Chapter 24
Facial Makeup
“Always look at what you have left. Never look at what you have lost.”

– Robert H. Schuller
Objectives

• Describe the different types of cosmetics and their uses.
• Demonstrate an understanding of cosmetic color theory.
• Demonstrate a basic makeup procedure for any occasion.
• Understand the use of special-occasion makeup.
• Identify different facial types and demonstrate procedures for basic corrective makeup.
• Demonstrate the application and removal of artificial lashes.
Enhancing Natural Beauty

• The makeup objective is to emphasize the most attractive features while minimizing those that are less attractive.
Cosmetics
Foundation

• A tinted cosmetic also known as base makeup that is used to cover or even out skin coloring; conceal minor imperfections of skin; and protect the skin from climate, dirt, and debris

• Available in liquid, stick, and cream forms

• Color primer: applied to skin prior to foundation to disguise skin discoloration
Foundation Chemistry

- Liquid: water-based foundations with emollients
- Oil-free: intended for oilier skin types
- Cream: oil-based and thicker than liquid
Foundation Selection and Use

- Match to skin tone.
- Blend with disposable makeup sponge.
- Avoid lines of demarcation.
Concealer

- Use to cover blemishes and discolorations.
- Match color to skin.
- Apply with sponge or disposable cotton swab.
- Use sparingly and soften edges.
Face Powder

- Adds matte finish, absorbs oil, and sets foundation
- Mixture of talc or cornstarch and pigment
- Uses binders like zinc stearate
- Applied with large powder brush
Cheek Color

- Called blush or rouge
- Comes in powder, gel, or cream
- Used to add natural glow and color
Lip Color

- Lipstick or gloss
  - Formulas of oils, waxes, and dyes

- Lip liner
  - Used to outline lips; keeps lip color from feathering; coordinate with lip color
Eye Shadow

• Makes eyes brighter and more expressive

• Forms: stick, cream, pressed, and dry powder

• Colors
  – Highlight color
  – Base color
  – Contour color
Eyeliner

• Used to outline and emphasize the eye

• Consists of wax or hardened oil base with color additives

• Applied with short strokes and gentle pressure
Eyebrow Color

- Used to add color and contour brows
- Chemistry similar to eyeliner pencils
- Should not harshly contrast with haircolor
Mascara

• Used to darken and thicken lashes

• Chemistry: includes water, wax, thickeners, film formers, and preservatives

• Pigments (some contain lengthening fibers)

• Application: disposable wand on all lashes (no double dipping)
Other Cosmetics

- Eye makeup removers
- Greasepaint
- Cake (pancake) makeup
Makeup Brushes and Tools

- Powder brush
- Blush brush
- Concealer brush
- Lip brush
- Eye shadow brush
- Eyeliner brush
- Angle brush
- Lash and brow brush

- Tweezers
- Eyelash curler
Disposable Implements

- Sponges
- Powder or cotton puffs
- Mascara wands
- Spatulas
- Cotton swabs
- Disposable lip brushes
- Sponge-tipped shadow applicators
- Cotton pads or puffs
- Pencil sharpeners
Caring for Makeup Brushes

• Avoid spray-on sanitizers containing a high level of alcohol; they will dry brushes.

• Use a gentle shampoo or brush solvent.

• Place brush under water with ferrule pointing downward.
Color Theory

- Primary colors
- Secondary colors
Color Theory (continued)

- Tertiary colors
- Complementary colors
Warm and Cool Colors

- Warm: range from yellow and gold through oranges, red-oranges, most reds, and some yellow-greens
- Cool: dominated by blues, greens, violets, and blue-reds
### Determining Skin Color

<table>
<thead>
<tr>
<th>SKIN COLORS</th>
<th>SKIN COLORS AND TONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT SKIN</td>
<td>WARM</td>
</tr>
<tr>
<td></td>
<td>yellow, gold, pale peach</td>
</tr>
<tr>
<td>MEDIUM SKIN</td>
<td>COOL</td>
</tr>
<tr>
<td></td>
<td>pink or slightly ruddy (reddish); florid undertones</td>
</tr>
<tr>
<td></td>
<td>olive (yellow-green)</td>
</tr>
<tr>
<td>DARK SKIN</td>
<td>WARM</td>
</tr>
<tr>
<td></td>
<td>red, orange-brown, red-brown</td>
</tr>
<tr>
<td></td>
<td>COOL</td>
</tr>
<tr>
<td></td>
<td>dark olive, blue, blue-black, ebony</td>
</tr>
</tbody>
</table>

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Selecting Makeup Colors

- Light skin color
- Medium skin color
- Dark skin color
Color Selection Steps

- Determine skin level.
- Determine skin undertone.
- Determine eye color.
- Determine complementary colors.
- Determine hair color.
- Choose eye makeup colors.
- Coordinate cheek and lip colors.
- Apply makeup.
Complementary Colors for Eyes

