum, moisturiser or anti wrinkle product, among other formulas. It has a very smooth texture, is absorbed very quickly and provides fat. It doesn't replace moisturiser, but complements it.
- **Sunscreen:** this protects the skin from UVA rays that cause skin aging and can cause skin cancer and also from UVB rays, which create redness, sunburn and predisposition to skin cancer.
- **Scrubs:** these are creams that help to remove dead skin cells. There are two types: fine for sensitive and normal skin and a coarser type for oily or combination skin.
- **Masks:** in general, masks play an important role in penetrating through



the layers of the skin to nourish, cleanse and smooth in a deep and effective way. They come in weekly and monthly applications. They're not designed for daily use as they their high concentration of active ingredients could be harmful if used too often.

- **Specific cosmetic treatments:** the usual treatment program for facial washing comprises of: make up removal, exfoliation, pore extraction, facial massage and a monthly mask. Other cosmetic treatments are designed to treat sagging, prevent wrinkles, moisturise skin and reduce blemishes.
- **Medical dermatological treatments:** make up artistry works best on healthy skin. If you're requested to make up a client who has skin problems it's best to refer her/him to a dermatologist. If she/he has already seen a specialist, follow the recommendations given.

Skin care step by step

Steps to follow for a daily beauty routine:

- Firstly, cleanse with a specific cleanser to suit your skin type.
- Secondly, remove the cleanser with warm water and a soft sponge.
- Thirdly, apply a skin toner, again to suit your skin type and age. When you're removing impurities, use a cotton pad and gently rub the toner over your face. If you just want to tone your face, gently pat on the toner with your fingers.
- Next, to moisturise, use a plastic spatula and take a small amount of your moisture cream. This prevents contamination and ensures your moisturiser remains in good condition. Apply to your face, neck and décolleté.
- Now you can start your massage:
- Cover your hair with a band.

- Warm the massage cream between your hands before you start. Spread the product all over your face and neckline, avoiding the eyelids.
- Begin the massage at your décolleté: use your fingertips, make circular movements on the neckline and work towards the chin. From the centre of the chin, gently massage upwards using the palm of your hands. This is to help prevent the appearance of a double chin.
- Using your straight fingers, massage around the cheeks and cheekbones and work outwards towards the temples, moving in one direction.
- In the area above the upper lip, which is prone to wrinkles with age, make circular movements with the tips of your index and middle fingers.
- Make circular movements also over the eyelid and around the eye area.
- Starting at the nose, massage upwards to the forehead.
- To help raise the eyelids, do a light massage at the centre of the eyebrow.
- To finish, gently rub the face all over.



MODULE 2: CORRECTIONS

2.1. Introduction

2.2. Light and Shade techniques

2.3. Round face

2.4. Elongated face

2.5. Square face

2.6. Rectangular face

2.7. Triangular face

2.8. Tips and tricks



2.1. Introduction

In order to disguise imperfections and help facial features blend harmoniously, we need to study and assess the shape of the face and learn the technique of light and shade.

Starting with a perfectly oval face, we use light and dark corrections to "sculpt" the face. Light tones bring brightness and volume. Dark tones give depth and definition.

2.2. Light and Shade techniques for different shaped faces

LIGHT CORRECTIONS

Use white shadows, cream or powder to highlight areas like the inner corner of the eye or the arch of the eyebrow. Use foundation or concealer a shade or half shade lighter than the skin tone to correct dark circles or to highlight the cheekbone. Use light or matte pearly shades on the eyelids.

DARK CORRECTIONS

Use dark shadow to create volume in the eye socket. Use dark cream or powder blush to outline the cheekbone or chin.

Light and Shade techniques step by step

Begin by taking a dark concealer, in a cream or a stick. Have a good look at the shape of face you are making up and whether you want to make it seem narrower, shorter, etc.

With a synthetic brush, take a little product. If the forehead is broad, darken the sides. If it's too long, shorten it by darkening the top.

To use shading on eyes: if they are close together, shade the tear duct area. If they are far apart, darken the outer edges.

If they are bulging, darken the whole eyelid. If they are sunken, lighten the whole eyelid. Always try to achieve almond shaped eyes.

From the temples, shade in a line towards the corners of the mouth.

The sides of the lips are also shaded.

If the face is round or square, shade the chin area and jaw line. You're always trying to create the shape of an inverted egg as this is the ideal.

Shade the outline of the collar bones so they look more defined and thinner.

Now you can add light and volume using pale correction. Choose a light flesh tone or ivory.

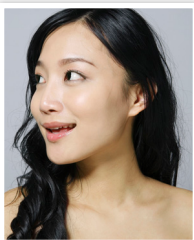
With a synthetic brush, lighten the following areas:

- The centre of the forehead.
- Under the arch of the eyebrows.
- The eye socket.
- The cheeks.
- The area between the nose and upper lip. (Especially if they are close together.)
- The centre of the lips.
- The chin.
- These are just examples of how to use light and shade to reshape a face.
- You always need to blend them in until there are barely noticeable.

2.3. Round face

A round shaped face has the same width and height, without clear lines or marked features. Your goal is to extend it optically.

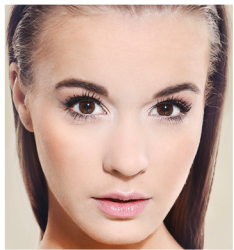
- Use a dark blush under the cheekbone, starting from the base of the ear and down diagonally to the corner of the mouth.
- Darken the jaw and temples.
- Avoid creating shadows round the eyes.
- Create a slight point in the eyebrow shape.



2.4. Elongated face

A long face is usually twice as long as it is wide. To compensate for these proportions, apply horizontal strokes to shorten the face.

- Use dark blush on the cheekbone, from the middle of the ear to the nose, horizontally.
- Apply a dark shade around the hairline and on the chin.



- Use elongated shadow on the eyes.
- The shape of the eyebrows is best horizontal and the arch not too high.

2.5. Square face

A square face is usually the same width at the temples and the jaw. It has defined lines and strong features. Your aim is to smooth and round these areas.

- Soften the jaw lines with a dark shade.
- When applying eye shadow, create rounded eyes.
- Use dark blush for the cheeks, applying it slightly downward from the temple to the corner of the mouth.



- The eyebrows should be arched and rounded but not pointed.

2.6. Rectangular face

Rectangular faces are more long than wide and are characterised by

strong, often sharp, jaws. What we want to achieve is a shorter looking face which is softened



- Elongate the eye shadow towards the temple.
- Apply correction to the cheekbone horizontally, from the middle ear to the nose.
- You can obscure the hairline to shorten the face.
- Applying dark shade around the jaw line softens it.
- Shape the eyebrows to look rounded and horizontal.

2.7. Triangular face

A triangular face has a wide forehead, narrow jaw and usually prominent cheekbones.

- When making up a triangular shaped face, apply dark shade around the hairline at the temples and highlight the chin.
- Use natural tones for blush and apply slightly downward, from the top of the ear to the nose.



- Shorten the length of the eyebrows and emphasise the arch.

2.8. Tips and tricks

- To correct a double chin, apply dark shade to the edge of the jaw, blending in to the neck.
- To define the nose, apply a little light colour to the central area of the nose to narrow and lengthen.
- To reduce the appearance of a prominent chin, apply dark shade from the centre of the chin to the neck.
- To disguise a prominent nose, apply dark shade on the tip to make it appear smaller and shorter. Highlight the eyes more than the lips on these faces.

MODULE 3: TOOLS

3.1. Introduction to tools

3.2. Brushes with natural hair and
brushes with synthetic hair

3.3. Different types of brushes

3.4. Products



3.1. Introduction

If you want to achieve beautiful, professional make up it's really important to choose good quality products as they have a big impact on the type of finish you'll create. Next, we'll show you what kind of brush is appropriate for each make up product noting two key differences; natural material and synthetic material.

3.2. Brushes with natural hair or synthetic

The quality of your brushes will more or less determine how well you can apply make up. When choosing your brushes, make sure the handles are sturdy and the bristles are securely fastened. There are two types of brushes:

Synthetic Hair – the bristles are suitable for plastic and creamy textures like foundations, concealers and lip colour.

Natural Hair – made from different animal hair (sable, camel, pony) and often used in brushes for applying shadows and powdered textures.

Your brushes should be washed in mild soapy water and rinsed thoroughly. It's also very important to allow them to fully dry. There are specific brush cleaners available.

Powder brush: Usually large, soft, long bristles to apply powder evenly.

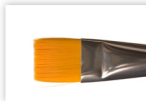


Bevelled brush: Shorter on one side than the other. For applying foundation and achieving definition all over the face.



