MILADY STANDARD ESTHETICS: FUNDAMENTALS COURSE MANAGEMENT GUIDE LESSON PLAN 12.0

INSTRUCTOR NAME: _____ DATE TAUGHT: _____

PART: Skin Care Treatments

CHAPTER: Makeup Essentials

LEARNING OBJECTIVES

UPON COMPLETING THIS LESSON, THE STUDENT WILL BE ABLE TO:

1. EXPLAIN MAKEUP ESSENTIALS AS IT RELATES TO AN ESTHETICIAN'S SKILL SET.
2. DESCRIBE THE PRINCIPLES OF COSMETIC COLOR THEORY.
3. USE COLOR THEORY TO CHOOSE AND COORDINATE MAKEUP COLOR SELECTION.
4. IDENTIFY FACE SHAPES AND PROPORTIONS FOR MAKEUP APPLICATIONS.
5. DESCRIBE THE DIFFERENT TYPES OF COSMETICS AND THEIR USES.
6. PREPARE THE MAKEUP STATION AND SUPPLIES FOR CLIENTS.
7. FOLLOW INFECTION CONTROL REQUIREMENTS FOR MAKEUP SERVICES.
8. CONDUCT A THOROUGH MAKEUP CONSULTATION WITH A CLIENT.
9. PERFORM MAKEUP APPLICATION TECHNIQUES.
10. USE HIGHLIGHTING AND CONTOURING TECHNIQUES FOR BALANCE AND PROPORTION.
11. CREATE MAKEUP LOOKS FOR SPECIAL OCCASIONS.
12. APPLY MAKEUP FOR THE CAMERA AND SPECIAL EVENTS.
13. RECOGNIZE THE BENEFITS OF CAMOUFLAGE MAKEUP.
14. DEMONSTRATE THE APPLICATION OF ARTIFICIAL EYELASHES.
15. DESCRIBE TINTING LASHES AND BROWS ON A MAKEUP CLIENT.
16. EXPLAIN THE BENEFITS OF PERMANENT MAKEUP APPLICATION.
17. DESCRIBE THE BENEFITS OF A CAREER IN MAKEUP.
18. PROMOTE RETAIL SERVICES AS A MAKEUP ARTIST.

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IMPLEMENTS, EQUIPMENT, AND SUPPLIES

STUDENT	INSTRUCTOR	ITEMS
X	X	*Milady Standard Esthetics: Fundamentals*
X	X	*Milady Standard Esthetics: Fundamentals Workbook*
	X	*Milady Standard Esthetics: Fundamentals Instructor Support Slides*
	X	*Milady Standard Esthetics: Fundamentals Course Management Guide and DVD*
X		*Notebook/Tablet*

FACILITY: Theory Classroom

TIME ALLOTMENT: 3 to 4 hours (adjust based on school schedule and student participation/activities)

PRIOR STUDENT ASSIGNMENT:

1. Read *Milady Standard Esthetics: Fundamentals* Chapter 12: Makeup Essentials
2. Other: _____

CONVERSATION STARTER

Do you enjoy experimenting with makeup on yourself or on others? Is getting dressed up for a party or a formal event something you look forward to? If so, then this is the chapter for you. Makeup application can be a fun, creative career outlet. The esthetician can create a wide variety of makeup designs, ranging from basic daytime to dramatic photo shoots.

Beautiful makeup all starts with beautiful skin, and so as a makeup artist with education and certification in esthetics you have a distinct advantage. As you work with various clients, you'll learn that they usually have many questions about their skin. The skin is the canvas that makeup is applied to and therefore it is important to understand its structure and function. Knowledge of how to address your client's skin care needs will help to build their confidence in your abilities to provide other services and retail products.

Makeup applications begin with a basic understanding and selection of the products and colors, along with assessing the client overall and specifically their face shape. Ever-changing formulas being used in products, technology advances, and fashion trends play pivotal roles in meeting the demands of clients.

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LESSON ACTIVITIES

1. **PLAY WITH COLOR:** Instruct students to use colored paper or pieces of fabric and place different colors next to each other to compare how they look. What colors are primary, complementary, and tertiary? Be sure to use the color wheel as a reference. They may also use crayons, colored pencils, or magic markers on paper to play with different color combinations. Try layering colors according to the color wheel. Which color combinations would you like to try in your next makeup look?
2. **COLOR SATURATION:** Create a similar activity to the color wheel but have students create a color wheel of saturation, using the unfluted paper plates as their canvas. Have them mix in white and black acrylic to create the depths of color.
3. **CREATE YOUR OWN COLOR WHEEL:** Have students create their own color wheel.

   You will need:

   - Unfluted white paper plates to use as a canvas; available at a grocery store.
   - Acrylic paint in quart sizes or larger: white, black, red, blue, and yellow; acrylic paint is about $8 per quart.
   - Small brushes, available in bulk from an online retailer or an art supply store. Brushes are about $1 each.
   - Paper plates to be used as a palette for students to mix their own colors; available at a grocery store.
   - Black permanent marker
   - Ruler

   1. Using the permanent marker and ruler, divide the unfluted paper plate into six sections.
   2. Squeeze the primary colors onto the palette paper plate.
   3. Instruct students to paint the color wheel according to the visual in Figure 12–2.
   4. Have students add the secondary colors to their color wheel by mixing the primary colors on their palettes according to the visual in Figure 12–3.
   5. Instruct students to add the tertiary colors to their color wheel by blending the primary colors and secondary colors according to the visual in Figure 12–4.
4. **PHOTO SCAVENGER HUNT:** Send students on a virtual scavenger hunt to find three different celebrities for each skin tone and undertone. Create a list in class so students can visualize.
5. **USE COLOR THEORY AND COMPLEMENT:** Assign students to apply makeup to a partner using knowledge of color theory and intensity to choose and coordinate makeup colors. Be sure to analyze your partner's skin color, eye color, and hair color to help determine your palette of choice. Encourage them to have fun and experiment. If they do not like it, just wash it off and try again!
6. **COLOR SELECTIONS:** This exercise will help you practice making color selections. Using the information in the color selections box, instruct students to perform a color selection assessment on each other. Does everyone reach the same conclusion? Reinforce that makeup is subjective and involves personal preferences. There is no right answer.

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Use these steps to determine color selections and write in client information here:

Complete These Steps	Note Client Features (circle or fill in)	Note Makeup Product and Color Choices
Determine skin color:	light, medium, or dark	Foundation:
Determine skin undertone:	warm, cool, or neutral	Concealer:
Determine eye color:	Eye Color:	Eyeshadow: Eyeliner:
Determine hair color:	warm or cool Hair Color:	Blush: Lipstick:
Determine complementary colors from the color wheel:	For Eyes: For Hair:	Other product options:

7. **FACE SHAPES:** Working in pairs have the students evaluate each other's face shapes and make recommendations (or design a makeup on a face sheet) that will highlight features of the face shape, and then one that will deemphasize other features.
8. **MAKE A DIGITAL IMAGE BOARD:** Have your students make a digital image board compiling their favorite looks. Once the board is created, have each student discuss with the class what makeup brushes they would use to create each feature (eyes, lips, cheeks, etc.) and why they would use that brush.
9. **CLIENT CONSULTATION:** Instruct students to complete a makeup consultation using the Confidential Makeup Questionnaire in Tables 12–6 and 12–7 on each other. Using makeup, create a look on paper that is based off the feedback they receive during the consultation. This will build skills in active listening and give greater meaning to follow-up questions. Bring in student models for additional practice.
10. **TEST IT OUT—FOUNDATION:** Assign students to use a model (or themselves) and two different color applications. Divide the face in half. Try various foundations, colors, and intensity on each side. This will give you a visual example of how different makeup will look on the same face.
11. **HIGHS AND LOWS:** Assign students to use a model (or themselves) and different color applications. Divide the face in half. Try various shades and highlight techniques on each side. This will give a visual example of how different highlights and shading will look on the same face.
12. **DON'T MAKE ME BLUSH:** Using Figure 12–29, have students practice blush application on each other using both cream and powder formulations. Provide feedback.
13. **USE COLOR THEORY AND COMPLEMENT!** Assign students to apply makeup to a partner using knowledge of color theory and intensity to choose and coordinate makeup colors. Have them apply eyeshadow in differing complementary colors to each eye. For example, the right eye in blue and the left eye in oranges. See how the colors appear to change the features of the model. Encourage them to have fun and experiment. If they do not like it, just wash it off and try again!
14. **ART OF SHADOW:** Using Figure 12–30, have students practice eyeshadow application using a highlighter, base, and contour colors. Provide feedback.
15. **EYELINER TRIAL:** Demonstrate eyeliner application with both stick and liquid formulations. Have students practice application on each other using both formulations. Provide feedback.
16. **EYEBROW LINER TRIAL:** Have students practice eyebrow liner application on each other. Provide feedback.

