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8 HR. APPLICATION AND MAKEUP ENHANCEMENT

APPLICATION AND MAKEUP ENHANCEMENT

Makeup has a great quality that whispers to the cosmetologist, estheticians and the client. It makes you think of weddings, proms and big glamorous events and is often the secret to making the Hollywood stars look good. Each year this art and science increase in the sophistication of makeup. In the 21st century, the magic of makeup is more powerful than ever. Thanks to technological advances and intensive training the industry is experiencing greater potential in terms of growth and opportunity.

For most clients, makeup application should be modest. The main goal that you are trying to achieve is to accentuate the client's most attractive facial features while minimizing those features that are less attractive. There is no fixed pattern for applying facial makeup. Makeup application may vary from one client to the next. Facial structure, eyes, hair color and skin tone must be taken into consideration before applying facial makeup.

After finding out the client's desired look, results can be realistically achieved. You will be better equipped to make use of cosmetics in your professional services when you have learned the chemical composition and preparation of

cosmetics. Once you know these basics, you can use makeup to create illusions with shadowing, highlighting, and color. The client's natural beauty can be enhanced by a blend of facial makeup and hairstyle. This will help us to achieve the vitality that most professional makeup techniques mimic. These basic techniques, which took decades to stumble upon, will save you from needlessly struggling in your profession. Instead, you can begin your own transformation today.

All the motivation and information in the world won't help your client if there's no easy way to follow through. It's important to have practical, appealing solutions in order to gain the courage to leave old habits behind. Living well and staying beautiful doesn't have to be difficult or expensive; it doesn't require inflexible regimens or obscure products.

Many substances are promoted as being derived from nature. However, the body is perhaps the best judge of when the line between natural and refined has been crossed. Mineral oil and petroleum jelly may be derived from natural petroleum. They are highly processed hydrocarbons that do not readily break down in the environment or on our skin. Not only are they incompatible but these substances also block sebum while disrupting the skin's ability to regulate and receive real moisture.

Similarly, certain natural oils can be made harmful through the process of hydrogenation, which oxidizes them. Hydrogenated fats, or trans-fats such as margarine, enter our cells and unsuccessfully stand in for healthy fats, while they confuse and disrupt anti-inflammatory, immune and other processes in the body. Heat and solvents will deplete natural oil or vitamins, skin-beautifying sterolins and essential fatty acids. Even nutritional supplements can have different reactions in the body, depending on their source. The D-alpha tocopherol form of vitamin E that the body uses best comes from nature, while the petro-derived synthetic version, D-alpha tocopherol does not produce the same health benefits.

In cosmetics, processing and synthesizing ingredients increase the likelihood of contamination and interaction of chemicals within a product. Carcinogenic by

products like dioxins and nitrosamines are commonly formed in highly synthetic cosmetics.

Today it is easier than ever to disconnect with our true looks because cosmetic and dermatologic technologies have allowed us to cover, sand, zap or surgically alter ourselves. With today's sophisticated texture of makeup, skin-resurfacing techniques, and botox, we can look moist, vibrant and even emotionally unburdened. We often consider only the sand-ability or zap-ability to make us flawless, rather than what signs like discoloration, blemish patterns, poor circulation or broken capillaries convey to us about our health. Because of our choices we may therefore miss out on the opportunity to truly heal our beauty from the inside. There's more to gain from looking in the mirror than assurance that our makeup is right or our concealer is doing its job. The skin on your face changes constantly. Facial bumps, circles and changes are not there to embarrass us; they should alert, inspire and guide us to take steps to correct an imbalance that is likely affecting us in countless other ways.

Only we can attune ourselves to the revealing dialogue between our actions and our reflections. First, we need to slow down and quiet down to hear it. This sacred communication with our bodies is all too often disrupted by sensory bombardment, desensitizing quick fixes, drugs, chemicals and over stimulating foods that can short-circuit our body signals.

Now that you've begun to consider the deeper issues behind our skin challenges, you have new clues to direct your own process of shedding and to cultivate your best glow.

Without judging ourselves, look in the mirror and do a self-inventory and think about the choices you make throughout the day. Try to grasp their cumulative effects.

1. What fixes get you through the day? Which products help you thrive?
2. What could the mirror be telling you about your makeup?

3. Identify your most frequent autopilot routines. Are there products you use every day that you haven't scrutinized? Do you eat or apply anything without knowing what is in it?
4. Look at your personal care choices. Could any of your skin or health regimens be causing new problems or irritation?
5. What are your current beauty worries and priorities?
6. How do you approach your skin and body issues?
7. Do you prefer certain brand-name products?
8. Do beautiful packaging and poetic passage on the label make you overlook ingredients listed in small print?
9. Are you satisfied with products that appear natural even if you're not really sure what they are?

Certain chemical dilemmas that affect your body may have a direct impact on your success in letting go of unhealthy habits and behaviors. They include nutritional deficiencies, food sensitivities, blood sugar issues, mood affecting and chemicals imbalances, such affect weight and appetite. Skin imbalances can also be caused by sensitizing products, over-the-counter and prescription drug side effects, environmental and household toxins that challenge the body.

Listed below, are tips to keep the skin in good condition so makeup can be applied evenly and smoothly:

1. At least 70 percent of the skin's blemish and wrinkle fighting hydration comes from the water we consume. It is good to invest in a water purifier system. It is unhealthy to drink a lot of heavy metals, volatile organic chemicals and chlorine which ages the body and skin and impedes the body's ecology. Pure water will boost the value and appeal to every tea, soup and beverage you make at home.