Lip brush: The hair is small, compact and flattened, allowing you to outline or fill in lips.

Corrector or concealer brush: Synthetic bristle, flat and rigid. The edge can be straight or slightly rounded. Use to apply foundation or concealer.



Foundation brush: Synthetic, round and flat for applying foundation.





Fan brush: Used to remove excess eye shadow powder. It is fan shaped and has long, soft bristles.

Sponge applicator: This has a small, rounded latex sponge. You can use it to smudge eyeliner or apply a more intense shade to eyes.



Eyebrow brush: Short, firm bristles, ideal for smudging colour onto eyebrows.



Round eye shadow brush: For applying shadows on the eyelids and blending colour. Ideally, have three sizes.

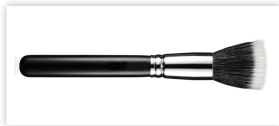


Eyelash brush: Used to separate lashes and remove excess product on both eyelashes and eyebrows.



Eyeliner brush: Fine, thin and pointed and used to apply liquid or cream eyeliner in a single stroke.





Skunk brush: This is a multi purpose brush. Use to apply both liquid foundation and powder. It is made of both natural (black) and synthetic (white) fibres.

Eyelash curler: Lengthens and lifts lashes. Choose silicone types to prevent splitting lashes.



Latex sponges: Round, oval, triangular, rhomboid shaped. For spreading foundation evenly.



Powder puff: These are round and used to apply powder or blusher and for diffusing excess colour. Choose cotton or velour makes.



3.4. Products

Make up bases

Fluid foundation:

- This type of texture is recommended for normal or dry skin. As well as providing colour, it nourishes the skin.



- We recommend using this texture to prevent product build up on wrinkles around the eyes.

- You can apply fluid with your fingers or gently pat on with a latex sponge or a medium synthetic brush.

Cream bases:

- This texture is denser and more opaque. It's more suitable to use for evening or party make up or for skin with noticeable imperfections. It's very suitable for dry skin.

- You can apply cream foundation with a slightly dampened latex sponge.

- You'll also find blushers and eye shadows in this texture.

Compact powder:

- This is often used for oily skin and is perfect for shading in the 'T' zone in combination skin.



- It can be used as a foundation, blusher or for shading.

- There are also light shades for skin which is light in complexion, for the temples or as a base on the eyelids.

- Apply with a round brush or a powder puff.

Translucent Powder:

This is usually colourless and is used to set the foundation base and to mattify.

Corrector or concealer:

This comes in cream or liquid texture. An ivory shade is used for most corrections; green is most commonly used to cover redness and pink for brown spots.



Blusher:

This comes in cream, compact powder, liquid or mousse, in a glossy or matte finish.



Bronzer:

This is a pressed powder in a dark shade. It adds richness and brightens to the tone of the skin and unifies the colours of the face, neck and chest. It is applied with a large brush.

Creams:

These prepare the skin for make up and also hydrate and protect the skin.

Lip products:

There are many textures and colours of lip product on the market, both in matte and gloss. They contain various levels of moisture.



Mascara:

The most used shade of mascara is black, but there are many colours available and also versions with different effects, like volumising, extension and false eyelash effect.

Eyeliners:

These allow you to outline the eyes with great accuracy. You'll find eyeliner in liquid form in a bottle with its own fine brush, in pencil form or in gel pen form.

Eye Shadow:



Normally, eye shadows come in pressed powder form, but you'll also find a cream type. Your choice of texture will depend on the effect you want to create. Finishes are either shiny or matte. Matte shadows contain more pigment.

Eye pencils and lip liners:

As a general rule, the thicker the pencil, the better the look you'll achieve. It's important to sharpen these pencils between each makeup session to avoid conjunctivitis and cold sores.



Eyelashes:

There are many shapes and styles of false eye lashes available - individual, full lashes and many styles that create different looks.

They are glued to the eyelids with special glue that becomes either transparent when it dries or stays black to blend with the lashes.



MODULE 4: FOUNDATIONS AND CORRECTIONS

4.1. Introduction

4.2. Types of textures



4.1. Introduction

Choosing both the colour and texture of a foundation is very important in order to achieve a good finish. The correct colour is one that is closest to your skin tone, which is applied in one coat on your face. The foundation tone you use should not be darker than the natural skin tone of your face.

The ideal area to test the colour is on the jaw line where it meets your neck. For corrections, choose a medium or slightly darker tone than the skin tone and also another, one shade lighter than your skin tone, to correct places like dark circles. There are green correctors which are used to cover redness and pimples. These are applied on the red areas before foundation.

Correct skin blemishes step by step:

You'll need:

Concealer in various textures and tones.

- Firstly, look at the face. Locate the skin imperfections and note the skin tones.
- Using circular movements and a synthetic brush, apply a concealer which is one tone lighter than the natural skin tone.
- Blend this in well. It helps to also use your fingers as the warmth distributes the product well.
- Using green concealer, cover all pimples, irritations and areas of redness.
- The nostrils usually become red, so neutralise the colour here with green concealer.
- If you find dark spots caused by too much sun, cover these with a pink

concealer.

- After you've done the corrections, apply a foundation base similar to the natural skin tone with a brush. This unifies the colour.
- To finish, mattify with a powder puff and translucent loose powder.

4.2. Types of textures

Tinted Moisturisers

These are light creams with a touch of makeup. Ideal for normal, clear skin and day time make up. Not suitable for oily skin.



Fluid



This type of texture is recommended for dry skin. As well as providing colour, it nourishes the skin. We recommend doing corrections in this texture to avoid product build up in the creases around the eyes.

You can apply this foundation with your fingers, gently pat with a latex sponge or with a medium synthetic brush.

Cream

This texture is denser and more opaque, suitable for evening or party make up and for mixed skin with imperfections. You can apply with a slightly damp latex sponge. You'll also find blushers and eye shadows in this texture.





Powder

This is often used on oily skins and to perfect the finish on mixed skins by blending into the T zone area.

Powders come in various formats - compact and loose. They can be used as foundation, blusher or for dark corrections. There are also light colours for those with paler complexions, for the

temples or around the base of the eyelid. Apply with a round brush or a puff. Translucent powders do not give colour and are ideal for any skin tone.

How to choose a foundation step by step:

Types of foundations:

- Tinted moisturisers
 - Fluid foundation
 - Foundation in a stick or cream
 - Compact powder
- To choose the tone of the foundation, you need to look closely at the face.
 - Choose a tone most similar to the natural skin tone.
 - Do a colour test on the jaw by applying a little foundation with a latex sponge. If the result looks natural, this is the correct foundation tone.



• Tinted moisturisers are fluid foundations which are appropriate for both day time and evening make up.

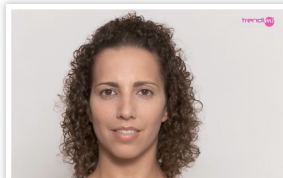
• Apply with a latex sponge or foundation brush. These are ideal for skin which has few blemishes as they don't provide heavy coverage. If the tone is well chosen, they can look very natural.



• Cream foundations are also fluid but with a denser texture and more oil. They give greater coverage to camouflage imperfections and provide more oil for the skin. They are recommended for dry and mature skin and not recommended for skin with acne.



• Compact powders mattify skin which is shiny due to excess oil. They are also used to cover shine for photo and video sessions. They are recommended for oily skin and inadvisable for dry and mature skin. They are applied with a powder puff or brush.



MODULE 5: COLOUR

5.1. Introduction

5.2. Eye colour

5.3. Shades in skin type

5.4. Hair tones



5.1. Introduction

When applying makeup, rules are important to remember, but you also need to be able to include your personal judgement which comes from lots of practice. All colours don't suit all people. Firstly identify which are the natural tones in your face or your clients face. Then, take into account eye colour, eye shape and hair colour.

You'll then learn how to highlight features, create overall harmony and to sculpt a captivating final effect using eye shadow, lip colour and blush.

5.2. Eye colour

In applying make up there are no hard and fast rules, but it is true that not all colours suit everyone. The overall look is more pleasing when you take into account the colour of eyes, skin and hair.

Green Eyes

- Contrast colours : brown, purple, violet and red.



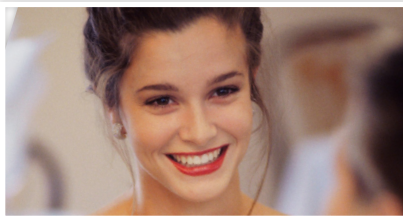
- Harmonising colours: darker green than the colour of the iris to create depth and clear hues to lighten.