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17. **LIPSTICK/LINER TRIAL:** Have students practice lip liner and lipstick application with powder to prevent lipstick bleeding. Provide feedback.
18. **BRACE YOURSELF:** Using Figures 12–31a and 12–1b, demonstrate bracing. Have students practice bracing until it feels natural. Some students may struggle, but provide feedback.
19. **MAKE HIGHLIGHTING AND CONTOURING WORK:**

    You will need:

    - Page of different face shapes found on the Internet. Search key term "face shapes."
    - Crayons or markers of flesh tones from an online retailer or craft store; Crayola sells a 24-count package of crayons called Multicultural Crayons for about $3/box.

    1. Instruct students to use the crayons to mock up highlighting and contouring the various face shapes.
20. **PRACTICE HIGHLIGHT AND CONTOUR:** Using Table 12–8 on page 592, instruct students to practice highlighting and contouring on each other or volunteer models. Ask them to take photos on their phones and create a collage of the different techniques they have used.
21. **ALTERING EYE SHAPES:** Using Table 12–9 on page 595, instruct students to practice applying eyeshadow on each other or volunteer models. Ask them to take photos on their phones and create a collage of the different reshaping techniques they have used.
22. **PRACTICE BROW SHAPES:** Draw several kinds of brow shapes on different face shapes on a piece of paper. Next, have students sketch in some lines and their makeup ideas showing how to apply makeup.
23. **BASIC MAKEUP DEMO:** Demo an entire makeup application for students according to Procedure 12-1 on page 616. Have students perform a return demonstration and provide feedback.
24. **SPECIAL OCCASIONS:** Demo special occasion makeup for eyes and smoky eyes. Instruct students to practice on each other to achieve a special occasion look and a smoky eye look.
25. **MAKE YOUR OWN PORTFOLIO:** Assign students to begin making their own portfolio and include dramatic highlighting and contouring. Instruct them to take before and after photos. Look at makeup books or online resources to see how professional artists have created dramatic looks.
26. **AIRBRUSH EXPERTISE:** Assign students to find airbrush makeup techniques on YouTube. Share the most interesting videos.
27. **TATTOO COVER UP:** Assign students to work on each other or even themselves. Using color theory, cover a tattoo with makeup. If no tattoo is available, use a temporary tattoo to get the practice.
28. **PRACTICE MAKES PERFECT—LASHES:** Demo applying artificial lashes to a mannequin head. Have students perform a return demonstration. Provide feedback and encouragement.
29. **ARTIFICIAL LASHES:** Refer to Procedure 12-2. After practicing on a mannequin, instruct students to apply lashes on each other or on a volunteer model according to the procedure on page 625.
30. **LASH AND BROW TINT DEMO:** Demo a lash and brow tint according to Procedure 12-3 on page 630. Have students perform a return demonstration lash and brow tint on each other. Provide feedback.
31. **WHAT INSPIRES YOU?**

    - Find five pictures of makeup looks that you like and five that you dislike. Note why you like or dislike them.
    - Find one example of each look: natural, business, evening, and dramatic.
    - Find a brow look you like and one you dislike.

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- What is in style right now for makeup? Present an example in class.
- Find two professional articles about techniques on applying makeup.

32. **MAKEUP—A GUEST SPEAKER:** Invite a permanent makeup artist or microblading technician as a guest speaker.
33. **PROFESSIONAL MAKEUP ARTIST INTERVIEW**: Have students interview a professional makeup artist (or create an online bio of their favorite makeup artist) and discuss how this makeup artist got started.
34. **BUILD A MAKEUP KIT:** Put together an "on-location" makeup kit to carry with you for special-event makeup.
35. **PRACTICE INTERVIEW TECHNIQUES:** Have the students interview a professional salesperson (in any field) and ask them the top three tips they would give for sales. Discuss with the class to highlight new ways to approach retail.
36. **FIELD TRIP:** Take students on a field trip to a cosmetic retailer. Can they find brands that represent each of the different kinds of foundation? Include the other makeup products listed in this chapter.
37. **WEB RESOURCES:** Assign the students in groups or individually to research the Web Resources and report back to the class.

STUDENT ASSIGNMENTS

1. Have students complete Chapter 12 of the *Milady Standard Esthetics: Fundamentals Workbook* and/or *MindTap* assessments.
2. Read *Milady Standard Esthetics: Fundamentals* Chapter 13: Advanced Topics and Treatments.
3. Have students complete a review and final testing with *Milady Standard Esthetics: Fundamentals* Online Licensing Preparation.
4. Assign students to create flashcards based on the terms in the glossary to study for state board exams.
5. On the lines below, write any activities, assignments, or ideas that have been used effectively with this lesson in order to aid other instructors who may use this lesson plan in the future:

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SUBJECT OUTLINE

I. Explain Makeup Essentials as It Relates to an Esthetician's Skill Set

II. Describe the Principles of Cosmetic Color Theory
- A. The Color Wheel
- B. Color Saturation
- C. Warm and Cool Colors

III. Use Color Theory to Choose and Coordinate Makeup Color Selection
- A. Color Selection at a Glance
- B. Determine Skin Color
- C. Determine Eye Color
- D. Determine Hair Color
- E. Mature and Textured Skin

IV. Identify Face Shapes and Proportions for Makeup Applications
- A. Analyzing Face Shapes

V. Describe the Different Types of Cosmetics and Their Uses
- A. Foundation
- B. Mineral Makeup
- C. Concealer
- D. Face Powder
- E. Blush
- F. Highlighter
- G. Eyeshadow
- H. Eyeliners
- I. Eyebrow Color
- J. Mascara
- K. Eye Makeup Removers
- L. Lip Color

CLASS NOTES

Enter your notes for class here!

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VI. Prepare the Makeup Station and Supplies for Clients
- A. Supplies and Accessories
- B. Use a Makeup Palette
- C. Makeup Brushes

VII. Follow Infection Control Requirements for Makeup Services

VIII. Conduct a Thorough Makeup Consultation with a Client
- A. The Makeup Station and Consultation Area
- B. Makeup Lessons Versus Makeup Application

IX. Perform Makeup Application Techniques
- A. Foundation Application
- B. Concealer Application
- C. Highlighting and Shading
- D. Face Powder Application
- E. Blush Application
- F. Eyeshadow Application
- G. Eyeliner Application
- H. Mascara Application
- I. Eyebrow Color Application
- J. Lip Color Application
- K. Makeup Application Tips and Guidelines

X. Use Highlighting and Contouring Techniques for Balance and Proportion
- A. Jawline and Neck Area
- B. Eye Shapes
- C. Eyebrows
- D. Lips

CLASS NOTES

Enter your notes for class here!

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XI. Create Makeup Looks for Special Occasions
- A. Bridal Makeup
- B. Special-Occasion Makeup for Eyes

XII. Apply Makeup for the Camera and Special Events
- A. Photography and Video Applications
- B. Airbrush Makeup

XIII. Recognize the Benefits of Camouflage Makeup

XIV. Demonstrate the Application of Artificial Eyelashes
- A. Types of Lashes
- B. Adhesive
- C. Contraindications
- D. Removing Artificial Eyelashes

XV. Describe Tinting Lashes and Brows on a Makeup Client
- A. Other Eyelash Services
- B. Lash Perming

XVI. Explain the Benefits for Permanent Makeup Application
- A. Considerations for Permanent Makeup

XVII. Describe the Benefits of a Career in Makeup
- A. Freelance Makeup Artistry
- B. Makeup Marketing Tips

XVIII. Promote Retail Services as a Makeup Artist

CLASS NOTES

Enter your notes for class here!

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LESSON **PLAN 12.0**

SUBJECT OUTLINE	IN-DEPTH NOTES *(information to share during presentation)*
I. EXPLAIN MAKEUP ESSENTIALS AS IT RELATES TO AN ESTHETICIAN'S SKILL SET **Slides 1–7**	Makeup can boost your client's confidence in their appearance, but it can also be a lucrative addition to an esthetician's repertoire. The art of makeup can open many doors to a rewarding, diverse, and stable career.
	Estheticians should have a thorough understanding of makeup because: • Makeup knowledge and application skills add another element of expertise to enhance your reputation, grow your clientele, and increase menu services and revenues. • Clients rely on makeup artists to design fresh makeup looks ranging from beauty and fashion to edgy and editorial. • The makeup industry's seasonal creation of new products can offer opportunities to retail the latest color and create new looks for your clients. • The understanding of products, color theory, makeup techniques, and facial feature analysis are all part of being a successful makeup artist. • Educated estheticians will be confident when providing consultations, product recommendations, makeup applications, and lash procedures.
II. DESCRIBE THE PRINCIPLES OF COSMETIC COLOR THEORY **Slides 8–18**	Color theory is the foundation of color selection, impacting every area of makeup from foundations to blush, eyeshadow, and lipsticks. It is important in helping clients resolve issues and create a harmonious look on every face.
A. The Color Wheel	Based on the three primary colors: red, yellow, and blue. The traditional color wheel is a creation of 12 main divisions of colors stemming from the three primary hues. Refer to Figure 12–1.
• **Hue**	• Refers to any color in its purest form, lacking any black (shade) or white (tint). The hue of a color represents just one dimension of a particular color.