2. If you are sensitive to sugar, like most people, a jolt of sugar such as our morning juice will start a pendulum of mood swings and cravings that will continue throughout the day. Liquid sugar does crazy things to the skin. In addition to causing the pancreas to spew too much insulin, in order to neutralize the massive sugar rush, it also caused the excess sugar to be stored as fat. The concentrated nature of beverages allows sugar to enter the bloodstream more quickly, so sugary drinks are often even more likely than food to cause weight gain and unhealthy skin. Eating an orange, however, introduces sugar into the bloodstream slowly because of the fiber that fruit has. There is a connection between sugar and everything from: inflammation, blemish and eczema related puffiness and under-eye circle to wrinkles, sagging, brown spots and overall accelerated aging. Sugar can also wreak havoc on collagen, leading to the cross-linking of the fibers that give elasticity to the skin, thereby causing wrinkles. In addition it is a known fact that another aging process caused by sugar is called **glycation**, resulting in an ugly type of protein breakdown in the skin and throughout the body. Get the support you need to wean off sugar.

3. A lot of women cake on too much makeup in an effort to mask wrinkles and imperfections, or choose the wrong color. For instance, darker-skinned women may opt for shades too light for them in an effort to lighten up a bit. Some women may choose shades that are too warm or cool for their natural skin tones. This is a mistake. Allow for a luminous, moist foundation with sunscreen protection that will give your client a smoother, glowing look. Rather than slithering makeup into creases and folds, try out different eye shadows to see which ones remains in place. Take advantage of the new lines of long-lasting lipsticks that don't smear or run into fine lines around the mouth. In addition, pay attention to the coloring. If a client decides to change her hair color, let her know she might want to change her makeup palette accordingly. Your client might also consider micro pigmentation sometimes called permanent makeup. This procedure is performed by board certified permanent makeup artist and can offer beautiful, lasting result that are liberating. Keep in mind makeup is not bad for anyone's skin just as long as you cleanse and moisturize morning and night.

By following the tips above your skin is back in tact of being healthy and make-up can be applied evenly and smoothly.

COSMETIC USE FOR FACIAL MAKEUP

The cosmetic industry has created a wide range of products designed to enhance the skin's appearance as well as its condition. Cosmetics on the market today meet the needs of every skin type.

Foundation is a cosmetic usually tinted, that is used as a base or as a protective film applied before makeup and/or powder. Foundation evens the skin tone, hides color and minor imperfections of the skin and protects the skin from dirt, debris and the sun.

Liquid foundation and cream foundation are the most widely used types and give a natural coverage with a slight sheen. They contain essential or mineral oil and are referred to as oil-based. These products are a good choice for normal to dry skin. Oil free products are referred to as water-based, water being the main ingredient. Water-based liquid foundation, cream foundation or powder foundation generally give a more matte dull non shiny finish and help conceal minor blemishes and discolorations. These foundations are particularly effective for oily skin as they will not add more oil to the skin.

FOUNDATION CHEMISTRY

Cream foundations are predominantly water, mineral oil, stearic acid, cetyl propylene glycol, alcohol, triethanolamine, lanolin derivatives, borax and insoluble pigments. Foundation may also contain surfactants emulsifiers, humectants, perfume and preservatives such as paraben. The formulation of these products is generally suited for dry to normal skin and gives medium to full coverage.

Liquid foundations are suspensions of organic and inorganic pigments in alcohol and water-based solutions. Most liquid foundations must be shaken before used, but bentonite is added to help keep the products blended. The formulation of this

product is generally suited for clients with oily to normal skin conditions who desire sheer to medium coverage.

Powder foundations consist of a powder base mixed with a coloring agent and perfume and are especially effective for oily skin. Cream foundations are moist on application but dry to a powdery finish. Many foundations contain barrier agents, such as sunscreen and silicone, to protect the complexion from environmental damage.

STARTING WITH A CLEAN FACE

For the best results, always start with a fresh face. Think of the face as a blank canvas, being the artist of this canvas, you must start with a clean slate. Makeup will go on more smoothly, more evenly, and last much longer. The first rule is to stop over cleansing the skin. Unless you work all night or became all sweaty, your morning routine should be nothing more than reactivating last night's moisturizer with a splash of warm water. Once you have cleansed the skin, toning is your next step and a very important one. The purpose of the toner is to remove residue soap, moisturizer, and oil. Lemons are a very effective toner, which is more refreshing than store bought toners. There is no need to rinse this or any toner off. The final step is moisturizing. You want to make sure you are using a moisturizer that has sunscreen in it. Much of the evidence of aging such as rough skin, wrinkles, age spots, etc., is really the result of too much sun. So protect your clients face with the right moisturizer, and you are now ready to start the makeup application.

Here are a few homemade recipes to pass on to clients:

FACE MASKS

1. **Mayonnaise:** Apply whole egg mayonnaise on your face for about 20 minutes. Rinse off with cool water.
2. **Peach and Brandy:** Mash up a peach (ripe, canned, or frozen) and mix in a tablespoon of brandy. Leave it on for 20 minutes and rinse off.

3. **Tomato Mask:** For oily skin, mash up a ripe tomato and leave it on for 15 to 20 minutes. Rinse with warm (not hot) water.

4. **Banana Mash:** Mash up a very ripe banana, add just enough honey to make a soft pulp. Apply over face; this is a very firming mask. Leave it on for 20 minutes and then rinse with warm water.

5. **Pepto Bismol:** This is a face mask particularly suited for those with sensitive skin. Apply it straight from the bottle with a cotton swab. Allow it to dry and rinse with cool water.

USING FOUNDATION

The success of the entire makeup application process depends on the correct color selection and application of the foundation. When matched correctly and applied, foundation creates an even canvas for the rest of the makeup application. Skin tone determines the selection of foundation color. Skin tones are generally classified as warm, cool or neutral.

Warm tones are generally classified as yellow, orange, or red-orange. Cool tones are generally referred to as blue, blue-green or blue-red. Neutral skin has equal amounts of warm and cool tones. Foundation should always be matched as closely as possible to the actual skin tone. If foundation color is too light, it will have a chalky or gray appearance and will sit on top of the skin giving it a dull look and exaggerating imperfections. If the color is too dark, it will look dirty or muddy on the skin.