Blue-Grey Eyes

- Contrast colours: pink, orange, gold, bronze.
- Harmonising colours: rainbow-like colours to highlight the colour and lighter shades to illuminate the eyes.

Brown-Black Eyes

- Practically all colours suit these eyes.
- Contrast colours: red, yellow, silver, green



- Harmonising colours: gold, brown, ochre and earth tones in general.

There are neutral colours that can be used with any eye colour: grey, beige, white and black.

5.3. Shades in skin type

Clear skin with pink tones

The most suitable tones are earth colours and peach, to enhance the natural tones and give warmth. Avoid pinks which highlight the natural pink tones / redness.

Skin with olive tones

As this skin can look dull, use pink to highlight the cheekbones and if the skin is dry, use pearly tones to help give it a healthy glow.

Tanned or bronze skin

If skin is dark and has healthy golden hues, you can really add allure by putting intense colour on the cheekbones. Pink tones are usually best.

5.4. Hair tones

Blonde

The most flattering shades for blondes, those with fair skin and light coloured eyes are grey, pinks and peaches. They can be used interchangeably on the eyes. On lips and cheeks, use pearly pinks that help give freshness to the face.

Chestnut

On these women, the most suitable colours are the earth tones: golden,



beige and even green. Use bright colours with brass or golden hues on the lips, thus providing harmony in the face.

Brunette

For women with brown skin and hair, the most suitable colours are aubergine, black, light earth shades and brown, in either matte or gloss. If you add a golden hue to the complexion, the skin will look brighter.

Redheads

Normally these women have delicate, pale skin. We don't recommend using orange or black, which harden the features. When using mascara, use brown. The most suitable tones are earths & greens and pinks on cheeks and lips.

MODULE 6: EYE MAKE-UP

6.1. Introduction

6.2. Applying eye Make-up

6.3. Trendimi Eye Make-up

6.4. How to apply eyeliner

6.5. How to use an eyelash curler



6.1. Introduction

When applying eye make up, always try to create an attractive, sophisticated or seductive look. There are many tips and tricks you can use to suit the shape of different eyes and add to their attractiveness.

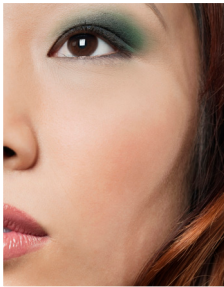
The "banana shape" is the easiest and the most used to model when shaping eye make up. It consists in placing the darker colour shade on the outside of the eye to give depth, a medium shade on the eyelid to give volume and a lighter to provide light at specific points, such as the tear duct and the arch of the eyebrow.

6.2. Applying eye Make up

Eye make up should be applied according to the shape of the eyes:

Sunken eyes

These eyes are set deep in the eye socket. Use light pencil inside the eye to create volume. Apply light, satin shades on the eyelid, slightly darker higher up. Outline the outer half of the eyes. Eyebrows should not be too thick.



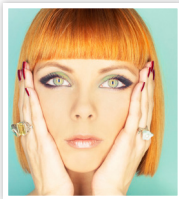
Protruding eyes

These eyes are prominent, often called bulging eyes. Balance this feature by applying a thick, dark line on the top lid to shorten it and also

apply dark pencil on the bottom lid. Use dark shadows on the upper eyelid and light or matte shades overhead the crease. Apply two coats of mascara and make eyebrows look wide.

Eyes set close together

The usual distance between the eyes is roughly the length of an eye. If eyes are set too close to the nose we can correct this as follows: draw a line along the eyelashes from the middle to the outside of the eye and apply light shadow to the inner corner, bringing it up towards the eyebrow to create the effect of distance between the eyes. Wide eyebrows also help to separate the eyes.

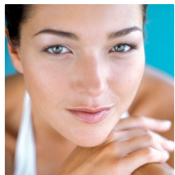


Eyes set wide apart

Some people have a large distance between their eyes. To minimise this we apply dark shadows to the inner corners and light shades on the outside. Make the eyeliner more intense on the inside than the outside. Use lots of mascara and keep eyebrows close to the centre.

Round eyes

These eyes are typically short and wide. To enhance, draw a line on the outer eye socket, lengthening it towards the temple. Use a dark shade of eye liner inside and outside the lids, softening it towards the outer part. Lengthen the eyebrows towards the temple.

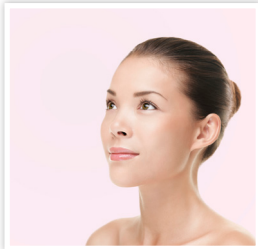


Droopy eyes

These eyes usually occur in adult women; the upper eyelid is suspended over the eye-ball. We can correct this effect by applying dark shadow on the crease of the eye and blend upwards. Use plenty mascara on the lashes, especially the tips. Use pearly tones under the arch of the eyebrow. Keep eyebrows thick and raised at the arch.

Small eyes

To make up eyes that are small or don't show much eyelid, apply shadow on the upper eyelid, blending upwards. Use slightly darker shadow in the crease. Outline the lower lid in pencil, outside the lashline. Use plenty mascara on the lower lashes. Keep eyebrows long with a high arch.



6.3. Eye Make Up

- For a natural look use earth shades. You can choose light, medium or dark shades.
- Use a filbert brush to apply the shadow and a round brush to diffuse the colour.
- The first step is to apply the darker colour in the outer area of the eye in a semi circle, following the contour of the eye socket.
- We use the round brush to blend in the semi circle of shadow.
- With the filbert brush, we apply the medium colour in the middle of the eye, blending it with the dark shadow. Use the light colour to highlight.
- Under the arch of the eyebrow and around the tear duct, we lightly blend in a little of the medium tone we applied earlier.
- With an eyebrow brush, comb the eyebrows against the grain to remove excess dust and then re-comb to their natural shape.
- We need brown shadow for the eyebrows and a flat, natural-hair brush to apply. Here, we're using a dark colour. Apply the shadow smoothly along the brow line, being careful not to make them too dark.
- Then, we apply mascara from the roots to tips of the lashes. Use a slight rocking motion at the roots and then extend outwards, concentrating on the outside of the eye.
- To change a natural eye make up to one for night time, we need a darker shadow, in this case, grey. Blend in well with a round brush. Apply the dark colour on the entire lid, towards the outside, emphasising the eye socket.
- With the round brush, blend out the edges in a semi circle, following the

eye socket to the outside of the eye, the temple area. Repeat the same on the other eye.

- With the filbert brush and a medium colour, in this case pink suits, apply the light shade under the arch of the eyebrow and around the tear duct, fading it into the eyelid.

- We can use either a liquid or pencil eyeliner and apply a beveled line or a long firm one. Apply liner on the lash line from the middle of the eyelid to the outside and from the outside to the centre, going over the same line, ending at the tear duct. Mark the beveled line with eyeliner brush. It's important that it ends in a peak.

- Repeat this process on the other eye.

- With a short round brush, go over the bottom lid along the lashes with the same shadow as on the upper lids.

- To achieve a more intense look, with black pencil we can fill in the inside bottom lid. Apply a second coat of mascara with emphasis on the tips. Use an eyebrow brush to make sure the lashes are not matted.

6.4. How to use an eyelash curler

- Use a liquid eye liner with its own brush.

- Use a powder puff on your little finger so you don't disturb the make up base.

- To improve your steadiness, place your hand on the face.

- Dip the brush tip into the bottle to



take a little product.

- Ask your model to raise her eyebrow slightly, so that the eyelid is smoother and you can clearly see the line of the eyelashes. Start applying the stroke of eyeliner.

- It's very important that you draw along the roots of the lashes, so that there is no make up line between the eye liner and lashes.

- As you approach the outside of the eye, widen and raise the line.

Once you have the desired length, ask your model to open her eyes to finish the end of the eye.

6.5. How to use an eyelash curler

- Firstly, comb the lashes with a

- Next, take the eyelash curler.

- Gently raise the upper eyelid, open around the middle of the lashes.

- When the curler is evenly placed around the lashes, without getting too close to the roots, press firmly and count to five.

- Open the curler and remove it slowly. Observe the result and repeat if necessary.



MODULE 7: MAKE UP FOR EYEBROWS

7.1. Introduction

7.2. Eyebrows in general

7.3. Corrections for eyebrows

7.4. Eyebrow make up



7.1. Introduction

Eyebrows frame our face and have a big effect of facial expression. We'll take you through how to expertly shape and fill sparse eyebrows using pencil. You'll also learn how to reshape full eyebrows or disguise scars to create a beautiful, alluring frame for the eyes.