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DID YOU KNOW?	All people possess the three primary colors, just by being alive. *Red* is oxygenated blood found in our capillaries. *Yellow* is found in all keratin tissue of the skin, nails, and hair. And *blue* is the blood found in our arteries.
1. **Primary Colors**	Red, yellow, and blue. Fundamental colors that cannot be obtained from a mixture. Refer to Figure 12–2.
2. **Secondary Colors**	Orange, green, and violet. Obtained by mixing equal parts of two primary colors. Refer to Figure 12–3.
3. **Tertiary Colors**	Formed by mixing equal amounts of a primary color and its neighboring secondary color on the color wheel. They are named by primary color first, secondary color second. Examples include blue-violet, blue-green, yellow-green (olive), yellow-orange, red-orange (vermillion), and red-violet. Refer to Figure 12–4.
4. **Complementary Colors**	Colors that fall directly across from each other on the color wheel. When used next to each other, they create a distinct contrast, with each intensifying the appearance of the other. They are frequently used when the goal of a makeup application is a vibrant, dynamic, and dramatic look. Refer to Figure 12–5.
5. **Analogous Colors**	Colors that are located directly next to each other on the color wheel. They create minimal contrast and therefore match very well. Analogous colors are used in makeup application for soft, subtle looks; they can also be used to call attention to a specific facial feature, rather than the makeup itself. Refer to Figure 12–6.
B. Color Saturation	Color **saturation** refers to the pureness of a color or the dominance of hue in a color. It can vary in intensity. A fully saturated color is the truest version of that color and is extremely vibrant, strong, and intense. Saturation changes as the hue moves from the outer edge of the color wheel toward the center, where it is less intense, and beings to appear gray. Refer to Figure 12–7. The **value** or brightness of a color is how light or dark it is. It depends on the amount of light emanating from the color. The various degrees of saturation create tints, shades, and tones. Refer to Figure 12–8.

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• **Tint**	• Occurs when white is added to a pure hue.
• **Shade**	• Occurs when black is added to a pure hue.
• **Tone**	• Occurs when gray is added to a pure hue.
ACTIVITY: PLAY WITH COLOR	**Complete Lesson Activity #1.**
ACTIVITY: COLOR SATURATION	**Complete Lesson Activity #2.**
C. Warm and Cool Colors	A thorough understanding of warm and cool colors will enable you to determine skin tone and properly enhance your client's appearance. **Warm colors** have a yellow undertone and range from yellow and gold through the oranges, red-oranges, most reds, and even some yellow-greens. **Cool colors** have a blue undertone, suggest coolness, and are dominated by blues, greens, violets, and blue-reds. Dividing the color wheel in half down the middle of green and middle of red, the red-yellow side represents warms colors and the blue-green side represents cool colors. Refer to Figure 12–9. **Neutral colors** are colors that do not complement or contrast any other color. Examples include brown and gray, along with multiple variations of each. Refer to Figure 12–10.
ACTIVITY: CREATE YOUR OWN COLOR WHEEL	**Complete Lesson Activity #3.**
CHECK IN	1. List the primary and secondary colors. 2. What are complementary colors? 3. Define warm and cool colors. 4. Give two examples each of warm and cool colors.
III. USE COLOR THEORY TO CHOOSE AND COORDINATE MAKEUP COLOR SELECTION **Slides 19–28**	The art of makeup application allows for more than one way to achieve the result you desire. Once you understand the basic rules of color selection, you can then go on to expand the ways you combine color. Think of the color wheel as a tool for determining color choice.

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A. Color Selections at a Glance

1. Determine skin color.
2. Determine eye color.
3. Determine hair color.

Begin your color selections by choosing eye makeup colors based on complementary or contrasting colors and coordinating cheek and lip colors within the same color family.

B. Determine Skin Color

- Decide if skin is fair, medium, or dark

  Tone of the skin is also known as *hue*; in terms of skin, used to describe the warmth or coolness of a color and generally classified as light, medium, or dark.

- Determine if undertone is warm or cool

  There are three general undertones:
  - Cool colors (pink, red, or bluish undertones)
  - Warm colors (yellow, peachy, golden undertones)
  - Neutral colors (mix of warm and cool undertones)

- To determine undertone use neck or forearm
  - If client has sun damage, use neck as the primary indicator.
  - In natural light, place a white piece of paper or cloth next to clean skin and determine color that is most apparent.
  - Undertone also applies to products.

- Identifying Skin Tones and Undertones

  Refer to Table 12–1.

  - Fair skin tones
    - Cool: pink undertones
    - Neutral: pink and yellow undertones
    - Warm: yellow undertones
  - Medium skin tones
    - Cool: pink undertones
    - Neutral: pink and yellow undertones
    - Warm: yellow undertones
  - Olive skin tones
    - Neutral: red and olive undertones
    - Warm: olive undertones
  - Deep or dark skin tones
    - Cool: red undertones
    - Neutral: red and yellow undertones
    - Warm: yellow undertones
  - Neutral skin tones
    - Fair: pink and yellow undertones
    - Medium: pink and yellow undertones
    - Dark: red and yellow undertones
    - Olive: red and olive undertones

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• Color Intensity	Refer to Table 12–2 for color intensity of the skin and determining the best colors based on the tone and undertone.
• Pink	• Color intensity: cool/warm
• Blue	• Color intensity: cool
• Purple	• Color intensity: cool/warm
• Green	• Color intensity: cool/warm
• Brown	• Color intensity: warm
• Red	• Color intensity: warm/cool
• Black	• Color intensity: neutral
• White	• Color intensity: cool/neutral
• Gray	• Color intensity: neutral
DID YOU KNOW?	The majority of the population has a warm skin color with yellow undertones.
• Tips on makeup application based on the tone and undertone	
• Light color skin	Use light colors for a soft, natural look. Medium to dark colors will create a more dramatic look.
• Medium color skin	Medium tones will create an understated look. Light or dark tones will provide more contrast and will appear bolder.
• Dark color skin	Dark tones will be most subtle. Medium to medium-light or bright tones will be striking and vivid.
• Neutral skin tone	Match the foundation color to color of the skin, or use corrective techniques.
• Considerations for altering skin tone	
• **Ruddy** skin	• Skin that is unnaturally red, wind burned, or affected by rosacea. • Apply a yellow- or green-tinted foundation to affected areas, blending carefully. Yellow-based will neutralize redness. Green-based will block redness. • If adding blush, avoid red and pink tones and use neutral tan shade instead.
• **Sallow** skin	• Skin that has a yellowish hue. • Apply a pink-based foundation on the affected areas and blend carefully into the jaw and neck. • Avoid using yellow-based colors for eyes, cheeks, and lips.

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ACTIVITY: PHOTO SCAVENGER HUNT	Complete Lesson Activity #4.
C. Determine Eye Color	There are many eye colors. It is easy to categorize eyes into blue, green, brown, and hazel; however, each of these colors has many variations. Individual eye color helps you as a makeup artist choose eyeshadow colors. When selecting eye colors, neutral tones are always your safest choice. They contain elements of warm and cool, plus they complement any skin color, eye color, or hair color. Neutral colors range from taupe to brown, and from gray to white or black. Matching shadow color with eye color creates a monochromatic field with a less dramatic depth of contrast. Selecting eyeshadows in complementary colors will emphasize the eyes most. Complementary color choices for eye colors are summarized below.
• Complementary colors for blue eyes	• Orange is the complementary color to blue. Because orange contains yellow and red, shadows with these colors will make eyes look bluer. Common choices include gold, warm orange-browns like peach and copper, red-browns like mauves and plums, and neutrals like taupe or camel.
• Complementary colors for green eyes	• Red is the complementary color to green. Because red shadows tend to make the eyes look tired or bloodshot, pure red tones are not recommended. Instead, use brown-based reds or other color options next to red on the color wheel. These include red-orange, red-violet, and violet. Popular choices are coppers, rusts, pinks, plums, mauves, and purples.
• Complementary colors for brown eyes	• Brown eyes are neutral and can wear any color. Recommended choices include contrasting colors such as greens, blues, grays, and silvers.
• Coordinate cheek and lip colors with eye colors	After choosing the eye makeup, coordinate the cheek and lip makeup in the same warm or cool color family. You could also choose neutrals because they contain both warm and cool elements and coordinate with any makeup color.
D. Determine Hair Color	Use the client's hair color as a final consideration when deciding on a color palette for your makeup application. Consider the hair color when choosing colors, but prioritize the client's natural warm or cool skin tone. Keep in mind that the client's current hair color and natural hair color may be different.