The best way to determine the correct foundation color for your client is to apply a strip of color to clean skin on the jaw line. Blend slightly, then repeat with two or three colors. The color that disappears on the skin is the correct tone. Avoid creating a contrast between the color of the face and the color of the neck. Makeup should be matched in color and blended smoothly with no visible line of demarcation.

Liquid foundation, tinted moisturizer, and tube foundation are taken from the container with a spatula, than applied to the face with the fingertips or facial sponge. Powder and cream to powder foundation may be applied with a moist or dry facial sponge. Keep in mind there are more than forty shades between the lightest and deepest of dark skin, so finding the right foundation can be a real challenge. Always test foundation on your cheek or nose. The skin around the outside of the face is often darker than the skin in the center. Black skin has a lot of yellow pigment, so look for foundation with yellow undertones. Choose oil-free formulation, as darker skin reflects more light and is often slightly oily.

CONCEALERS

Concealers are used to cover blemishes and discolorations of the skin and may be applied before and after foundation. They are available in pots, pencils, wands and tubes or sticks in a range of colors to coordinate with or match natural skin tones. Any form of concealer may contain moisture or control oil, depending on the brand. Some specifically treat acne and oiliness, while others provide anti-aging ingredients and moisturizing benefits.

Generally, pot concealer is the heaviest and provides the most coverage. Pencil concealer gives sheer to medium coverage and may contain some moisture. Wand concealer is usually sponge or brush tipped and in fluid consistency. Tube or stick concealer is usually medium to sheer and may double as a foundation. The chemical composition of concealers is similar to that of cream foundations.

USING CONCEALER

Concealer is removed from the container with a spatula and may be applied with a concealer brush or sponge. Place it sparingly over blemish or areas of discoloration and blend it into the surrounding skin with a facial sponge. It is important to match concealer color to skin as closely as possible. Concealer that is noticeably lighter than skin can appear to draw attention to a problem area such as dark circles under the eyes. If covering blemishes, match the skin very closely so that you do not highlight the blemish. The principles that apply to choosing foundation colors also apply to concealer colors.

APPLICATION TIMES

No matter where your client is going, the usual routine should take no longer than 15 minutes. When applying the foundation use a sponge and start under the client's eye area. This is where coverage is needed the most. Blend all over the face including the lips. Sweep more heavily over flaws, go lightly over your clients "good" areas to even out the color. Fill in any areas that need it with the concealer. The concealer can be used before or after foundation to even out the skin tone.

SECTION 2-MAKEUP APPLICATION

FACE POWDERS

Face powder is fine as baby powder but it is cosmetic powder, sometimes tinted and scented, it is used to add a matte or dull finish to the face. It improves the overall attractiveness of the skin by enhancing the skins natural color. It also helps to conceal minor blemishes and discolorations, toning down excessive color and shine. Face powder is also used to set the foundation.

FACE POWDER CHEMISTRY

Two forms of face powder are widely used in the salon, loose powder and pressed powder. These types have the same basic composition; pressed powders are simply compressed and held together with binders so they will not crumble. Face powder consists of a powder base mixed with a coloring agent and perfume. Ingredients in most powders include talc, zinc, oxide, titanium dioxide, kaolin, chalk, zinc stearate and magnesium stearate. Bactericides are also added to inhibit the growth of bacteria and preserve the product.

USING FACE POWDER

Face powder is available in a variety of tints and shades and in different weights. Light and medium weights are effective on skin that is normal to oily. Face powder should match the natural skin tone and work well with the foundation. It should never appear caked, spotted, or streaked on the face. Translucent powder blends with all foundations and will not change color when applied.

Apply face powder after foundation using a fresh cotton puff. Press the powder over the face in the desired areas, and then use a powder brush or another puff to remove the excess. When suggesting products to a client, recommend both loose and pressed powders. Press powders are compact and easy to carry for quick touch-ups during the day. Loose powder is best used at home.

Bronzing powder, is the most versatile cosmetic your client will ever own. Bronzing is the way to finish your face. The misuse of blush is at the heart of many beauty blunders! If you use blush improperly you can end up looking like a clown in the circus. So a suggestion, use more bronzing powder to add color to your face. It's the perfect tool for nonprofessionals to use in order to contour the face. You can use this type of powder on the cheeks, down the side of the nose, under the jaw line and to add color to the face. You'll find bronzing powder readily available at drugstores, cosmetic counter, wherever your budgets take you.

CHEEK COLOR

Cheek color is a cream liquid dry or loose powder cosmetic used to color the cheeks and the skin beneath the cheekbones. It gives a natural- looking glow to the face and also helps to create more attractive facial contours.

CHEEK COLOR CHEMISTRY

Powder cheek color is simply pressed or loose powder with coloring added. Cream and liquid cheek colors fall into two categories; oil-base and emulsions. The oil based formulations are combinations of pigments in an oil or fat base. Blends of waxes and oily liquids create a water-resistant product. In addition, cream cheek colors contain water; thickeners and a variety of surfactants or detergents that enable particles to penetrate their follicles and cracks in the skin.

USING CHEEK COLOR

Cheek colors are applied over foundation; cream or gel cheek colors resemble cream foundation and are generally preferred for dry and normal skin. These colors are applied with a facial sponge. Liquid cheek color blends well and is suitable for all skin types. It is applied with a facial sponge. Dry cheek color imparts a matte finish and is the most widely used. It is applied with a brush or cotton puff. Loose powder cheek color comes in a variety of shades. It is applied with a brush or cotton puff, cheek color accents the part of the face where it is applied. Peach or brown tones are most flattering to dark skin. You'll find that pink shades have too much of a blue undertone. Use a large soft brush to spread the color and for evening glamour, use a brown shade of tones darker than your natural skin color. The following are general rules for applications:

1. Apply cheek color where natural color would normally appear in the cheeks. Do not apply the color in toward the nose beyond the center of the eye.
2. Do not extend color above the outer corner of the eye.
3. Do not apply color in a bright, round circle. Blend the color so that it fades softly into the foundation.