7.2. Eyebrows in general

The eyebrow has three sections. The body of the brow is from the inner start point to the highest point. The tail of the eyebrow is the outer part and also the narrowest. The arch of the eyebrow is the highest point and where we often pluck to unite the body and tail. Cover stray hairs outside the ideal lines with white pencil to see how the eyebrows will look once plucked. Eyebrows frame our eyes and the fashions in shapes have undergone several changes over time.

Raised eyebrows create a happy expression. These are the ideal to aim for. If the natural eyebrows are too high, the top hairs can be waxed and the area slightly below the natural line can be filled in to bring it closer to the eyes.

Drooping eyebrows can give the appearance of sadness. In these cases, pluck the hairs at the tail and with a pencil, fill in a higher line.

Short eyebrows can easily be lengthened by applying pencil lines to the inside and outside edges.

Long eyebrows can be plucked to bring them into the ideal length according to the guidelines above.

Thick eyebrows can also be plucked to suit the ideal shape described above, to suit the characteristics of the eye and to suit the aim for an oval shaped face.

Thin eyebrows can be augmented by filling in with an eyebrow pencil above and below the eyebrow line, emphasising the brow bone.

7.3. Corrections for Eyebrows

Before waxing eyebrows, use these guidelines to create the ideal frame for the eyes:

1. Draw an imaginary line from the edge of the nostril to the inner corner of the eye, continuing directly upwards to the eyebrow. This is the ideal starting point of the eyebrow.
2. Draw another imaginary line from the edge of the nostril to the outer edge of the eye, extending to the outer part of the eyebrow. This point is the ideal end.
3. The third line starts at the corner of the lips, runs through the outer side of the iris and up to the eyebrow. This marks the ideal arch point.

7.4. Eyebrow Makeup

Proportions of the eyebrows:

- Draw an imaginary line, beginning at the nostril, past the tear duct and continuing upward. This is the ideal point for the eyebrow to begin.
- Draw another imaginary line from the corner of the mouth to the outer edge of the iris and upwards. This point marks the ideal arch of the eyebrow.
- An imaginary line from the nostril to the outer corner of the eye marks the





ideal end of the eyebrow.

- Match the eyebrows to the hair tone using eye shadow and a bevelled brush.

- There are brands that manufacture specific shadows for eyebrows with stencils that help to shape the brows.

- When choosing the tone for eyebrow makeup, always use the hair tone as a guide. The result should be as natural as possible.



MODULE 8: LIP MAKE UP

8.1. Introduction

8.2. Lip definition and corrections

8.3. Lip types

8.4. Lip make Up



8.1. Introduction

Along with the eyes, the lips draw most attention to a face. Defined, plump lips are most sought after. We'll show you how to expertly prepare, moisturise and outline lips to help them add beauty to any face. You'll learn how to choose the colour of both pencil and lipstick or gloss to blend with the whole face.

8.2. Types of Lip Products

There are several products for lips. You should always have a moisturising lip balm that you can apply at night to keep your lips hydrated.

Lip Pencil

A lip pencil is essential for good profiling. Choose one with a tone as close as possible to the lip colour you use. You can also fill your lips with this pencil, but use a gloss over it as it can be drying. Barra de labios

Lipstick

There are many shades on the market in both matte and gloss. There are also different textures and levels of moisture content. It's important to choose the right tone for emphasis. You can also apply powder over lipstick to finish off.



Gloss

Gloss adds luster and volume to the lips. It comes either transparent or tinted. You can apply gloss just in the centre or all over the lips to give more volume.



8.3. Lip types

Lips have always represented sensuality and ideally everyone would like full lips. For that we need some tricks!

THIN MOUTH

For thin lips, outline outside the natural line just a little. Use light, bright lip colours. Apply lipstick with a lip brush.

FULL MOUTH

If lips are too full, apply foundation over the natural line of the lips to camouflage the outline. With a matte lip pencil, draw an outline a little inside the natural line. Use dark, matte colours in lipstick.

DROOPING MOUTH

Draw the outline of the upper lip to a heart shape and outline the corners upwards. Apply lip colour and gloss only in the central area of the lips.

ASYMMETRIC MOUTH

When one lip is thicker than the other, draw an outline a little outside the natural line on the thin lip and a little inside the natural line on the thick lip.

If the mouth is unequal on left and right sides, match the top and centre of the lips and draw an equal line on both sides towards the corners. Then fill in with lipstick.



8.4. Lip Make-up Step by step

- We take a toothbrush and gently rub the lip surface to remove dead and excess skin, a lip peel.
- To profile the lips, we need a natural shade of lipstick, like pale pink or light brown, transparent lip gloss or with a tint, a lip brush and a pencil sharpener.
- Firstly, we'll draw the pencil. As our model has full, symmetrical lips, we'll outline the natural lip line from the corners to the centre of the lip. The next step is to apply some gloss with a brush from the centre to the outer lip. To make up lips for evening make up, in this case we will use a red lipstick.
- We sharpen our lip liner, this time a red colour similar to the lipstick. To fill in the lip we use a lip brush and red lipstick. We begin with outlining the upper lip, following the natural shape, from the centre to the corners. We could also use the profile pencil to fill in the lips so the colour lasts.



MODULE 9: TYPES OF MAKE UP

9.1. Introduction

9.2. Make up for daytime

9.3. Make up for afternoon

9.4. Make for night time or parties

9.5. Smoky eyes

9.6. Nude make up

9.7. Bridal Makeup

9.8. Make up for the groom



9.1. Introduction

Make up works best when it's suited to the occasion. During daylight hours, a smooth, natural looking make up which is not heavy looks most beautiful. For night time occasions or parties, we'll show you how you can use make up for more dramatic effect, creating sophistication and glamour.

9.2. Make up for daytime

The following type of make up is suitable to apply early in the morning and for when you want to look natural.

Use moisturisers with light textures, either a tinted moisturiser or a fluid. If your skin is free of imperfections, then just apply concealer and a matte, translucent powder.

On your eyes, use soft, natural colours that suit your skin tones, eye colour and hair colour. Outline the line of your lashes with fine brown pencil and apply brown mascara or leave your lashes without. Comb your eyebrows.

On your cheekbones, use a naturally toned cream and apply some clear, iridescent correction at the top of the cheekbone and temples.

On your lips, natural colours or simply gloss would be a good choice.



Makeup for daytime step by step:

You need:

- Liquid foundation or moisturising foundation base; for oily skin - a compact powder.
- Illuminator
- Brown pencil
- Palette of natural eye shadows
- Palette of natural blusher shades
- Brown mascara
- Natural lip liner
- Moisturised lip colour
- Latex sponge

- Prepare the lips by applying lip moisturiser.
- If the under eye area has dark circles, apply illuminator fluid and blend very well.
- Next, apply a very light foundation using a moistened latex sponge.
- Apply eyeliner in a natural earth shade from the middle to the outside edge of the eye, which gives a warm look.
- For day make up very neutral tones work well.
- With an angled brush, blend the line towards the temples.





• On that same line, to emphasise the roots of the lashes, apply a tan shadow with the angled brush.



• For day time make up, use a brown mascara for a more natural look.

• Choose a shade of blusher that matches the skin tone. A trick for finding exactly where to place the blusher is to ask your model to smile exaggeratedly. This clearly shows the cheekbones.



• Outline the lips with a tone very similar to the natural lip colour. Follow the natural outline. For day time make up, there's no need to correct the outline.



• Finally, apply the moisturising lip colour. Avoid excessive gloss, brightness, or intensity of colour on the lips.



9.3. Make up for afternoon

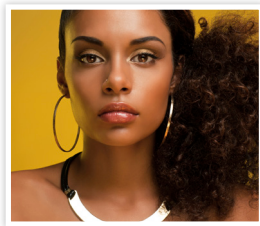
• You can use this type of make up for the later part of the day or for job interviews.

• On your eyes, you can use either matte or shiny shadow with definite strokes, well blended in.

• Outline outside the eyelashes with shadow also and draw eyeliner on the top lid. You can use black mascara and perfect your eyebrows.

• On your cheekbones, use dark tones and put correction under the cheekbones, blending in well.

• On your lips, use medium toned lipstick or gloss but don't over gloss.