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E. Mature and Textured Skin	Here are tips for when you are working with mature clients or clients who have enlarged pores and textured skin due to acne scarring or excessive sun exposure: • Products made with shimmer glitter can accentuate skin texture. • Colors that are more matte can reduce the appearance of texture from fine lines and uneven skin.
CHECK IN	5. What are the three main color selection steps used to choose makeup colors? 6. What colors are used to tone down red?
ACTIVITY: USE COLOR THEORY AND COORDINATE!	**Complete Lesson Activity #5.**
ACTIVITY: COLOR SELECTIONS	**Complete Lesson Activity #6.**
IV. IDENTIFY FACE SHAPES AND PROPORTIONS FOR MAKEUP APPLICATIONS **Slides 29–33**	Understanding face shapes is helpful for determining where to place lighter and darker tones of makeup for greater impact and to accentuate or deemphasize certain features.
A. Analyzing Face Shapes	Face shape can help determine hair styles, size and shape of hats, reading or sunglasses, and jewelry. For the makeup artist, understanding how to help a client accentuate features they wish to be more prominent and de-emphasize ones they prefer to go unnoticed is a valuable skill. Refer to the face shapes chart in Table 12–3 for a complete list of face shapes.
1. Oval-Shaped Face	The oval face, with well-proportioned features, has long been considered the ideal for its balance and overall look of symmetry. The face is divided into three equal horizontal sections: • The first third is measured from the hairline to the tops of the eyebrows. • The second third is measured from the tops of the eyebrows to the tip of the nose. • The last third is measured from the tip of the nose to the bottom of the chin. The oval face is about one and a half times longer than its width across the brow. The ideal distance between the eyes is the width of one eye. Refer to Figure 12–15. It is widest at the temple and forehead, tapering down to a curved chin.

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2. Round Face Shape	• Widest at the cheekbone area and is usually not much longer than it is wide. Has a softly rounded jawline, short chin, and rounded hairline over a rather full forehead.
3. Square Face Shape	• Has a wide, angular jawline and forehead; lines of this face are straight and angular.
4. Rectangle (oblong) Face Shape	• Long and narrow; cheeks are often hollowed under prominent cheekbones. Corrective makeup application can create the illusion of width across the cheekbone line, making the face appear shorter and wider.
5. Triangle (pear-shaped) Face Shape	• Widest at its base or jawline, tapering up to slightly narrower cheeks and reaching its apex at a narrow forehead. Corrective makeup application can create width at the forehead, slenderize the jawline, and add length to the face.
6. Heart Face Shape	• Wide at the temples and forehead area and tapers down to a narrow chin. It is usually soft rather than angular and has some prominence in the cheekbone area.
7. Diamond Face Shape	• Widest at the cheekbones; has a narrow chin and forehead. Angular in form and the measurements of the jaw and hairline are approximately the same.
ACTIVITY: FACE SHAPES	**Complete Lesson Activity #7.**
CHECK IN	7. Why is analyzing face shapes an im-portant skill? 8. What are the seven basic face shapes?
V. DESCRIBE THE DIFFERENT TYPES OF COSMETICS AND THEIR USES **Slides 34–45**	Most products come in several forms, including powders, creams, and liquids, in an assortment of containers and packages. Makeup formulations are evolving with a focus on maintaining healthier skin.
DID YOU KNOW?	Familiarize yourself with vegan-friendly makeup and cruelty-free makeup. Some clients may wish to be exposed only to animal-free products or products that are not tested on animals.

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A. **Foundation**

Also known as *base makeup*, is a tinted cosmetic used to even out skin tone and color, conceal imperfections, and protect the skin from the outside elements of climate, dirt, and pollution. Dark circles, blemishes, pigmentation, redness, and other concerns can be neutralized with foundation. Comes in different forms—mainly cream, liquid, powder, and mineral.

- **Oil-based** foundations usually contain mineral oil or other oils. Good choice for normal to dry skin.
- **Water-based** foundations are oil free. They generally give a more **matte** (nonshiny, dull) finish and help conceal minor blemishes and discolorations. Preferred for oily skin and sensitive skin.
- **Silicone-based** products are good for occluding the skin and proving a more even surface. They can also diffuse imperfections, are more durable for prolonged wear, and an excellent choice for bridal makeup.
- **Alcohol-based** makeup is also available for extreme durability and is popular with special effects artists as well as for temporary tattoos. It is not ideal for prolonged wear as it can exacerbate dry skin.

- **Liquid** foundations — Combinations of organic and inorganic pigments in alcohol- and water-based solutions. Bentonite (a clay base) is added to help keep the products blended and absorb excess oil. Generally suited for clients with oily to normal skin who desire sheer to medium coverage.
- **Cream** foundations — Thicker and give medium to heavier coverage. Generally suited for dry to normal skin.
- **Cake makeup** — Also known as *pancake makeup*; a heavy cream foundation. Normally applied to the face with a moistened cosmetic sponge. Used for theater and film or whenever extreme coverage is needed.
- **Greasepaint** — A heavy cream makeup used for theatrical purposes. Most are made with alcohols and oils that can be comedogenic. Recommend a good skin care routine with an effective cleanser.
- Powder foundations — Consist of a powder base mixed with a coloring agent (pigment). Cream-to-powder foundations are moist on application but dry to a powdery finish.
- **Primers** — Liquids or silicone-based formulas designed to go underneath foundations and other products. Provide a smooth surface for makeup and keep product off the skin so that it is not broken down by skin oils.

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FOCUS ON: BB and CC Creams	As discussed in Chapter 6, BB creams are multitasking products for daytime use that include a moisturizing day cream, sun protection, makeup foundation coverage, age prevention, and corrective ingredients all in one easy step and can be found for all skin types. A spinoff, CC cream (color and correct) is similar to a BB cream but provides heavier coverage, similar to a concealer. CC creams also have added lighteners and brighteners to help improve skin discolorations.
B. Mineral Makeup	Composed of minerals and other ingredients and designed to be healthy for the skin. Considered more noncomedogenic and natural than liquid foundations. If lightly applied, it can refract light from lines and creases and minimize imperfections. Popular for camouflage makeup after surgery.
• Mature clients	Some formulas tend to be shiny and can be too dry. If applied too heavily, they can set in wrinkles, making them appear more noticeable.
• Ingredients	May include titanium dioxide, zinc oxide, mica, silica, magnesium stearate, bismuth oxychloride, iron oxides, kaolin clay, and rice powder. Synthetic preservatives, fragrances, talc, and dyes are commonly used in cosmetics, but are not recommended ingredients to avoid triggering allergic reactions.
DID YOU KNOW?	It is best to avoid makeup products that contain comedogenic ingredients. Also, to help your clients avoid skin problems and keep skin healthy, remind them to always remove their makeup each night. Assist your clients in finding a routine that works best for their needs/lifestyle. For example, remove makeup with a facial cleanser, tepid water, and washcloths, and for gym or travel try makeup remover wipes (for occasional use only).
C. **Concealer**	Covers blemishes and discolorations and may be applied before or after foundation.
• Available in various forms and colors	• Pots, pencils, wands, or sticks in range of colors to coordinate with or match skin tones. • Depending on formulation, may contain moisturizers or control oil.

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D. Face Powder	Consists of a powder base mixed with coloring agent (pigment).
• Uses	• Adds matte finish to the face. • Enhances the skin's natural color. • Helps to conceal minor blemishes and discolorations. • Diminishes excessive color and shine. • Sets foundation.
• Forms	• Loose and pressed powder.
• Ingredients	• May include talc, zinc oxide, titanium dioxide, dimethicone, kaolin, tocopheryl acetate, zinc stearate, and magnesium stearate.
E. **Blush**	
• Uses	• Gives face natural-looking glow. • Helps create facial balance.
• Available in cream, liquid, dry (pressed), or loose powder form	• Powder blush is the most common cheek color and consists of ingredients like powders with colorants added. • Cream or gel cheek colors resemble cream foundation and are generally preferred for dry and normal skin. Cream and liquid blush fall into two categories: oil based and emulsions. Oil-based formulations are combinations of pigments in an oil or fat base, and create a water-resistant product.
F. **Highlighter**	Are lighter than the skin color and accentuate features such as the brow bone, temples, chin, and cheekbones.
• Typically liquid and powder forms	
G. **Eyeshadow**	Accentuate and contour the eyes.
• Endless variety	• Warm to cool, neutral to bright, and light to dark. • Some are can be used wet or dry. • Variety of finishes (matte or shimmer). • Cream, pressed, and dry powder.
H. **Eyeliners**	Used to emphasize the eyes. Make eyes appear larger and the lashes fuller.
• Forms	• Pencil, liquid, and pressed. • Pencil is most commonly used and is available in both hard and soft forms. • Liquid or gel eyeliners create more dramatic look. • Powder liners or eyeshadows can be applied wet or dry.