LIP COLOR

Lip color is a cosmetic in paste form, usually in a metal or plastic tube, manufactured in a variety of colors. It is used to color the lips and to enhance or correct the shape of the lips. Some lip colors contain sunscreen to protect the lips from the harmful effects of the sun. Others contain moisturizers to keep lips from becoming dry or chapped.

LIP COLOR CHEMISTRY

Lip color is available in a variety of forms, creams, glosses, pencils, gels and sticks. All are formulas of oils, waxes and dyes. Castor oil is the primary ingredient in lipsticks: other oils used are olive, mineral, sesame, cocoa butter, petroleum, and

lecithin and hydrogenated vegetable oils. Waxes commonly included in the ingredients are paraffin, beeswax carnauba and candelilla wax.

USING LIP COLOR

Artistry has a keen sense of fashion and that fashion is essential when it comes to selecting the appropriate lip color shade or tint. The current fashions trend might call for a certain look, such as lighter or darker colors or a certain style of application, for example, heavily lined, glossy, lightly stained or matte. Consider the client's preferences, eye color, skin tone and lip shape before selecting and applying lip color. Lip color must not be applied directly from the container unless it belongs to the client.

Use a spatula to remove the lip color from the container, and then take it from the spatula with a disposable lip brush. Use the tip of the brush to line the lips, beginning at the outer corner of the upper lip and working toward the middle. Repeat on the opposite side. Connect the center peaks using rounds strokes, following the natural lip line. Repeat on the bottom lip, working from the outer corners in and connecting in the middle. Aim for symmetry and balance.

LIP LINER

Lip liner is a colored pencil used to outline the lips. It also helps to keep lip color from feathering. It is often used when doing corrective makeup. Lip liner comes in thin or thick pencil form and is available in a variety of finishes. Some lip liners double as lipstick for ease of application.

Lip liner is usually applied before lip color to ensure proper shape and definition of the lips. Choose a lip liner that coordinates with the chosen lip color. The liner should not be dramatically darker or brighter than the lip shade. If a darker liner is desired, fill in most of the lip with the liner and blend the lip color and liner to avoid harsh lines.

Sharpen the lip liner pencil and wipe with a clean tissue before each use. Also, remember to sanitize the sharpener before every use.

Line the lips, beginning at the outer corner of the upper lip and working toward the middle. Repeat on the opposite side. Connect the center peaks with rounded strokes, following the natural line of the lip. Outline the lower lip from the outer corners in, and then apply liner on the lips, staying within the outline. The same rule of "the darker the skin, the darker the color" applies to the lips. Red lips are perfect for evening. You can choose reds with warm, brown tones, rather than blue undertones, which tend to be too cold. Women with darker tones usually have darker pigmentation outlining their lips, so they have their own natural lip line. If you do find that you require a lip liner, stay in the brown tones.

1. Lip liner adds depth, definition; prevent lip color from bleeding.
2. Lipstick Matte gives intense shine free long wearing color.
3. Satin gives a moist finish color intensive.
4. Sheer gives translucent color and delicate shine.
5. Lip Gloss gives intense shine see-through or opaque color depending on the formula.

The secret to keeping a good face starts with these three care basics: cleanse, moisturize and protect. For makeup to look flawless and wear well, you need to know your client skin type, understand the skin behavior and treat it with the proper skin care products. Start your prep with a suitable cleanser and follow with a moisturizer. Make sure it contains sunscreen to protect your skin. This helps to avoid incidental exposure and also maintains an even tone. Be sure to apply moisturizer immediately after you cleanse and wait a few minutes before you begin to apply makeup.

Selecting the proper textures and shades can range from a look that says nude and lovely to one that's styled and communicates a glam slam. Perfecting this artistic craft calls for selecting the right texture and shades. No matter what, you always want to select a shade that enhances one's natural beauty.

Begin by choosing the proper concealer, as we all have a little something to hide, select the proper foundation for your client skin matching both the client skin tone and undertone. To find the correct shade, select those shades closest to the complexion and apply them along the jaw line, then allow a minute for them to dry.

Powders should also fall into the scheme of things, natural and flawless. Be sure to choose the right shade, one that is not ashy or too red. More often than not, you'll find that a yellow-based powder will fit the bill.

When it comes to blush, continue the harmony of naked skin like finishes by selecting shades and textures that impart a warm glow. With experience you'll eventually find compatible bronzing creams and powders.

So let's say good-bye to those ashy or densely pigmented shadows of yesteryear, and open the door to new colors that will enhance your inner and outer beauty!

SECTION 3- MAKEUP APPLICATION

EYE SHADOW

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

Eye shadow is available in stick, cream, pressed, and dry powder form, and usually come with an applicator. Stick and cream shadows are water-based with oil, petrolatum, thickener, wax, perfume, preservatives, and color added. Water-resistant shadows have a solvent base, such as mineral spirits. Pressed and dry powder shadows are composed much the same as pressed face powder and powdered cheek color.

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

Generally, a darker shade of eye color or shadow makes the natural color of the iris appear lighter, while a lighter shade makes the iris appear deeper. However, the only set of rules for selection of eye makeup colors is that they should enhance the client's eyes. Color choices should be more subtle for daytime. If desired, eye makeup color may match or coordinate with the client's clothing color. Eye shadow colors are generally referred to as highlight, base, and contour colors.

1. Highlight color is lighter than the client's skin tone and may have any finish. Popular choices include matte or iridescent (shiny). As the name suggests, these colors highlight a specific area, such as the brow bone. Remember that a lighter color will make an area appear larger.
2. Base color is generally a medium tone that is close to the client's skin tone. It is available in a variety of finishes. This color is generally used to even skin tone to the eye. It is often applied all over the lid and brow bone, from lash to brow, before other colors are applied, thus providing a smooth surface for the blending of other colors. If used this way, a matte finish is generally preferred.
3. Contour color is a color, in any finish, that is deeper and darker than the client's skin tone. It is applied to minimize a specific area, to create contour in a crease, or to define the eyelash line.