Make up for evening step by step:

You need:

- Liquid foundation
- Concealer
- Translucent powder
- Black eyeliner
- Eye shadow palette
- Black mascara
- Various shades of blusher to make corrections
- Lip liner
- Lipstick
- A synthetic brush for blending corrections on imperfections

- Apply the liquid foundation with a brush. You can also use a latex sponge or your fingers to remove any streaks left by the brush.
- Using a powder puff, apply translucent powder. This doesn't add colour but secures the make up base and removes shine.
- Outline the eyes with a black pencil, making a thin line on the upper lid. On the bottom lid, draw a line that goes from the centre to the outside edge of the eye.
- Smudge out the two lines with a flat brush.
- Choose a brown eye shadow and, with the angled brush, apply just above the pencil line, emphasising the roots of the lashes.
- With a nude eye shadow and a natural hair brush, highlight the eyelid

and under the brow bone.

- If necessary, correct the shade of the eyebrows with matte shadow and set with a little hairspray.
- Define the lashes well with black mascara. It needs to be in perfect condition to avoid lumps and caking.
- Correct any imperfections with dark compact foundation. Use two different brushes, one straight and the other rounded. The straight brush is to mark the cheekbone, the round one for the temples and jaw line. Your corrections should be nicely blended.
- Apply the peach toned blusher in a C shape.
- Outline the lips, starting at the centre and moving outwards to the corners.
- Smudge out the lip liner with a lip brush.
- Apply matte lipstick with a lip brush.

9.4. Make for night time or parties

This is the strongest, most intense make up.

You can afford to apply plenty mascara, use vivid colours on your eyes, draw eye liner inside the bottom eyelashes and outline the upper lashes with liquid or cream eyeliner. To intensify your look, use bright eye shadows.

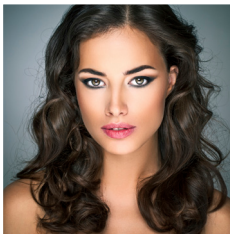
Make your eyebrows really well defined.

On your cheekbones, be daring with strong tones of blush, correction under your cheek bones and a lighter shade over your cheekbones and on

temples.

On your lips, outline in pencil and fill in both lips with dark lip colour or lip gloss all over.

Do remember, though, it is better to highlight one area of the face, so, for balance, if you use intense eye make up, make your lips more natural and vice versa.



Make up for night time and special occasions - step by step:

You need:

- Foundation
- Concealer
- Translucent powder
- Black eyeliner
- Eye primer
- Eye shadow palette with your choice of colours
- Black mascara / false eyelashes
- Blusher in various shades to make corrections
- Lip liner
- Lipstick
- Lip gloss

- Apply primer to the eyes. This is a cream that leaves the eyelid completely smooth so the shadow colour lasts longer and remains unblemished.
- With a black eyeliner, define the eyes both inside and outside, creating a V shape. This technique darkens the outer edges of the eye and makes the eyes look bigger and more Asian.
- Smudge out the pencil lines with a synthetic brush.
- With the same brush, take some black shadow and mark the lash line and V shape you've done with the pencil.
- With plenty of sky blue and lime green, fill the gap inside the V.
- Highlight the tear duct and under the arch of the eyebrow with a nude shadow, using a round sable brush.
- Apply volumising mascara.
- Correct dark circles, redness and pimples with a corrector palette and a synthetic brush.
- Apply opaque foundation with a brush.
- With a powder puff, apply translucent powder that sets the make up and takes away any shine from the T-zone.
- Use two shades of compact powder, one dark and one light, to make corrections.
- Profile the lips with a lip liner in a dark brown tone.
- With a lip brush, smudge out the liner well.
- A good make up trick is to put highlighter on the centre of the lips to

give volume.

- To finish, apply a gloss finish in a copper shade.

9.5. Smoky eyes

The smoky eye look is a good choice for night time make up.

- It creates an attractive and striking look.
- Black is the most common colour for this look, but you can choose any other colour as long as it has a lot of pigment, otherwise you won't notice the smoky effect.



- It's important to blend the shadow well so there are no uneven patches.
- A good trick is to prepare the eyelid with a primer so blending will be much easier.
- If you cannot achieve the colour intensity you'd like in the eye area, use an eye liner which is thicker and richer than usual.
- Avoid dark lips when you use this look on the eyes. A simple nude lipstick or clear gloss works better.

Smoky eyes - step by step:

You need:

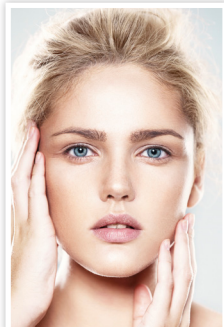
- Black eyeliner
- Eye primer
- A palette of eye shadow colours in shades you wish to use
- Black mascara / false eyelashes.

- Start by applying a base of primer on the entire eyelid. Primer is a product that smoothes wrinkles and creases on the eye, making it much easier to blend eye shadow. It also has binding properties and intensifies the colours of the shadows.
- Take a black eyeliner and outline with a very thick line around the eye. If your pencil is too hard, heat it a little under the light on your dressing table. If this is not enough, you may need a thicker pencil.
- It's important to work gently when applying eye make up to avoid injury. Once the eye is outlined, blur and extend the lines with a synthetic brush. If anywhere needs more colour, go over with the pencil as often as necessary.
- Next, choose a matte black shadow with strong pigment. With a round synthetic brush, apply the shadow over the blurred pencil outline, giving more strength to the contour of the eye. Use less intensity of colour as you approach the brow. You can also lessen the intensity of the black shadow by using a matte skin colour and a natural hair brush.
- Having gained the desired colour intensity, and when the shadow is well blended and smooth, comb the lashes with a brow brush.

- Make up the lashes with volumising effect mascara.

9.6. Nude make up

Nude make up is a quick and simple make up look for everyday or for younger girls. Make up is done in a very natural way.



- Use a foundation in a shade similar to the natural shade of the skin.
- Eye shadow is very subtle and used just to give depth. Use neutral colours - beige, pink or orange
- With a brush and brown shadow you can emphasise the roots of the lashes.
- If you're making up blondes or redheads, brown mascara suits their natural colour tones better than black. Black is fine for brunettes.
- Apply a subtle shade and amount of blusher.

• For the lips, avoid gloss. It's much better to use a moisturising lipstick or, if the lips are dry, a lip balm.

A current trend – nude make up - step by step:

- To begin, the skin needs to be well hydrated.

- Choose a beige concealer to cover dark circles.

- Use green concealer for redness, pimples and irritations.

- Apply a very smooth and moisturising foundation, close to the tone of the skin, with a foundation brush. Work from the centre of the face to the sides so you apply more product in the T-zone, less on the sides and avoid a mask effect.

- With a powder puff and translucent loose powder, set the base on the face and eyelids. To create this look, don't add colour, but mystify and avoid the appearance of brightness in combination and oily skin.

- Take a natural hair brush and a very neutral shade eye shadow. Draw a curved line in the crease of the eye socket and blend towards the rim.

- Next, make up the lashes with a very fluid mascara, making sure no eyelashes are caked or lumpy. For blondes and redheads, use a brown shade. It looks more natural than black.

- Blusher should be in a natural tone and nicely blended. To achieve a flushed effect, use a round brush. Ask your model to do a forced smile and put the blush on the cheekbone area that stands out most.

- On the lips, just use a lip moisturiser using a cotton swab or lip brush. If the lips are very dry, use a lip balm.

9.7. Bridal Makeup

Traditionally, make up for a bride was very subtle. The aim was to apply it so it was almost imperceptible.

A bride now wants makeup to be consistent with her personality, taste and the overall image she wants to achieve, sometimes breaking all the rules of the past.

Tips for wedding make up:

1. It's very important to do a practice make up well in advance. We recommend doing a session at least one month in advance of the wedding day so you have time for more experimentation if needed.
2. On the day or days of your practice make up, take a photo before applying any products and again once make up is complete. Make a list of all the products you've applied, so the result on the wedding day will be the same. One thing that may change is the tone of the foundation if the bride's skin becomes more tanned, which is usual.



3. Check with the bride which beauty treatments she may want before the wedding day.
4. Bear in mind over how many hours her make up needs to look good. For a long lasting, fresh look choose very stable products, such as waterproof mascara.
5. It's important to know if the wedding is in the morning or afternoon so you can choose the right foundation and intensity of look.

6. If a bride doesn't usually wear make up during her daily life, a natural looking make up will probably be most suitable. If instead, your client often wears vibrant makeup, listen to her preferences and advise her not to make it too spectacular. Classic make up will stand the test of time best.

7. Take into account the location of the ceremony, the type of ceremony and the dress. If it's a classic, traditional wedding in a church, subtle make up is best; for an outdoors ceremony in a field, choose a fresh, natural look; for one in a room with artificial light you can use more intense make up.