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I. Eyebrow Color	Used to add color and shape to the eyebrows. Can be used to darken the eyebrows, correct their shape, or fill in sparse areas. For the best results, match the natural brow color or use a close shade of brown.
• Forms	• **Eyebrow pencils, shadows, pomades**, and **gel-formulations**.
J. Mascara	Darkens, defines, and thickens the eyelashes. Two main types: regular and waterproof. Some wand mascaras contain rayon or nylon fibers to lengthen and thicken the hair. Lash conditioners and gels are also popular products. Lash enhancers are designed to stimulate lash growth.
• Forms	• Liquid, cake, and cream. • Most popular is liquid formula in black and brown.
• **Regular mascara**	• Good daily use product that removes easily with regular eye makeup remover.
• **Waterproof mascara**	• Designed to stay on and not smudge when it comes in contact with water. May be ideal for clients with seasonal allergies, brides, or clients who come in frequent, direct contact with wind or water. May require an oil-based eye makeup remover.
DID YOU KNOW?	Does your client wear glasses? Depending on the size of the lenses, the glasses may hold in moisture and can cause the client's eyeliner and mascara to smudge. If you have a client that is having an issue with excessive smudging, suggest they try a waterproof mascara and liner.
K. Eye **Makeup Removers**	• Most products come off with cleansers. • Not recommended to remove eye makeup while wearing contacts.
• Oil-based removers	• Generally mineral oil with a small amount of fragrance added. Great for waterproof mascara, dramatic eye makeup, and artificial lashes.
• Water-based removers	• Water solution to which witch hazel, boric acid, oils, lanolin or lanolin derivatives, and other solvents have been added. Good choice for regular mascara and light eye makeup. Useful for clients who are sensitive to oil.

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L. **Lip Color**	Lip color, lipstick, and gloss give color to the face and provide a finish to your makeup design. Lip color worn alone enhances the face like no other product can. Some lip colors contain sunscreen. Most contain moisturizers. Lip gloss, plumpers, and stains are also popular.
• Available in several forms	• Creams, glosses, pencils, and sticks.
• Formulas include oils, waxes, and dyes	• Castor oil is a common ingredient in lipsticks. Other oils used are olive, mineral, sesame, cocoa butter, petroleum, lecithin, and hydrogenated vegetable. • Waxes commonly included in the ingredients are paraffin, beeswax, carnauba, and candelilla wax. • Common coloring agents include lakes and related tints. Iron oxides, mica, and annatto are natural colorants used in lip colors.
1. Lip Liner	Intended to fill uneven areas on the outer edges of the lips to define their shape. Also used to outline the lips and keep lipstick inside the lip area, preventing the lip color from bleeding.
• Forms	Most often found in pencil form, but consistencies vary from a firm, waxy pencil to a softer cream pencil.
DID YOU KNOW?	For persons undergoing chemotherapy or who have alopecia, lipstick can add color to the face and help detract from thinning eyebrows and lashes.
CHECK IN	9. List the specific categories of products used in makeup application.
VI. PREPARE THE MAKEUP STATION AND SUPPLIES FOR CLIENTS **Slides 46–58**	Before you begin any makeup service you will need the necessary products, tools, and supplies to prepare your makeup kit and work area for your client.
A. Supplies and Accessories	There are many supplies and accessories that you will find useful for your makeup applications. Refer to Table 12–4 for the makeup supplies checklist.
1. Sponges	Use for blending foundation, concealer, and powder. Wedge and egg shape sponges, known as beauty blenders, are very popular choices.

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2. Spatulas	Use to remove products such as concealer or lipstick from jars and containers to prevent cross-contamination. Do not double-dip.
3. Tissues	Use for blotting lipstick or powder.
4. Wands	Use a new, single-use wand to dip into the mascara; do not double-dip. Roll in tube rather than pump to avoid drying out mascara.
5. **Brow Comb**	Use to brush eyebrow hairs into desired position, creating a groomed look.
6. **Lash Comb**	Separates lashes so lashes look finished and are not clumpy or messy looking. Used before applying mascara or when mascara is still wet.
7. Cotton Swabs	Useful for blending under the eyes and when cleaning up mascara or smudges.
8. Paper Drapes	Hand-size towels made of paper that are inexpensive and easy to use to protect the client's clothing during a touch-up.
9. Cleaning Agents	Use brush cleaner to clean the brushes. Use hand sanitizer to clean hands (if allowed in your state) when soap and water are not available and use a disinfectant approved by the Environmental Protection Agency (EPA) on surfaces and tools.
10. **Brushes**	Use to blend powder, blush, and eyeshadows. Vary in size, shape, make, use, cost, and longevity. They are the artist's most essential tool as they allow for better control and blending. There are two types: natural and synthetic. Disposable brushes are ideal when working on clients. If not, make sure to clean and disinfect synthetic brushes between clients.
CAUTION	For a brush to be able to be disinfected, it must be synthetic (not natural bristle). Most expensive brushes are natural bristle and therefore not able to be disinfected. The safest method for application is to remove a portion of the product to a palette to work from then clean/disinfect any synthetic brushes and discard disposable brushes.
11. Lash Curler	For straight lashes, can be used before applying mascara.

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12. Hair Clips or a Headband	Use to hold the hair away from the face.
13. Cape	Use a cape or towel around the client's neck to protect their clothes.
14. Tweezers	Used to remove individual hairs from the brow area and to remove stray hairs from above, beneath, and around the eyes and chin.
15. Sharpeners	Pencil sharpeners are either plastic or metal, and they are available with different-sized sharpening holes to accommodate different-sized pencils.
16. Mirror	A high-quality reflective surface for the client to view the application.
17. Mixing Cups	Can be used for blending foundation colors together or mixing foundation and moisturizer for a lighter tinted foundation. Artist's *palettes* are also great for holding products.
B. Use a Makeup Palette	Use a single-use spatula, or palette knife, to place a small amount of product on a palette. This will keep the main product free of pathogens such as bacteria and fungus and protect your client from infection. Palettes are either straight and flat or have small indentations for loose powders. Some states require the use of a palette, so check with your state board.
DID YOU KNOW?	Perm papers make great inexpensive blotting papers for oily skin. These items can be found at any beauty supply house.
C. Makeup Brushes	Made of three parts: the hair (bristles), the handle, and the ferrule. By running the brush hair across the hand, you can test the hair for softness and the bristles for shedding. • Brush hairs are either natural animal hair or synthetic. Synthetic brushes can be disinfected, unlike natural hair brushes. Sable, squirrel, mink, goat, pony, and other blends are used for brushes. Natural-hair brushes are more expensive. Natural-hair brushes are more frequently used to apply dry powder products, whereas synthetic bristles are better for moist product application. • Handle lengths vary but 7 inches (17.5 centimeters) is the standard length for brushes. • The **ferrule** is the metal part that holds brushes intact. Refer to Table 12–5 for commonly used makeup brushes. Most brushes can be interchanged and used for more than one purpose.

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• Powder Brush	• Large, soft brush used for blending and to apply powder or blush.
• Blush Brush	• Smaller, more tapered version of the powder brush used for applying powder blush; can be angled.
• Foundation Brush	• Longer, flatter bristles that are in a round or oval compact shape; used for applying and blending liquid, cream, and paste foundations.
• Concealer Brush	• Usually narrower and firm with a flat edge; used to apply concealer around the eyes, on blemishes, and other areas.
• Kabuki Brushes	• Short brushes with dense bristles for powder or blush; mainly used in a circular motion to apply and blend powders.
• Eyeshadow Brushes	• Available in a variety of sizes and ranging from soft to firm; the softer and larger the brush, the more blended the shadow will be; a firm brush is better for depositing dense color than for blending it; small brushes are best for dark colors.
• Eyeliner Brush	• Fine, tapered, firm bristles; used to apply liner to the eyes.
• Angle Brow Brush	• Firm, thin bristles; angled for use on the eyebrows or for eyeliner.
• Lash and Brow Brush	• The comb side is used to remove excess mascara on lashes, and the brush side is for brows; metal lash combs are also available, but plastic is ideal because it is disposable.
• Lip Brush	• Similar to the concealer brush, but smaller and with a more tapered, rounded edge; also used to apply concealer.

CAUTION	Brushes with wooden handles should not be used on clients because wood is porous and cannot be disinfected. They may be retailed to clients for personal use.

1. Caring for Makeup Brushes	To use them safely for years, it is best to remove makeup from the original container and use a palette for makeup applications and cleaning/disinfection after each client.
• How to clean	A commercial cleaner 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, liquid soap, or brush solvent should be used. Brushes should always be put into running or still water with ferrule pointing downward to avoid water removing glue holding bristles in place. Rinse after cleaning and avoid pulling on bristles. Reshape and lay flat to dry.

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• How to disinfect	Brushes must be cleaned and disinfected properly after each client with liquid soap and an EPA-registered disinfectant. Remember, natural bristles and wooden handles are porous and cannot be disinfected; ideally use disposable brushes. Rinse, dry, and cover brushes with a towel to keep them clean while drying. Once dry, put them in a clean, closed covered container or drawer.
DID YOU KNOW?	Do not leave the brushes in the disinfectant longer than necessary. This can cause them to wear out much faster. Always follow the manufacturer's instructions to preserve their longevity. Always ensure the disinfectant is mixed properly to reduce wear on brushes.
CHECK IN	10. Excluding makeup, list the supplies and accessories necessary for makeup application. 11. What are the types of makeup brushes, what is each kind used for, and how should they be cared for?
ACTIVITY: MAKE A DIGITAL IMAGE BOARD	**Complete Lesson Activity #8.**
VII. FOLLOW INFECTION CONTROL REQUIREMENTS FOR MAKEUP SERVICES **Slides 59–62**	Check local regulations for proper makeup product and brush infection control requirements.
• Safety measures to follow when applying makeup to avoid contamination	• Wash your hands before touching or applying makeup. • Do not touch product contents with your fingers as this can spread bacteria from your skin, causing contamination. • Do not touch open products with previously used applicators. This is called double dipping and can spread infection. • Remove products with disposable, single-use spatulas and distribute onto clean palettes before applying. When using pressed powders, scrape powders with a clean spatula onto a clean palette or clean tissue before applying. • Never apply lipstick, gloss, or eyebrow colors directly to the client from the container or tube. Use a spatula to remove the product, and then apply with a disposable applicator. • Never apply mascara directly to the lashes from the container. Use a disposable mascara wand to remove the product then apply with a new wand. • If the product is accidentally contaminated, follow your supervisor's directions to either throw away the product or give it to your client. Do not put it back with your clean products to reuse.