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

The general rule is that the darker the skin, the deeper the eye color. This is because darker skin tends to absorb color. Use rich eye colors like gold, deep gray, purples, russet, copper and brown. Pale pink and beige are enhancing highlighters. If your eyebrows are a little sparse, use dark brown or black pencil to fill them in. Use a Kohl pencil to rim the eyes and some coats of mascara.

EYELINERS

Eyeliner is a cosmetic used to outline and emphasize the eyes. It is available in a variety of colors, in pencil, liquid, pressed (cake), or felt tip pen form. With eyeliner you can create a line on the eyelid close to the lashes to make the eyes appear larger and the lashes fuller.

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

Liquid and cake eyeliners contain alkanolamine (a fatty alcohol), cellulose, ether, polyvinylpyrrolidone, methylparaben, antioxidants, perfumes, and titanium dioxide.

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

Be extremely cautious when applying eyeliner. You must have a steady hand, be sure that your client remains still. Sharpen the eyeliner pencil and wipe with a clean tissue before each use. Also, remember to sanitize the sharpener before each use. Apply the desired area with short strokes and gentle pressure; the most common placement is close to the lash line. For powder shadow liner application, scrape a small amount onto a tissue and apply to the eyes with a disposable applicator or clean brush. If desired, wet the brush before the application for a more dramatic look.

EYEBROW COLOR

Eyebrow pencils or shadows are used to add color and shape to the eyebrows, usually after tweezing or waxing. They can be used to darken the eyebrows, correct their shape, or fill in sparse areas.

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

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

MASCARA

Mascara is a cosmetic preparation used to darken, define, and thicken the eyelashes. It is available in liquid, cake, and cream form and in a variety of shades and tints. Mascara brushes can be straight or curved, with fine or thick bristles. The most popular mascara colors are shades of brown and black, which enhance the natural lashes, making them appear thicker and longer. Mascara and eyebrow pencils should be generally coordinate so there is no harsh contrast.

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

Mascara may be used on all the lashes, from the inner to outer corners. Using a disposable wand, dip it into a clean tube of mascara and apply it close to the base of the lashes out towards the tips, making sure the client is comfortable throughout the process. Dispose of the wand. Never double-dip.

EYE MAKEUP REMOVERS

Do just that; remove eye makeup. Most eye makeup products are water-resistant, so plain soap and water is less effective for removal. Eye makeup removers are either oil-based or water-based. Oil-based removers are generally mineral oil with a small amount of fragrance added. Water-based removers are a water solution to which acetone; boric acid, oils, lanolin or lanolin derivatives and other solvents have been added.

MAKEUP TIPS

1. Lipstick makes a great cream blush. You'll find it's a perfect way to color coordinate your face.
2. A nude pencil is just right to outline lips, cover blemishes and line brows.
3. Eye shadow doubles as lip powder.
4. Mascara can create an emergency beauty mark.
5. Dark brown eye liner can be used as a lip pencil.
6. Dry blush can be used to seal lips or to change lip color.
7. Translucent powder can be used to lighten brows and to seal lipstick.
8. Concealer hides redness and thins a too prominent nose.
9. Powder puffs sprayed with hair spray help powder to stay put.
10. When retouching makeup in the middle of the day, go lightly. keeping in mind that Oil from the skin will absorb the make-ups color and intensify it, making it look artificial.
11. Pressed powder has finer texture than loose powder and looks less "floury".

12. Brush powder only on the center of the face. The sides of the face are always drier and don't require it.

OTHER TIPS

1. Baby wipes are hygienic use them once and throw them away. Baby wipes are very gentle to the face. You'll find that most versions contain lanolin which is a skin softener. This is a great tool for both cleansing the face and removing makeup This is also useful for taking off a stain or deodorant mark.

2. Hemorrhoid cream can be used for puffy eyes and along the jaw line for puffy cheeks. It is an instant face lift.

3. White eyeliner is essential to create a wide-eyed look. Use it along the lash line and softly smudge it with a sponge applicator.

4. White eye shadow is used to create a shimmering face base by mixing it with foundation. Stroke just under the brow, lifts the eye.

5. Vaseline, you can create your own tinted gloss and save lots of money by simply mixing any of your favorite lipsticks with a dab of Vaseline.

6. Instead of expensive toners, use lemon juice to remove residue and refresh your face. Make sure that you purchase juice with real lemons.

7. Teething rings are also placed on the eyes to reduce any puffiness and provide a well rested, wide-awake appearance. Another way to wake up those eyes is to hold a spoon over the eye for about thirty seconds. The coolness of the metal wakes up the eyes.

8. Here is another trick take a tooth brush and brush your lips, not only does it take away any chapping, it plumps up the lips temporarily for that sought after pouty look.

TIPS FOR KEEPING GREAT SKIN

1. Drink lots of spring water, don't smoke, and avoid fatty foods and chocolate. Boil some whole milk let it cool down lift off the film that form on the surface and apply it to the skin, after it dries, scrub it off and exfoliate the skin.
2. Don't use moisturizer under your foundation. It can look extremely greasy. Line lips and then dip a Q-tip in powder and run along the line. This will create a mouth that pops out.
3. A simple way to resist aging is sun protection. This is the number one reason why our skin ages. Wear sunscreen at all times and don't forget that the skin needs to be protected from the sun.
4. Smoking causes early wrinkling and this occurs due to the reduced levels of the oxygen needed to keep skin healthy. Smoking is the prime source of oxygen deprivation. If you are in the process of quitting make sure you drink lots of water.
5. Alcohol in excess dehydrates the body and robs it of vitamins that keep the skin both healthy and glowing. Never have an alcoholic drink without a chaser of ice water.
6. Improper Nutrition: the modern day use of convenience foods encourages the formation of free radicals. These foods are high in process fats and oils. Protection of the skin is possible by eating foods rich in vitamins A, C and E. Fresh fruits and vegetables are particularly good for keeping the skin youthful. Supplementation may be necessary if you're not getting these nutrients in your food.