• Neutrals are safest
• Blue eyes
  – Orange, gold, peach, copper, mauve, plum, taupe, camel
• Green eyes
  – Brown-based reds, red-orange, red-violet, violet, coppers, rusts, pinks, plums, mauve, purples
• Brown eyes
  – Can wear any color: greens, blues, grays, silvers
Complementary Colors for Eyes (continued)

- Cheek and lip color
  - Coordinate in same color family as eye makeup

- Hair and eye color
  - Coordination of hair and eye color with eye makeup
### Complementary Colors for Eyes (continued)

<table>
<thead>
<tr>
<th>Hair Colors</th>
<th>Determining Hair Color Tones</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Warm</td>
</tr>
<tr>
<td>Blond Hair</td>
<td>yellow, orange</td>
</tr>
<tr>
<td>Red Hair</td>
<td>gold, copper, orange, red</td>
</tr>
<tr>
<td>Brown Hair</td>
<td>yellow, gold, orange</td>
</tr>
<tr>
<td>Dark Brown/Black Hair</td>
<td>copper, red</td>
</tr>
</tbody>
</table>

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Client Consultation

- Consultation area
- Lighting
- Information gathering
- Retail sales
Striking Contour Eyes

- Base color from lashes to brow
- Medium tone on lid
- Medium to deep tone in crease and blend
- Highlight shadow under brow bone
- Eyeliner from outside corner tapering in
- Shadow over eyeliner
- Application of mascara
Dramatic Smoky Eyes

- Encircle with gray, brown, or black liner.
- Smudge eyeliner.
- Dark shadow from upper lash to crease.
- Repeat on lower lash line.
- Highlight color to upper brow area.
- Apply mascara.
- Add individual or band lashes.
Dramatic Smoky Eyes (continued)
Special Occasion — Cheeks

- Add definition under cheekbones.
- Use shimmer or glitter for highlight.
Special Occasion — Lips

- Line lips, fill with lip pencil, and blot.
- Add lip color.
- Apply gloss to center of lips.
Corrective Makeup

• Emphasizes good features
• Minimizes imperfections
• Highlighting used to emphasize
• Shadowing used to minimize features
Analyzing Face Shapes

- Oval
Analyzing Face Shapes (continued)

- Round
• Square
Analyzing Face Shapes (continued)

- Triangular
Analyzing Face Shapes (continued)

- Inverted triangle
Analyzing Face Shapes (continued)

• Diamond
Analyzing Face Shapes (continued)

• Oblong
Forehead Area

- Low forehead
- Protruding forehead
Nose and Chin Areas

- Large or protruding nose
- Short and flat nose
- Broad nose
Nose and Chin Areas (continued)

- Protruding chin and receding nose
- Receding chin
- Sagging double chin
Jaw Line and Neck Areas

- Broad jaw line
- Narrow jaw line
• Round, square, or triangular face
• Short, thick neck
• Long, thin neck
Corrective Makeup for the Eyes

- Round eyes
Corrective Makeup for the Eyes (continued)

• Close-set eyes
• Bulging eyes
Corrective Makeup for the Eyes (continued)

• Heavy-lidded eyes
Corrective Makeup for the Eyes (continued)

- Small eyes
- Wide-set eyes
- Deep-set eyes
• Dark circles under eyes
• Ideal shape
Eyebrows (continued)

• Low forehead
• Wide-set eyes
• Close-set eyes
• Round face
• Long face
• Square face
Eyelash Enhancers

• Lash enhancers and lengtheners contain fibers to make lashes look longer and fuller.

• Latisse®, a product containing bimatoprost, shows a difference in two to four months of regular use.
Lips (continued)
Skin Tones

• Ruddy skin (red)
• Sallow skin (yellow)
• Wrinkles
Artificial Eyelashes

• Band or strip lashes
• Individual lashes
• Adhesive
• Allergy test
Removing Band Lashes

• Use commercial preparations.
• Soften with warm water and gentle cleanser.
• Start at outer corner.
• Lift gently.
• Use cotton tips to remove makeup or adhesive.
Individual Lashes

- Known as eye tabbing
- Synthetic
- Attached directly to client’s eyelashes
- Manufacturer's directions
Practical Class

- Pre-Service Procedure
- Post-Service Procedure
- Basic Makeup Application
- Band Lash Application
Summary and Review

• List eight types of facial cosmetics and how they are used.

• Name the primary, secondary, and complementary colors.
• Lists the cosmetics used in basic makeup procedure in the order in which they are applied.

• What is the purpose of special-occasion makeup?

• What basic principle is all corrective makeup founded on?

• Name and describe the two types of artificial eyelashes.
Congratulations!

You have completed one unit of study toward course completion.