Wedding make-up - step by step:

You need:

- Liquid foundation
- Concealer
- Translucent powder
- Eye primer
- Black eyeliner
- Eye shadow palette
- Black mascara
- Blusher in various shades to make corrections
- Lip liner
- Lipstick

- On clean, moisturised skin, begin to correct the imperfections. Apply concealer on dark circles with a flat, synthetic brush.
- On areas of redness and pimples apply green concealer.
- Choose a foundation of the same skin tone as the bride and apply with a brush from the centre of the face to the sides, so most product stays in the

T zone and you avoid a mask effect on the contour of face.

- Set the foundation with translucent powder, which doesn't add colour, but mattifies and avoids glare on photos and videos.
- Apply eye primer on the eyelids. This product smoothes the wrinkles on the eyelid, making it easier to apply shadow. More importantly, it ensures that the shadow remains bright and long lasting so the bride's make up can look perfect throughout the day.
- Outline the eyes with black pencil. Draw a thin line on the upper lid, and on the bottom lid, draw a line only on the outside of the lashes, from the centre to the outside edge of the eye.
- Draw a V shape on the end of the eyes. Draw first on one eye and then the other and compare to make sure they are the same. Rectify if necessary until the result is uniform.
- Blur out the two lines with a flat bevelled brush.
- Choose a brown shade, and apply with an angled brush just above the line of the pencil, giving depth to the roots of the lashes.
- With a synthetic brush, blend the shadow towards the temples.
- Highlight with shades of the same tone, but that have a shiny finish. Use brown and nude with a sable brush.
- Apply black mascara. You can also use false eyelashes, depending on the look the bride wants.
- Choose a shade of blusher that most flatters the bride, that's in keeping with the tone of the lips and even the bouquet. Use a round brush.
- Subtly mark the line of the cheekbone with darker blusher and a straight

brush.

- Profile the lips well, starting at the centre and moving towards the corners.
- Blur out the profiler with a lip brush.
- Lighten the centre of the lips with a highlighter or concealer.
- Lipstick should be matte or shimmery, but avoid gloss.
- With a large brush and compact powder, unify the colour of the face and neck.

9.8. Make up for the groom

Why apply make up on the groom?

The most compelling reason to apply make up on a groom is for the photos and video. Men tend to have mixed or oily skin and this causes shine in the T-zone.

Many grooms are reluctant to wear make up, as they consider it unmanly.

You can reassure them that, in your professional hands, it will be almost imperceptible and they'll be glad they did when they see how well they look in the photos.

Tips for making up a groom:

1. If the groom has perfect skin, you'll only need to apply a compact powder with a powder puff to deal with shine in the T-zone. This will avoid him looking heated in photos.
2. If the groom has a receding hair line or baldness, it's important to mattify

the scalp to disguise shine.

3. Another useful make up trick for a man is to illuminate under the eyes if he has dark circles which could make him look tired.

4. Moisturise lips that are dry or dull with a nourishing lip balm. Nothing shiny!

5. The eyebrows, beard and sideburns must be well groomed

Make up for the groom - step by step:

You need:

- Concealer
- Foundation – liquid or powder
- Hairspray
- Lip moisturiser



• With the skin well cleaned and hydrated, start to cover dark circles with the concealer and a synthetic brush. Dab the concealer with your fingers to blend well.



• If there are any areas of redness or pimples, cover these with green concealer and a synthetic brush.

• Foundation can be liquid or powder and very similar to the groom's



skin tone. Apply a thin layer with a makeup brush. Be careful to avoid leaving a line of colour around the line of the beard, sideburns and eyebrows.



• Apply translucent powder with a powder puff, so that the skin doesn't shine in photos.



• Comb the eyebrows, sideburns and beard. In this way you remove any dust that may have fallen in these areas.

• Spray with a little lacquer.

• Finally, moisturise the lips with a cream that's not too bright, using a lip brush.



MODULE 10: FALSE EYELASHES

10.1. Introduction

10.2. Types of false lashes

10.3. Practical use of false lashes

10.4. Attaching false eyelashes

10.5. Removing false eyelashes



10.1. Introduction

False eyelashes were first used in Hollywood in 1916, commissioned by film director DW Griffith who wanted one of his actresses to wear exaggerated eye lashes. He asked a manufacturer of natural hair wigs to make human eyelashes.

However, they didn't become popular among the public until the 1960s.

Today, they are widely used, there are many varieties available and you can even buy them in supermarkets.

10.2. Types of false eyelashes

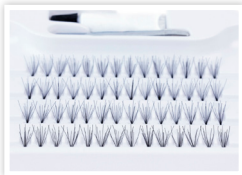
There is now such an exciting range of false eyelashes available, you can create many different looks, from demure to dramatic.

Individual eyelashes

They are the least commonly used type of false eye lashes. Each lash is separate and needs to be applied separately. They're used to give more depth to poor eye lashes. The effect is very natural and they're ideal when you want a very discreet result.

Cluster lashes

These little groups of lashes come in various lengths. They are also very comfortable and natural and provide greater thickness than individual lashes. This type is widely used in bridal makeup.



Strip lashes

These are the most commonly used type of false eye lashes. They extend from the tear duct to the end of the natural lash line. They come in many lengths and thicknesses. One disadvantage to these is that if your eye becomes wet or itchy, you may rub off the strip without noticing.



Middle eyelid lashes

These lashes are placed on the outer half of the eye. They create a feline effect and help the eyes appear more open.



Fantasy eyelashes

These lashes are colourful, an exaggerated size and incorporate long crystals, glitter and many other fun effects. They are used with fantasy make up, for carnivals, for theatre and with certain fashions.



10.3. Practical use of false eyelashes

Various types of false eyelashes are a must-have in your makeup kit. The ones you will mostly use will probably be cluster lashes for making up brides. These can also be cut and used as individual eye lashes.

Typical occasions for using false lashes will be for important events, night time party makeovers and in the world of entertainment and fashion.

Eyelashes come with a glue stick. This can either be white which turns transparent when dry, or black which blends with the colour of the mascara and lashes.

Tips:

If you want to reuse false eyelashes, once they are removed from the eyes, immerse in a glass with ethyl alcohol to dissolve the residue of glue. Then save them in their original container so they retain their shape.

If the wearer is likely to cry a lot, don't use strip or cluster lashes as they are likely to fall off.

Avoid creams and oils on the eyelids so the lashes don't rub off easily.

10.4. Attaching false eyelashes

- Firstly, choose the most suitable type of lashes depending on the look you want to create.
- Remove the wrapping gently, starting with the eyelashes for the left eye. They're very delicate – take extra care!
- When using strip lashes, hold the lashes in front of your client's eye to check if they are the same size. If they are wider than her eye, cut them so they fit perfectly.

- Use a tweezers to hold the lashes and use the applicator to spread the glue along the base.
- Ask your client to close her eyes. Gently pull up the skin on the eyelid so you can clearly see the line of the natural lashes.
- Stick on the false lashes by pressing them on the roots of the natural lashes. Use your fingers or a round tipped tweezers.
- Once the false lashes are glue on, ask your client to wait for a minute before opening her eyes to ensure they are securely attached.

How to apply false eyelashes step by step:



- Carefully remove the lashes from the packaging so they don't break.



- Hold the lashes with a tweezers and apply the adhesive all the way along the edge. You have 30 seconds before the glue starts to set.
- With one hand, stretch the eyelid to see the natural roots of the lashes.



- Next, stick the false eyelash along the natural line of lashes. Use the tweezers to help join the false lashes to the natural ones.
- When the glue is dry the eyes can be opened slowly.

10.5. Removing false eyelashes

Prepare a bowl with warm water, sponges and cleanser.

Wet the sponges and squeeze out well. Place them on closed eyes. This will soften the glue and is gentle on the eyes.

With cotton pads soaked in waterproof eye makeup remover, rub the eyelids downwards gently until the lashes begin to lift off.

Once the false lashes begin to come away, pull gently to fully remove them.

Finish cleansing the eyes and the rest of the face as usual.

How to remove false eyelashes - step by step:

To remove false eyelashes, you need:

- A bowl with warm water, make up remover sponges, tissues, cotton pads and an oil based or waterproof eye make up remover.



- Firstly, wet the sponges in the warm water, squeeze it out well and place them on the eyelids to soften the adhesive.



- Next, take the eye make up remover and cotton pads.

- Place some remover on the cotton pad, start above the eyelid and rub downwards.

- Repeat this until you can easily peel

away the false eyelash. The sides usually come away first and, gradually, the centre.

- Finish by cleansing the entire face as usual.