ANTI-AGING RULES

Anti-Aging Rule 1: Update your makeup the way you update your wardrobe.

Anti-Aging Rule 2: Age gracefully and you'll always remain youthful.

SECTION 4-MAKEUP APPLICATION

GREASEPAINT

Greasepaint is a heavy makeup used for theatrical purposes. Cake (pancake) makeup is a shaped, solid mass applied to the face with a moistened cosmetic sponge. It gives good coverage and generally used to cover scars and pigmentation defects.

MAKEUP BRUSHES AND OTHER TOOLS

Makeup brushes come in a variety of shapes and sizes. They may be made of synthetic or animal hair with wooden or metal handles. Commonly used makeup brushes and implements include the following items:

POWDER BRUSH: Large soft brush used to apply powder or blush and for blending edges of color.

BLUSH BRUSH: Smaller, more tapered version of the powder brush, excellent for applying powder cheek color.

1. **CONCEALER BRUSH:** Usually narrow and firm with a flat edge, used to apply concealer around the eyes or over blemishes.
2. **LIP BRUSH:** Similar to the concealer brushes, with a more tapered edge; may be used to apply concealer or lip color.
3. **EYE SHADOW BRUSHES:** Available in a variety of sizes, from small to large, and diffused based on the blend of the shadow. A firm brush is better for depositing dense color than for blending it.
4. **EYELINER BRUSH:** Fine, tapered, firm bristles; used to apply liquid liner or shadow to the eyes.
5. **ANGLE BRUSH:** Firm, thin bristles; angled for ease of application of shadow the eyebrows or shadow liner to the eyes.

6. **LASH AND BROW BRUSH:** Comb-like brush used to remove excess mascara on lashes or to comb brows into place.

7. **TWEEZERS:** Available in metal or plastic; used to remove excess facial hair.

8. **EYELASH CURLER:** Metal or plastic device used to give lift and upward curl to the upper lashes.

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

A commercial sanitizer can be used for quick cleaning, although spray-on instant sanitizers contain a high level of alcohol and will dry brushes over time. A gentle shampoo or brush solvent should be used to truly clean the brushes. These products will not hurt brushes and may actually help them last longer.

One caution: the brush should always be put into running or still water with the ferrule (the metal ring that keeps bristles and handle together) pointing downwards. If the brush is pointed up, the water may remove the glue that keeps the bristles in place. Rinse brushes thoroughly after cleansing, they will dry in the shape they are left in. Reshape the wet bristles and lay the brushes flat to dry.

DISPOSABLE IMPLEMENTS

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

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

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

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

5. **Disposable lip brushes:** May be plastic or another synthetic; used to hygienically apply lip color to a client.

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

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

8. **Cotton pads or puffs:** May be used with astringents or makeup removers; also used to apply powder products.

9. **Pencil sharpener:** Use before each application of eye or lip liner pencil to ensure hygienic application.

OPTIONS THAT YOU CAN RECOMMEND TO YOUR CLIENT

Temporary fillers, the great advantage to temporary fillers over permanent fillers is that if anything goes wrong or your client simply don't like the result, she is not stuck with the changes she made. The down side to the option is that she will need to pay for treatments several times a year to keep her desired look.

Collagen treatments are a protein naturally found in the skin. Think of it as scaffolding that provides your skin with its firm, smooth, resilient texture. As we age and are exposed to the sun the collagen frameworks break down and with repeated muscles movements overlying these areas, wrinkles begin to appear. Collagen replacement therapy restores the natural collagen support layer to your skin. Facial lines are smoothed and wrinkles are diminished. Collagen may also be used to plump up lips that have become thinner.

Chemical peels are becoming increasingly popular and the variety of ingredients used for this purpose is increasing daily. The goal of a peel is to leave the skin

smoother, more even in texture and tone and less wrinkled. The newer combinations of peels adds antioxidants and humectants that make them stronger yet better tolerated. Newer techniques also allow for peels of different strengths to be used at one time to permit a deeper peel at another more delicate site. Chemical peels speed up the natural exfoliating process in which outer layer of your skins cells are sloughed off. Various types of acids are used to help break the chemical bonds between skin cells. In this way, the peels also accelerate the production of new cells as the skin heals are stimulated to renew themselves.

Glycolic Acid Peel fall into the family of alpha hydroxy acids, some of which are derived from fruits, which is why they are sometimes called fruit acids The AHAs include: *Glycolic acid* from sugarcane, *Lactic acid* from sour milk, *Citric acid* from citrus fruit, *Malic acid* from apples and *Tartaric acid* from grapes.

They are commonly used in concentrations of 8 to 5 percent in over the counter products. However, they are also commonly used by dermatologist in higher concentrations, up to 70 percent as peeling agents. This procedure may cause minimal irritation or redness lasting a few hours to a few days after the procedure, especially with the higher concentration acids. However, the skin will feel firmer and more hydrated. Fine lines, skin discoloration and age spots will appear diminished.

Lactic Acid Peel is another type of hydroxy acid that is more and more commonly being used for peels. It is also applied as a series, alone or in combination with other peels and procedures.

Salicylic Acid Peel is available in the over the counter formulations in maximal concentrations of 2 percent. In some doctors offices, concentrations of 5 to 30 percent can be used with the purpose of penetrating the epidermis (upper layer of the skin) to exfoliate the surface layer of dead skin cells and cleanse away acne-forming bacteria. Remaining surface impurities can then be removed during acne surgery. This is a process whereby blackheads are manually extracted, using a special instrument designed for this purpose.

Micro dermabrasion is a treatment in which fine crystals made of aluminum oxide crystals or salt crystals are applied with varying degrees of pressure to your skin to loosen the outer layer of dead cells. The cells are then vacuumed up, using a suction device.

The treatments listed above are great tools to use when trying to create a smooth skin texture.