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- Guidelines for cleaning multiuse applicators, pencils, and testers

- **Applicators**—Use new or disinfected applicators, brushes, wands, and spatulas to distribute products.
- **Pencils**—Sharpen pencils and wipe with tissue—if they cannot be sharpened, they cannot be cleaned.
- **Testers**—Keep testers clean in the retail area. To avoid contamination, assist clients who are using testers.
- **Palettes and supplies**—Clean and disinfect artist trays, palettes, brushes, sharpeners, and foundation mixing cups after each use.

FOCUS ON: Safety First

Unfortunately, some facilities do not always follow proper infection control standards for makeup station testers and applications. If you use incorrect practices, bring this to the attention of the staff to help them comply with appropriate standards. A staff training session may be necessary to remind everyone of the correct procedures. Clients will appreciate knowing the testers and applicators are clean; otherwise, they may be hesitant to try products or schedule any makeup services.

CHECK IN

12. List at least five safety measures that should be followed when applying makeup to avoid product contamination.

VIII. CONDUCT A THOROUGH MAKEUP CONSULTATION WITH A CLIENT

Slides 63–67

Sit down with your client and help them fill out the client questionnaire to help you to understand their needs. Some common questions to ask during a consultation are:

- What are some of your needs or expectations today?
- Will you be attending a special occasion?
- Describe your makeup use.
- How much time do you spend applying makeup?
- What areas of concern would you like to focus on?
- What are your favorite colors?
- Do you have any makeup issues (e.g., allergies or irritations)?

Refer to Table 12–6 for a client questionnaire.

Knowledge of prior illnesses, injuries, surgeries, or even if the client wears contact lenses is useful to determine best practices for the makeup application you are planning.

You can note client preferences such as colors on the client chart. Refer to Table 12–7 for a client chart.

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A. The Makeup Station and Consultation Area	Try to have your makeup station in a visible yet semiprivate area of the salon. Make sure that your makeup kit and station are cleaned and well organized before and after each client. Having good visual references at hand is also suggested as you discuss makeup styles with your client.
1. Lighting	Adequate and flattering light is essential. A bright, even frontal light source with a daylight color balance is ideal. Placing vertical strips of lights on both sides of the makeup mirror and a horizontal strip or row just above the mirror will produce consistent light. Options include fluorescent tubes, traditional incandescent bulbs, and LED bulbs, but must be daylight color-balanced. The lights around the makeup mirror should be the brightest light source in the room or area.
B. Makeup Lessons Versus Makeup Application	A makeup lesson includes instruction in how to duplicate the techniques you are using on the client as you work. Allow time to answer questions and let your client practice on themselves. In contrast, a makeup application is where you apply the makeup and the client is not given step-by-step instructions.
FOCUS ON: Makeup Choices and Self-Confidence	Makeup can give people a lift and make them feel more attractive, thereby enhancing their self-esteem, even during the most difficult times of their lives. When working with clients who have cancer, makeup artists can help achieve this boost of self-confidence by focusing on their natural beauty. Always be sure to ask your clients to share their personal preferences with makeup so you can gain insight into what look may give them a lift and help them feel more attractive.
CHECK IN	13. List five makeup questions you should ask your client during a makeup consultation.
ACTIVITY: CLIENT CONSULTATION	**Complete Lesson Activity #9.**

IX. PERFORM MAKEUP APPLICATION TECHNIQUES

Slides 68–81

DID YOU KNOW?	For a smoother makeup application, remember to ask clients to exfoliate their skin to remove dead skin cells and prepare the face for product application before their appointment.

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A. Foundation Application	When correctly applied, foundation creates an even canvas for the rest of the makeup application. Skin tone determines the selection of foundation color.
1. Matching and Blending	Foundation should always be matched as closely as possible to actual skin color. The best way to determine the correct foundation color for your client is to apply a 1- to 2-inch (2.5- to 5-centimeter) vertical stripe of color below the cheek down onto the jawline. Blend slightly and then try other colors if necessary. The color that "disappears" and blends in is the correct one. Makeup should blend smoothly with no visible line between the face and the neck. Different colors can be mixed to create a custom blend. The color may also need to be changed with the seasons and sun exposure.
2. Supplies for Foundation Application	Foundations are applied to the face with a disposable makeup sponge or brush. Sponges are banned in some states, so be sure to check with your local regulatory agency. The sponge can be moist or dry. Patting (called *stippling*), rather than rubbing, gives better coverage where it is needed. For corrective makeup applications, stippling is a technique that creates the illusion of texture on the skin where there is none.
ACTIVITY: TEST IT OUT: FOUNDATION	**Complete Lesson Activity #10.**
B. Concealer Application	In most cases, concealer should match the tone of the foundation. It can be applied under or over foundation with a brush or sponge. Place sparingly over blemishes and other areas of discoloration and blend. If covering a blemish, match skin tone closely to avoid highlighting the blemish. Yellow- and green-toned concealers must be well blended and covered with foundation. The principles that apply to choosing foundation colors also apply to concealer colors. It may be worn alone, without foundation, if chosen and blended correctly. Concealer products can also be used as a highlighter if the concealer is lighter than the skin color to accentuate and bring out features. A darker shade of concealer can be used for contouring.
DID YOU KNOW?	If you first hold a few colors of a product up next to the face, it will give you an idea if the colors would be a good potential choice. This is especially useful for foundations, eyeshadows, and blushes.

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C. Highlighting and Shading	
• **Highlighting** colors	Lighter than skin color and accentuate features such as brow bone, temples, chin, and cheekbones.
• **Contouring** colors	Darker shades used to define cheekbones and make features appear smaller. Dark colors recede or diminish features.
• Forms	Liquid and powder forms.
• Applied similarly to shadow, blush, or concealer	Depending on placement.
D. Face Powder Application	• Face powder should match natural skin tone and foundation. **Translucent powder** (colorless and sheer) blends with all foundations and will not change color when applied. • Usually applied after foundation and before the rest of makeup and once again after blush to blend and set. • Apply using a brush by sweeping in circular or downward motions.
1. Loose Powder Makeup Application	Loose powder products are easy to spill. Tap jars before opening to settle the product and take out only a tiny amount to use. Use a clean brush or new, single-use, disposable spatula to remove products from the container and tap the product onto a palette to use. Replace the cap right away to avoid spillage and keep products clean.
2. Pressed powder makeup application	Pressed powder is compact and easy to carry for quick touch-ups during the day. Pressed products can be turned into loose powder by loosening with a new, single-use spatula or disinfected or new brush.
DID YOU KNOW?	If you feel you have applied too much powder, use a water-dampened sponge to lift off the excess product. Alternatively, you can spritz the face with water using an atomizer spray bottle. This will cut the dry look without affecting the makeup.
ACTIVITY: HIGHS AND LOWS	**Complete Lesson Activity #11.**

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E. Blush Application

• Choose color of natural flush	In most cases that is a pink to red tone, adjusting based on skin color.
• Apply just below cheekbones	Blending on top of bones toward top of cheeks. Blush domain area is no closer to the nostrils than the center of the pupil and no lower to jawbone than an imaginary line from tip of nose to middle of the ear. Should not reach hairline.
• Usually applied with a brush	Depending on formulation. Creams are applied with stiff brush or sponges.

DID YOU KNOW? When choosing powder and blush products, remember the golden rule: Powder on powder; cream on cream.

ACTIVITY: DON'T MAKE ME BLUSH **Complete Lesson Activity #12.**

F. Eyeshadow Application

Choose colors to bring out the eyes, even if the application is subtle. When applied to the lids, eyeshadow makes the eyes appear brighter and more expressive. Using a contrasting or complementary color can enhance the eyes.

Generally, a darker shade of eyeshadow makes the natural color of the iris appear lighter, while a lighter shade makes the iris appear deeper. The only set rules for selecting eye makeup colors are that they should enhance the client's eyes and color choices should be flattering. Blending is the key, especially when using dark colors.

• *Highlight* color	• Lighter than client's skin color and highlights specific area. Popular choices include matte or iridescent (shiny).
• *Base* color	• Generally a medium tone that is close to client's skin color. Used to even out skin tone on the eye and is often applied all over lid to brow bone.
• *Contour* color	• Deeper and darker than client's skin color. Applied to minimize a specific area, to create contour in a crease, or to define the eyelash line.
• Eye makeup primers	• Can be used prior to applying eye makeup to help it last longer and produce truer colors.