MODULE 11: MAKE UP FOR DIFFERENT AGES

11.1 Introduction

11.2 Women in their 20s

11.3 Women in their 30s

11.4 Women in their 40s

11.5 Women in their 50s

11.6 Women in their 60s

11.7 Make up mistakes that can be ageing



11.1. Introduction

With age, women not only vary how they dress, but skincare needs also vary. At each stage of life, a woman must be comfortable with her beauty and learn to make the most of her features. The work of a make up artist includes advising clients on skin care needs for each age group and on how to achieve good aesthetics when wearing make up.

11.2. Women in their 20s

Time to experiment.

This is the age for experimenting with make up. Combine colours and different looks to try to find the ones most suited to individual personalities. A good exercise is to start with favourite make up looks from magazines.

It's very important to distinguish your client's skin type and choose the appropriate make up base so you don't cause skin problems. If she has oily or combination skin, never use foundations containing oils.

To eliminate shine which can be common at this age, use pressed powder applied with a brush during the day and applied with a powder puff for evening. A powder puff leaves more product on the skin and creates a more opaque finish.



Encourage this age group to develop good skincare habits – always cleaning off make up before going to bed, using cleansing milk and toner for normal and

sensitive skin and anti bacterial lotions and astringent toners for acne.

Make up for a woman in her 20s - step by step:

You need:

- Primer
- Black pencil
- Black eye shadow
- Powder eye shadow in mauve
- Mascara
- Concealer
- Liquid foundation
- Translucent powder
- Bright cream blusher
- Fuchsia lip liner
- Fuchsia lip colour

The make up finish we'll create here is a popular catwalk look.



- Start applying primer on the eyelids with your fingers to make it easier to apply the shadow.

- Outline the eyes inside and outside with a thick black pencil.

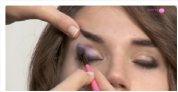


- With an angled brush, blur out the eyeliner.
- With a synthetic brush apply the black shadow where you have drawn



the pencil lines to give more intensity to the roots of the lashes on both the upper and lower lids.

- Experiment with different textures like loose powder shadow. They can be applied with a sponge brush.



- Use a volumising effect mascara.

- Cover dark circles with a concealer and a synthetic brush.



- Apply a shade of foundation close to the natural tone of the skin with a foundation brush.



- Finish this base by applying matte translucent powder with a powder puff.

- Use your fingers to apply bright pink blusher on the cheekbone to give healthy glow.

- Use a fuchsia profiler pencil and matching lipstick on the lips.

- Take the same mauve shade you've used on the eyes and add a light touch on the lips.

11.3. Women in their 30s

During this decade, practicality and beauty are in good measure. It's important to look well, but women are busy and time can often be precious.

They often look for time saving products.

Keep skin well moisturised and cleansed to maintain a bright, healthy appearance. Use a tinted moisturiser daily to give a flawless appearance and prevent future wrinkles.

A good habit is to always carry a protective lipstick, as external factors such as cold, heat and wind dry the lips and cause their appearance to deteriorate.

It is important to emphasise the shape of the eyebrows so they're in harmony with the face.

Mascara, a bronzing powder and a flattering lipstick are indispensable for daytime.

Eye liner is also adds allure for evening make up.

At night, smoky eyes we give a touch of glamour, combined with neutral blusher and nude lips.



Make up for a woman in her 30s - step by step:

You need:

- Tinted moisturiser for foundation
- Illuminator
- Translucent powder
- Eye liner
- Mascara
- Blusher
- Lip liner
- Matte lipstick, intense colour

- Apply the tinted moisturiser foundation from the centre to the outside of the face with a foundation brush.



- Choose a medium tone illuminator and cover dark circles and imperfections.

- Mattify the foundation with the translucent powder and a powder puff.

- Now, for the eyes: take the eyeliner brush and with the eye brow lifted slightly, trace along the line of the lashes. Raising the eyebrow allows you to see the lash line more clearly.

- Finish the line with a slightly upward angle.

- Apply several coats of black mascara, focusing more product at the outer edges of the eyes.

- With a round brush and burgundy blusher, highlight the cheekbone.

- Outline the lips with a bright red lip pencil and blend thoroughly.

- The lipstick for this look should be permanent. Permanent lip application has two phases: liquid lipstick and moisturiser to finish.

- Like the make up for the 20s age group, for the 30s age group we also need a make up look which is quick to apply and gives great results. We chose a pin up style which is ultra feminine and very quick to create.



11.4. Women in their 40s

Bring out the best in you.

At 40, skin wrinkles appear, particularly in the eye area, brow and forehead.

Seek products that stimulate the natural production of collagen. Choose a make up base with nutrients. As well as using a daily moisturiser, add a beauty night cream to the daily ritual and an eye contour cream if necessary.

Emphasise the most attractive features, either the lips or the eyes.

Use a primer to smoothen the eyelid and help set eye shadows. For women in their 40s, choose warm, matte shadows for a strong, attractive look.

A very flattering product is the illuminator, which you apply in the area of the eyecup, a shade lighter than the foundation. It gives a fresh light appearance.



Make up for a woman in her 40s - step by step:

You need:

- Primer
- Black pencil
- Black shadow
- Warm, bright eye shadow palette
- Mascara
- Illuminator
- Fluid foundation
- Translucent powder
- Pale pink cream blusher
- Beige lip liner
- Nude lip colour

This make up look is inspired by Eva Longoria.

- Apply primer all over the eyelid.
- With a very thick black pencil, outline the eye both inside and out.
- Blend the pencil lines with a bevelled brush.
- With black shadow and a synthetic brush, intensify the pencil lines.
- Choose a palette of warm, bright eye shadows. With a sable brush, cover the entire eyelid with a medium tone shadow and the brow bone with the lightest shade.
- Add more intensity to the eyes with a volumising mascara.
- Apply a highlighter around the eyes.
- Choose a bronze shade of foundation and apply with a brush.
- Mattify with a powder puff and colourless translucent powder.
- With your fingertips, apply a little cream blusher on the cheeks.
- Outline the lips with a beige tone and fill them with nude gloss.

11.5. Women in their 50s

Sensible and natural.

The foundations that are ideal for this age have sun protection factor to avoid pigmentation. All make up that contains sunscreen also contains oil, so they provide the nutrition mature skin needs.

For this age group, it's usual not to put too much emphasis on corrections



but to enhance women's natural beauty and unify the skin shade.

Curl the lashes, especially at the tips to lift the appearance of the eyes. For blusher, use pinks or light pastels - they give a youthful touch. Ask your client to forcibly smile and apply colour on the apple of the cheek. With the rest of the product remaining on the brush, add a touch of colour on the chin and between eyebrows. Avoid red - it accentuates imperfections. Mature skin should look calm - pink shades do this best.

Make up for a woman in her 50s - step by step:

You need:

- Primer
- A warm, bright eye shadow palette
- Eye liner
- Mascara
- Illuminator
- Fluid foundation
- Bright blusher
- Copper lip colour

This make up look is inspired by Michelle Pfeiffer.

- Apply primer on the eyelids to prepare them for shadow.
- Choose a palette of warm, bright shades. Take a sable brush and cover the entire eyelid with a medium tone shadow.
- Illuminate the brow bone with the lightest colour.
- With the eyeliner, draw a thick line on the upper eyelid and very thin one on the lower lid.
- Apply two coats of mascara.
- Cover dark circles with a medium tone illuminator.
- Choose a shade of foundation that's similar to the skin tone.
- With a round brush, apply a bright pink blusher.
- Avoid lip liner. Apply a copper shade of lipstick directly with a lip brush.



11.6. Women over 60 years

Elegance.

The ideal product to use before applying foundation is serum. This should be used daily so foundation doesn't dry out during the day.

Cover age spots with a pink shade of concealer and apply a very nutritious make up base. Enhance the eyebrows in a natural way, matching the tone of the hair, as they become less dense at this age. Use light and bright eye shadows. Beautify the lashes with black mascara.

Blusher is vital to give the appearance of good health. Use bright lipstick to give volume. Avoid dark, matte shades. Don't use strong lip profilers as they can bleed into wrinkles with the heat of the skin.



Make up for a woman in her 60s - step by step:

You need:

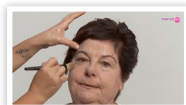
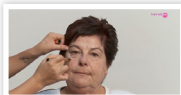
- Serum
- Illuminator
- Cream foundation
- A cool, bright eye shadow palette
- Black pencil
- Mascara
- Eyebrow shadow
- Bright blusher
- Bright pink pearly lip colour

• To begin, prepare the skin with a nourishing serum.

• Gently apply highlighter around the eyes.

• With a foundation brush, apply a cream foundation all over the face.