SECTION 5-MAKEUP APPLICATION

MAKEUP COLOR THEORY

A strong understanding of how color works is vital for effective makeup application. Everyone sees color a little differently, and it may take a while to learn to see color naturally and easily. Let us review how to identify primary, secondary, and tertiary colors, as well as warm, cool, and complementary colors. Once you understand these basics of color theory, you can use your creative instincts to invent any color palette you desire.

PRIMARY COLORS: Are fundamental colors that cannot be obtained from a mixture. The primary colors are yellow, red, and blue.

SECONDARY COLORS: Are obtained by mixing equal parts of two primary colors. Yellow mixed with red makes orange. Red mixed with blue makes violet. Yellow mixed with blue makes green.

TERTIARY COLORS: Are formed by mixing equal amounts of a secondary color and its neighboring primary color on the wheel. These colors are named primary color first, secondary color second. For example, when we mix blue (a primary) with violet (a secondary), we call the resulting color blue-violet.

A primary and secondary color directly opposite each other on the color wheel are called **complementary colors**. When mixed, these colors cancel each other out to create a neutral brown or gray color. When complementary colors are placed next to each other, each color makes the other look brighter, resulting in

greater contrast. For example, if you place blue next to orange, the blue seems bluer, the orange brighter. Try this with magic markers or colored paper to compare. The concept of complementary colors is useful when determining color choice. For example, the use of complementary colors will emphasize eye color, making the eyes appear brighter.

COLOR THEORY

A wheel colors starts from the top and goes clockwise with all other colors. Yellow, yellow green, green, blue green, blue, blue violet, violet, red violet, red, red orange, orange, yellow orange and then back at yellow.

WARM AND COOL COLORS

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

WARM COLORS

Warm colors are the range of colors from yellow and gold through the oranges, red-oranges, most reds, and even some yellow-greens.

COOL COLORS

Cool colors suggest coolness and are dominated by blues, greens, violets, and blue-reds. You will notice that reds can be both warm and cool. If the red is orange-based, it is warm. If it is blue-based, it is cool. Green is similar: if a green contains more gold, it is warm; if it contains more blue, it is cool.

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

SELECTING MAKEUP COLORS

Now that we have determined warms and cools, it is time to learn a system that will help you feel more comfortable when choosing colors for your clients. Keep in mind this is simply one way of choosing colors. The art of makeup application allows for more than one way to achieve the result you are looking for. However, once you learn the rules of a basic color selection system, you can then go on to break them if you so desire.

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

DETERMINING SKIN COLOR

When determining skin color, you must first decide if the skin is light, medium, or dark level. Then determine whether the tone of the skin is warm or cool. You may not see skin colors truly in the beginning. Give yourself time and practice to develop your eye.

A neutral skin tone contains equal elements of warm and cools, no matter how light or dark the skin is. Remember to always match your foundation color to the color of the skin, or use the corrective techniques discussed later in this section. Once you have determined if the skin is light, medium, or dark, you may choose eye, cheek, and lip colors to match the skin color level, or try contrast for more impact. Most skin tones and levels can wear a surprisingly wide range of eye, cheek, and lip colors.

1. If the skin color is light, you may use light colors for a soft, natural look. Medium to dark colors will create a more dramatic look.
2. If the skin color is medium, medium tones will create an understated look. Light or dark tones will provide more contrast and will appear bolder.

3. If the skin color is dark, dark tones will be most subtle. Medium to medium light or bright tones will be striking and vivid.
4. Be cautious when choosing tones lighter than the skin. If the color is too light, it will turn gray or chalky on the skin. Look for translucent, shimmery colors if you are choosing these tones.

COMPLEMENTARY COLOR FOR EYES

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

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

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

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

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

3. COMPLEMENTARY COLORS FOR BROWN EYES: Brown eyes are neutral and can wear any color. Recommended choices include such contrasting colors as greens, blues, grays, and slivers.

ADDING CHEEK AND LIP COLOR

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

HAIR COLOR AND EYE COLOR

Hair color needs to be taken into account when determining eye makeup color. For example, if a woman has blue eyes, your instinct might be to select orange-based eye makeup as the complementary choice. If she has cool blue-black hair, the orange will not be flattering. In this case, you would choose cool colors to coordinate with the hair color. Red-violets (plums) would be a more flattering choice. Look at orange on the color wheel: it is warm. Go around the wheel while still remaining cool. Red-violets are the closest to orange on the color wheel while remaining cool. As stated earlier, there is a range of colors to choose from for any client.

REVIEWING COLOR SELECTION STEPS

1. Determine skin level: light, medium, or dark.
2. Determine skin undertone: warm, cool, or neutral.
3. Determine eye color: blue, green, brown and so forth.
4. Determine complementary colors.
5. Determine hair color: warm or cool.
6. Choose eye makeup colors based on complementary or contrasting colors.
7. Coordinate cheek and lip colors within the same color family: warm, cool and

neutral.

8. Apply makeup.

The best thing about choosing colors is the unlimited number of choices you have. Try one or all methods of choosing color. You may choose colors based only on skin tone, or you might find that working with complementary colors makes you feel more comfortable. Bring out hair color by matching or contrasting with it, or by blending all three areas as discussed here.

Mineral Cosmetic

Mineral cosmetic can calm irritated and post treatment skin for those with allergy-prone, laser-treated or otherwise challenged skin or those who simply want to minimize the possible sensitizing factors and inherent toxic risks of conventional color cosmetics. Micronized mineral cosmetics are the best answer, Powdered mineral foundations, blushes and eye shadows, which are colored primarily by iron oxides, actually calm irritation due to their titanium dioxide and zinc oxides, which are anti-inflammatory. Because they don't contain synthetic dyes, even the lip pencils and blushes can be used in the eye area. Mineral makeup is recommended by dermatologist and plastic surgeons for use after a peel and as the first makeup usable after laser treatment. They provide a broad spectrum of UVA and UVB sun protection which can reduce added burden to sensitive facial skin. This can be avoided by applying common sunscreen products. They are also water resistant but not pore-clogging. The microscopic crystals overlap, allowing the skin to breath, but they don't crease or accentuate wrinkles as talc-based powders do. As a result of the level of coverage, the loose and pressed formulas stand in for liquid foundation and powder without the buildup or cakiness of cream-to powder foundation.