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1. Bracing During Application	**Bracing** takes practice, but it is a technique using one or both hands positioned to avoid client injury, keeping your hands steady and the client safe. For bracing around the eyes use the back side of your dominant hand on the client's face to steady yourself while using the fingers of the same hand to manipulate the applicator, brush or pencil. For the eye, brace hand just above brow.
• To apply eyeshadow	
• Remove product	Remove product from container with spatula and then use single-use applicator or clean, disinfected brush.
• Apply base color	Close to lashes on eyelid, sweeping color slightly upward and outward. End color inside the outer edge of brow.
• Highlight	Under the eyebrow and on the lid
• Use dark color in crease	Blend to achieve the desired effect.
CAUTION	Be guided by your state on whether bracing is required for your practical exam. Some artists make small precise lines when applying any liner, for eyes or lips, in lieu of bracing.
ACTIVITY: USE COLOR THEORY AND COMPLEMENT!	**Complete Lesson Activity #13.**
ACTIVITY: ART OF SHADOW	**Complete Lesson Activity #14.**
G. Eyeliner Application	• Applied before or after eyeshadow. • Match eyeliner color to lashes or mascara for natural look. • Use more intense colors to match shadow colors or seasonal color trends. • Liner is applied to top and bottom edge of eye on outside of lashes, not the inner part of the eye. Applying it on inner mucous membrane can be unhealthy for the eye and can lead to infections. • Be cautious when applying eyeliner and brace your hand. • Sharpen the pencil and wipe with a clean tissue before and after each use, if needed. Remember to clean and disinfect the sharpener after each use. • Short, even strokes and gentle pressure. • Most common close to lash line. • May be helpful to gently pull skin taut to ensure smooth application.

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CAUTION	According to the American Medical Association, eye pencils should not be used to color the inner rim of the eyes. Doing so can lead to infection of the tear duct, causing tearing, blurring of vision, and permanent pigmentation of the mucous membrane lining the inside of the eye.
ACTIVITY: EYELINER TRIAL	**Complete Lesson Activity #15.**
H. Mascara Application	• Dip a new single-use wand into clean tube of mascara and apply from close to base of lashes toward tips. • Bracing the hand lightly on the face allows for more control. • Lower or upper lashes can be coated first. • Have client look up at the ceiling to apply mascara to lower lashes. Let the mascara sit for a few seconds before having them look down or to the side to apply to the upper lashes. • For more coverage, use side-to-side motion with wand. • End of wand can also be used to apply mascara to tips of lashes. Hold wand sideways, not pointing toward eye. • Dispose each wand, never double-dip. • Brush with lash separator before mascara dries to avoid clumps. • Apply mascara as final step after any powders. • Curl lashes before applying mascara.
DID YOU KNOW?	Clients typically have their eyes closed when receiving a makeup service. Touching them without notice can be jarring. Come up with a system to let your clients know when you are moving from one location on their face to another. Something as simple as a light touch above the brow can indicate to the client where you will move next. This helps to establish trust.
DID YOU KNOW?	Did you know mascara should be replaced every three months? And sooner if your client gets an eye infection of any type. This is a great retail opportunity and good reason for your client to come back in to see new makeup colors.

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I. Eyebrow Color Application	Measure brow shape and follow shaping guidelines as closely as possible. Tweeze any stray hairs before beginning.
• For very dark brown or black hair	Choose a warm black or very dark brown.
• For pale blonde or platinum blonde hair	Choose a very soft taupe.
• For gray or silver-gray hair	Light taupe is usually best.
• For red hair	Use taupe or dark brown. To determine which color, check the hair color—use taupe for strawberry blondes or lighter hair color and dark browns for deep redheads. Using red for eyebrows can look artificial.
• To color in brows	Use a sweeping motion to follow pattern of the hair. Brace your hand just above brow. Blend back and forth inside brow line to achieve natural look.
ACTIVITY: EYEBROW LINER TRIAL	**Complete Lesson Activity #16.**
J. Lip Color Application	Light colors make lips appear larger; dark colors make lips look smaller.
• **Lip gloss**	• Gives shiny, moisturized look to lips.
• **Lip conditioner**	• An application such as a lip moisturizer that is put on when starting makeup application, so it can soak in and moisturize before applying liner; a primer, foundation, or plumper can be applied prior to the lip color.
• **Lip liners**	• Colored pencils used to line and define lips and keep lip color from feathering. • To define and shape the lips; liner is usually applied before lip color. Choose liner that coordinates with natural lip color or lipstick. If darker, fill in most of lip with liner and blend with lip color to avoid harsh lines. • To refine or correct the lip outline and help define the lines, use a small amount of foundation or powder on a small brush to erase and blend the lined area as necessary. • As with the eyeliner, sharpen lip liner pencil and wipe with clean tissue before each use and remember to clean and disinfect sharpener.
• **Lipstick**	• Must not be applied directly from container unless it belongs to client. • Use tip of disposable lip brush to follow lip line. • Connect peaks using rounded strokes.

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FOCUS ON: Retailing	Lip colors create a good opportunity for retail sales. Suggest a few colors and finishes to your clients. Lip color is a simple way to change a look. It is an easy way for your clients to complete their look and brighten their day.
DID YOU KNOW?	Lip liner used as a base for lipstick and applied all over the lips helps color last much longer than lipstick alone. It also helps color look more natural, as it fades without leaving an obvious line around the lips.
DID YOU KNOW?	Using your wedge-style sponge, you can add a little loose powder around the outside of the lip to help prevent the color from bleeding. Dust the excess powder away with the other side of the sponge.
ACTIVITY: LIPSTICK/LINER TRIAL	**Complete Lesson Activity #17.**

K. Makeup Application Tips and Guidelines

• Fingernails should be short and smooth	• Be cautious around client's eyes.
• Use single-use tools	• They are clean, safe, and inexpensive. Disposable brushes and applicators should be used to prevent spread of infection and offer a clean application.
• Blending and evenness	• Most important in good application.
• Apply creams or liquids before powders	• Creams over powders do not blend.
• Use a light touch	• Avoid tugging on skin or rubbing too hard and avoid holding client's head.
• Be cautious lifting skin around the eye	• Lifting the skin may change the look when you let go of skin around eyes.
• Clients should close eyes	• When applying powder or eyeshadow.
• Apply makeup downward with hairs	• For better blending.
• Incorporate bracing techniques	• To allow for a safe makeup application. Refer to Figures 12–31a and 12–31b. • When performing a lip application, you may prefer two hands for bracing. • For the eye, brace your hand just above the brow, not at the top of the head.
ACTIVITY: BRACE YOURSELF	**Complete Lesson Activity #18.**

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X. USE HIGHLIGHTING AND CONTOURING TECHNIQUES FOR BALANCE AND PROPORTION **Slides 82–96**	Highlighting and contouring uses light and dark shades of makeup to draw attention to or away from particular facial features. A basic rule to follow for highlighting and contouring is that highlighting a feature emphasizes and contouring minimizes. A highlight is created when the cosmetic used is lighter than the original foundation applied. Conversely, a contour (or shading) is formed when the product used is darker than the skin or foundation color. Understanding facial shapes will make it easier to balance features your clients wish to emphasize or de-emphasize. Refer to Table 12–8.
• Round/square face	Use darker shade of foundation and blend on outer edges of the temples, cheekbones, and jawline. Use lighter shade of foundation from the center of the forehead down the center of the face to the tip of the chin.
• Triangular face	Apply a darker foundation over the chin and neck and a lighter foundation through the cheeks and under the eyes to the temples and forehead, and then blend them together over the forehead for a smooth and natural finish.
• Narrow face	Blend a light shade of foundation over the outer edges of the cheekbones to bring out the sides of the face.
• Wide jaw	Apply a darker foundation below the cheekbones and along the jawline; blend into the neck.
• Double chin	To minimize a double chin, apply shading under the jawline and chin over the full area.
• Long, prominent chin	To make a long or prominent chin appear less prominent, apply darker foundation over the area.
• Receding chin	Highlight the chin by using a lighter foundation than the one used on the face.
• Protruding forehead	Apply a darker shade of foundation over the forehead area.
• Narrow forehead	Apply a lighter foundation along the hairline and blend into the forehead.
• Wide nose	Apply foundation a shade lighter to the center of the nose. Apply darker foundation on both sides, and blend them together.
• Short nose	Blend a lighter shade of foundation onto the tip of the nose and between the eyes.