• Take the cool eye shadow palette. With a sable brush, apply blue shadow all over the eyelid.





- Intensify the colour in the crease of the eye socket with a deeper blue.



- With a black pencil, outline the whole eye with a thin line.



- Define the eyebrows with a bevelled brush and a light brown shade.

- Don't use a lip liner. With a lip brush, apply pale pink lipstick.



11.7. Make up mistakes that can be ageing

Not suiting make up to a woman's age. At 15, girls pretend they are 20 and at 50 they want to look 30!

Every age has its appeal and this can be enhanced. Always try to achieve a skin care regime and a great make up finish which suits your client's age, prevents premature ageing and keeps skin healthy.

One feature that can be



aging is when the eyebrows are rounded or too separated/sparse. Experimenting with eyebrows at an early age is not advisable. To maintain a good shape from the beginning, professional waxing is a good idea.

Highlighting the eyes and lips at the same time: this goes against a basic make up rule.

For lips that are very marked after 50: when wrinkles appear around the outline of the lips you need to avoid profilers and intense lipstick as they accentuate the wrinkles.



MODULE 12: HEALTH AND SAFETY

12.1. Introduction

12.2. Cleaning and hygiene

12.3. Make provision

12.4. Good work practices; prevention
of infection and contagion



12.1. Introduction

Working as a professional make up artist, like any profession, carries responsibilities. It's important to be aware of these and also of possible risks.

When you're working with other people's skin, always treat it respectfully and gently, especially around the eye area.

12.2. Cleaning and Hygiene

Cleaning of tools is vital to prevent infections and growth of bacteria. For example, you need to disinfect lip brushes after each session to prevent the spread of labial herpes. To prevent conjunctivitis, sharpen eye pencils after each use and sprinkle brushes with disinfectant. There are specific products for cleaning brushes and equipment with different sterilisation methods. Develop regular routines that keep all your tools clean and sterilised.

Always keep an alcohol spray in your make up kit. If you choose something like rosemary alcohol, as well as disinfecting, you'll add a pleasant smell.

The items that must always be sterilised or disinfected with alcohol before and after each use are:

Brushes, brush containers, powder puffs, tweezers, tongs & spatula for applying false eyelashes, bands for hair protection, mascara wands, pencil sharpeners, blades for pencil sharpening, magnifying mirrors & protection covers for clothes.

Items to restrict for single use only: Cotton tips, tissues, wipes, cotton pads, sponges and swabs.

Once a week, wash all your brushes with warm water under the tap, holding them upside down. Use antibacterial or neutral soap. Rinse until the water runs clear and leave to dry flat on a towel. It can take a full day for the

brushes to dry completely.

12.3. Make Provision

It's a good idea to keep a store of extra make up in the items you use most often to save running out during a job. The products you'll probably need to stock up on are foundations, concealers, powders and mascaras.

To keep all your products in their best condition, you need to store them in a moderate and stable environment, i.e., not too hot or cold, with good ventilation and normal humidity.

If you notice that a product has changed in texture, colour or odour, throw it out. It may cause adverse skin reactions if used.



Usual life span of products once opened:

- Foundations: 18 months, once they retain their original texture.
- Compact powder: from 3-5 years. However, if the compact breaks, throw it out as it's likely to spread to other products.
- Powder eye shadows: from 2-6 years.
- Cream/liquid eye shadows: 18 months.
- Lipstick: two years provided it is well covered. If it smells bad, throw it away. Gloss lasts for 18 months.
- Mascara: 3 to 5 months, unless lumps have formed before then.

12.4. Good working practices; prevention of infection and contagion

Maintain your premises, furniture and equipment, and manage waste according to the conditions set out in Health and Safety regulations, ensuring control of all factors that pose a risk to health.

Ensure that fittings and furnishings are cleaned and disinfected with appropriate products at the end of each session.

Both to maintain professionalism and to protect yourself and your clients, maintain antiseptic conditions in the area where the make up process takes place.

Choose the methods and products for cleaning and sterilising tools and make up materials according to their characteristics and usage.

During make up application, take the necessary measures to prevent the spread of bacteria or disease.

Prepare your clients for their make up sessions safely and hygienically in an area that's safe and hygienic.

Before you accept clients, carefully examine your make up station and area you'll work in to ensure there is nothing that will interfere with the make up process, either then or in the future.

If any client comes with a medical condition or prescription, follow the directions of the physician/prescription.

Use all make up and cosmetic products according to their characteristics and to the skin type they are designed for and observing safety measures and hygiene.

Individualise your choice of make up and cosmetic products based on their ingredients, properties, indications and action.

Assess each client's skin and health before a make up session to prevent potential problems during the process of applying makeup.

Organise and categorise all your equipment in a way that helps you to apply make up efficiently and quickly.



MODULE 13: CREATING YOUR MAKE-UP KIT

13.1. Introduction

13.2. Personal make-up kit

13.3. The basic professional kit

13.4. The complete professional kit



13.1. Introduction

To create your first make up kit, you'll need a basic set of materials, consisting of tools and cosmetics. All materials must be protected to prevent breakage and never exposed to high temperatures. In the case of a personal make up kit, a vanity case is sufficient to store all your products. Once you decide to become a professional make up artist, you'll need to invest in a hard case with several compartments to separate your products into groups and a blanket for brushes:

To work as a professional make up artist, it's ideal to keep your equipment in a make up artist's suitcase which incorporates a mirror and white lights on its own stand.



13.2 Personal make up kit

As the name suggests, this is for your doing your own make up. Brushes are shorter so you can get closer to the mirror when applying products.

Another important difference between a professional and personal make up kit is that in a personal kit you don't need several shades and textures of foundation. You'll just need a pale tone for winter and darker one for summer. You also don't need to vary the textures of foundation. Choose which one suits you personally.

As a professional make up artist, part of your job will be to advise clients on the range of products they need in their personal make up kits and how to apply them.

13.3. The Basic Professional Kit

For a basic professional make up kit, you need:

- A set of brushes: minimum 10. The essential ones are for the application of: foundation, concealer, eye shadow, eye liner, blusher, powder and lip colour, a bevelled brush for eyebrows, a comb for eyelashes and eyebrows and a fan brush.
- Moisturiser for all skin types
- Facial cleansing milk
- Toner
- Cleansing wipes
- Tissues
- Make up foundation in 4 shades

- Corrector (concealer) palettes, warm and cool eye shadows, blushers and lipsticks.
- Translucent Powder (This is very important for any video or photography work.)
- Eye liner: black and brown.
- Lip liner: a variety of colours.
- Dual sharpener: for normal and larger size pencils.
- Black and brown mascara.
- Latex sponges to apply make up.
- Tweezers for hair removal.
- Individual false eyelashes and eyelash glue in black and transparent.
- Alcohol gel or spray to disinfect materials, surfaces and hands before and after makeup.
- Lip moisturiser.
- Powder puffs to apply translucent powder.

13.4. Complete Professional Kit

For a full professional kit, it's important to incorporate each new season's colours. Take into account the different ranges of skin tones when choosing foundations. Always carry a set of hairdressing tools for touching up hair. If you regularly do make up for brides or for photography shoots, it's worth including a small manicure and sewing set, in case there are any unforeseen, last minute emergencies. You'll be greatly appreciated!

- Brush kit: include a few of each model for spares
- Serums and creams for every skin type to apply before make up.
- Cleansing gel and cream.
- Thermal water to cool make up during a long shoot.
- Make up foundations in various shades and textures: sticks, compact, fluid and powder.
- Translucent powder and loose powder for black skin.
- Eyeliners in various textures and colours.
- Lip liners in a variety of colours.
- Eye shadow in various textures for different effects.
- Lip colours in different textures and seasonal shades.
- False eyelashes – strip lashes, clusters, individual, and fantasy.
- Correction liquid, cream and illuminators.
- Eyelash glue in black and white.
- Elements of fantasy make up - glitter, shiny stickers, face paints etc.



Special offers for you!

If you enjoyed this eBook and want to keep learning, do not miss this opportunity! By purchasing one of our eBooks you are also eligible for our special offers. You can buy a second eBook or take one of our excellent online courses.

Available courses and eBooks include:

Wedding planner - become a Wedding Planner

Makeup Artist - become a Makeup Artist

Style You - become a Professional Stylist

Style Me - Personal Stylist

Nail Artist - become a Nail Artist

Hair Stylist - become a Hair Stylist

Want to know more? Go to the following link www.trendimi.net/promotions, enter your code below and access all the special offers we have exclusively for you.

YOUR CODE: TRENDIMIPROMO