Makeup should match your natural look. It should be a proper foundation that's an exact match to your skin tone, with matching powder. When applying makeup makes sure you put emphasis on the client best features.

When your clients are applying makeup at home make sure that you educate them on using the right tools. A small collection of good quality, natural hair

brushes that wash well, retain their shape and won't shed or scratch your skin are essential to the process. Dome-shaped sponges for applying foundation for blending and clean-ups. By all means, toss those compact brushes and tiny spongy applicators that come with your makeup. These basic tools will not only aid you tremendously in getting the look you desire, but allow you to apply your makeup quickly and easily with the most natural results.

Flat shadow brush: Just the tool for precise application of color to the lids.

Fluffy medium shadow brush: Great for applying shadow in the crease and unbeatable for applying a sheer wash of color on the lids.

Small angle brush: Great for lining eyes or filling in brows.

Powder brush: Perfect for face powder or bronzer.

Brow brush/ lash comb: Excellent for brushing brows into shape and combing and separating lashes.

Lip brush: For a precise application of color and coverage.

Blush brush: Perfectly contoured for applying blush accurately. The functional items listed below will also aid you in giving a great face.

Dual-size pencil sharpener used for upkeep of small and large pencils.

Tweezers: For cleaning up brows, removing occasional facial hair.

Eyelash curler: Giving eyelashes a lift upward, thereby making them appear longer.

Retractable powder brush: Great portable option for on the go touch up.

Blotting papers: To reduce oil and unwanted shine without adding color.

Velour powder puff: To apply powder and set foundation in place.

Tissue: For blotting lips, cleaning up spills.

Cotton swab: Perfect for blending and cleaning up makeup missteps.

Liquid Foundation gives sheer to medium coverage oil-free formulas are great for oil and combination skin types; water based formulas are best for normal to dry skin; both give a slightly dewy finish.

Cream foundation gives a medium to maximum coverage this products is available in oil-free and moisturizing formulas; imparts a flawless, moist finish.

Cream to Powder formulation gives moderate coverage as a foundation, dries to a matte powder finish: for all skin types.

Sticks offer medium to maximum coverage; available in oil-free and water-based formulas; gives a semi-matte finish can also be used as a concealer.

Concealer solid cream provides maximum coverage; great for minimizing under eye circles and dark spots.

Tube lightweight cream: gives medium coverage: camouflages minor imperfections, uneven tone.

Sticks give a somewhat sheer coverage, conceals minor imperfections: sticks can be applied directly onto small areas.

Wand gives semi sheer coverage best for small areas is applied on the skin with convenient sponge tip applicator.

SECTION 6-MAKEUP APPLICATION

CLIENT CONSULTATION

The first step in the makeup process, as with all other services that take place in the salon, is the client consultation. This is where you ask the client the questions

that will bring out her wishes and concerns. Listen closely and try not to impose your own opinions too much. Your role is to hear your client's wishes and concerns and to make recommendations based on your knowledge. If she chooses not to act on your recommendations; do not take it personally. In time, perhaps she will.

CONSULTATION AREA

The area that you use for consultations must be clean and tidy. No one wants to see a messy makeup unit or dirty brushes lying about. Clean your brushes after each use and tidy your makeup area daily. Also, keep a portfolio in the consultation area that includes photographs of your own work or pictures from magazines. The client can go through your portfolio to find styles and colors that appeal to her.

LIGHTING

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

Make sure that the light always shines directly and evenly on the face.

And remember, good lighting makes a client look good, and clients look good are more likely to purchase the products you recommend. When this happens, everyone comes out a winner.

MAKEUP CONSULTATION

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

Engaging the client in conversation will help you determine her needs. Gather whatever information you can on her skin condition, how much or how little makeup she wears, daily versus special occasion makeup, the amount of time she spends applying makeup, colors she likes or dislikes, and any makeup areas she is having trouble with.

Record this information on a client consultation card. Also, write down your recommendations so that you may refer back to them at the end of the makeup application. Reviewing and restarting your written advice with the client at the end of the service will also help you sell the retail products you hope she will purchase. Escort your client to the reception area where you can assist her in gathering the products that you have recommended. Ask her if she has any other questions and, if so, give clear answers. If possible, set up a time for her next appointment. Then give her a business card with your name on it and shake her hand as you turn her over to the receptionist who will check her out.

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APPLICATION AND MAKEUP UNHANCEMENT

TRUE/FALSE QUESTIONNAIRE:

1. When performing the makeup application service, the main goal that you are trying to achieve is to accentuate the client's most attractive facial features while minimizing those features that are less attractive.
2. Foundation is a cosmetic usually tinted, that is used as a base or as a protective film applied before makeup and/or powder.
3. Water-based liquid foundation, cream foundation or powder foundation generally give a more matte dull non shiny finish and help conceal minor blemishes and discolorations.
4. Cream foundations are predominantly water, mineral oil, stearic acid, cetyl propylene glycol, alcohol, triethanolamine, lanolin derivatives, borax and insoluble pigments.
5. When matched correctly and applied, foundation creates an even canvas for the rest of the makeup application.
6. Concealers are used to cover blemishes and discolorations of the skin and may be applied before and after foundation.

7. Cheek color is a cream liquid dry or loose powder cosmetic used to color the cheeks and the skin beneath the cheekbones.
8. Cream and liquid cheek colors fall into two categories; oil-base and emulsions.
9. Lip color is a cosmetic in paste form, usually in a metal or plastic tube, manufactured in a variety of colors.
10. Lip liner is usually applied before lip color to ensure proper shape and definition of the lips.

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