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A. Jawline and Neck Area	When using highlighting and contouring on the jawline and neck the goal is to be able to blend the product so it is consistent from face to neck. If you wish to elongate the neck use the lighter color all the way down the center and use the darker shades under the jaw and down both sides. For a small face and a short, thick neck use a slightly darker foundation on the side of the neck than the one used on the face. This will make the neck appear thinner.
ACTIVITY: MAKE HIGHLIGHTING AND CONTOURING WORK	**Complete Lesson Activity #19.**
ACTIVITY: PRACTICE HIGHLIGHT AND CONTOUR	**Complete Lesson Activity #20.**
B. Eye Shapes	Proper application of eye colors and shadow can create the illusion of the eyes being larger or smaller and will enhance the overall look. Refer to Table 12–9 for full reshaping instructions.
• Monolid	Shadow is used to create a desired crease and add definition to the eye area.
• Small eyes	To make small eyes appear larger, extend the shadows slightly beyond the side of the eyes.
• Round eyes	Round eyes can be lengthened by extending the shadow beyond the outer corner of the eyes.
• Protruding eyelids	Protruding eyes can be minimized by blending a dark shadow carefully over the prominent part of the eyelid, carrying it lightly toward the eyebrow. Use a medium to deep shadow color.
• Deep-set eyes	For deep-set eyes, use bright, light, reflective colors.
• Close-set eyes	Close-set eyes are closer together than the width of one eye. For eyes that are too close together, lightly apply darker shadow on the outer edge of the eyes and light on the inside near the nose.
• Wide-set eyes	For wide-set eyes, apply the darker color to the inner side of the eyelid toward the nose, and blend carefully.

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• Downward sloping eyes	For drooping eyelids, shadow evenly and lightly across the lid from the edge of the eyelash line to the small crease in the eye socket. Use a light color on the lid and a medium to dark color (sparingly) above the crease.
• Dark circles	To diminish dark circles under the eyes, apply concealer over the dark area, blending and smoothing it into the surrounding area. Set lightly with translucent powder.
C. Eyebrows	Reshaping and defining eyebrows can be an art unto itself. Well-groomed eyebrows are part of a complete makeup application. Over-tweezed eyebrows may not grow back and can make the client appear older. Use caution when removing brow hairs by either tweezing or waxing. Adjustments to eyebrow shape can also be used to enhance other facial features. When correcting the shape, being by removing all unnecessary hairs and then use pencil or shadow to fill in until the natural hairs have grown in. Refer to Table 12–10 for altering brow shapes.
• High arch	When the arch is too high, remove the superfluous hair from the top of the brow and fill in the lower part with eyebrow pencil or shadow. Build up the shape by layering color lightly until the desired effect is achieved.
• Low (small) forehead	A low arch gives the illusion of more height and space to a low forehead.
• Wide-set eyes	The eyes can be made to appear closer together by extending the eyebrow lines closer together past the inside corners of the eyes; however, care must be taken to avoid giving the client a frowning look.
• Close-set eyes	To make the eyes appear farther apart, widen the distance between the eyebrows and extend them slightly outward beyond the outside of the eyes.
• Round face	Arch the brows high and make them more angular to make the face appear narrower.
• Long face	Making the eyebrows almost straight (less arch) can create the illusion of a shorter face. Do not extend the eyebrow lines farther than the outside corners of the eyes.
• Square face	The face will appear more oval if there is a higher brow arch.

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ACTIVITY: ALTERING EYE SHAPES	Complete Lesson Activity #21.
1. The Ideal Eyebrow Shape	The ideal eyebrow shape can be measured by using three lines. • The first line is vertical, measuring from the widest side of the nose and inner corner of the eye upward. This is where the eyebrow should begin. For wider nostrils, rest the applicator just above the nostril. • The second line is from the outer corner of the nose to the outer corner of the eye. This is where the eyebrow should end. • The third line is vertical, from the outer circle of the iris upward to the highest point of the brow arch. The client should be looking straight ahead as you determine this line. Refer to Figure 12–34.

ACTIVITY: PRACTICE BROW SHAPES	Complete Lesson Activity #22.
D. Lips	Lips are usually proportioned so that the curves or peaks of the upper lip fall directly in line with the center of each of the nostrils. Various lip colors and techniques can be used to create the illusion of better proportions. It is best to follow the natural lip line as closely as possible. Refer to Table 12–11 for altering lip shapes.
• Thin lower lip	Line just outside the lower lip to make it appear fuller. Fill in with lip color to create balance between the lower and upper lips.
• Thin upper lip	Use a liner to outline the upper lip and then fill in with lip color to balance with the lower lip.
• Thin upper and lower lips	Outline the upper and lower lips slightly fuller, but do not try to draw far over the natural lip line. Use a lighter color to make lips appear larger.
• Cupid bow or pointed upper lip	To soften the peaks of the upper lip, use a medium-color liner to draw a softer curve inside the point. Extend the line to the desired shape. Fill in with lip color.
• Large, full lips	Draw a thin line just inside the natural lip line. Use soft, flat lipstick colors that will attract less attention than shimmery or glossy lip colors.
• Small mouth and lips	Outline both the upper and lower lips. Fill in lips with soft or shimmery colors to make them appear larger.

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• Downturned corners	Line the lips to build up the corners of the mouth. This will minimize the drooping appearance. Fill in lips with a soft color.
• Asymmetrical lips	Outline the upper and lower lips with a soft color to create the illusion of matching proportions.
• Straight upper lip	Use liner to create a slight dip in the center of the upper lip, directly beneath the nostrils. Fill in with a flattering color.
• Fine lines around the lips	Outline the lips with a long-lasting lip pencil, and then fill in with a product formulated to keep lip color from running into fine lines. Lighter colors work better and do not show the lines as much as dark or red colors do.
ACTIVITY: BASIC MAKEUP DEMO	**Complete Lesson Activity #23.**
CHECK IN	14. What is contouring or shading used for? 15. Where on the face could you apply a highlighter? 16. How do you measure the ideal eyebrow shape?

XI. CREATE MAKEUP LOOKS FOR SPECIAL OCCASIONS

Slides 97–109

• Get as much information as possible	Identifying whether the event is a daytime, an evening, or an outdoor event will help determine the lighting conditions and what style of makeup is appropriate.
• Retail opportunity	• For clients to purchase any makeup. • For cross-promotion, especially if working in a salon or spa.
A. Bridal Makeup	Highly sought after and can be booked months in advance.
• Consultation or dry run	Recommended to help establish both desired look and timeline for day of event. • Bride's color preferences. • Type of makeup she wants. • Ask to see photo of the dress to determine formality of event and the bride's style. • Discuss wedding day timeline to determine starting time for makeup application, building in extra time in case of any unforeseen issues.

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FOCUS ON: Special Services	Weddings and special occasions are a great opportunity for client services and retail sales. Brides and those attending special events will want to look their best. Facials, good skin care products, and waxing are an important part of preparing for a big day! Allow plenty of time for your clients to start a beauty-maintenance program, and make sure products are effective and there are no negative skin reactions.

B. Special-Occasion Makeup for Eyes

1. Striking contour eyes

1. Apply the base color from the lashes to the brow with a shadow brush or applicator.
2. Apply a colorful medium tone on the lid, blending from lash line to crease with the shadow brush or applicator.
3. Apply medium to deep color in the crease, blending up toward the eyebrow but ending below it. Take the color further—just outside of the eye.
4. Apply a shimmery highlight shadow under the brow bone with the shadow brush or applicator.
5. Apply eyeliner (liquid or dry) on the upper lash line from the outside corner in, tapering as you reach the inner corner. Blend with the small brush or applicator.
6. Apply shadow in the same color as the liner, directly over the liner. This will give longevity and intensity to the liner. Repeat on the bottom lash line, if desired.
7. Apply two coats of mascara with a single-use mascara wand. Do not double-dip the wand.

Refer to Figure 12–36 for example.

2. Dramatic smoky eyes

1. Use a dark gray, black, brown, or other dark color of your choice around the entire eye near the lash line on the top and bottom of the eye. Smudge with a small shadow brush or single-use applicator.
2. Apply dark shadow from the upper lash line to the crease, softening and blending as you approach the crease. The shadow should be dark from the outer to inner corner. You can choose either shimmery- or matte-finish eyeshadows. Blend out toward the edge of the brow (in a wedge shape from thickest near the eye to thin on the outside edge of color placement).
3. Apply shadow over the liner on the lower lash line, carefully blending any hard edges.
4. If desired, add a highlight color in a shimmering or matte finish to the upper brow area with the shadow brush or applicator.
5. Apply two or three coats of mascara with a disposable wand.
6. Add individual or band lashes if desired.

Refer to Figure 12–37 for example.

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CHECK IN	17. Why is it important to get as much information as possible about the event when applying makeup for special events? 18. What are the important details to consider when planning bridal makeup?
ACTIVITY: SPECIAL OCCASIONS	**Complete Lesson Activity #24.**

XII. APPLY MAKEUP FOR THE CAMERA AND SPECIAL EVENTS

A. Photography and Video Applications

With the introduction of HD (high-definition) cameras, imperfections in skin (and makeup) are much more visible on screen. Today's makeup artists are meeting the high-def challenge through the use of carefully selected makeup products, strategically placed, resulting in a more natural look.

- Adjusting for HD and bright lighting
  - Combination can dilute look of makeup, but that does not mean you need to apply more makeup.
  - Adjust the darkness of the brows.
  - Choose slightly more intense colors.
  - Airbrushing coverage is seamless and can be used on face and body.
- **High-definition makeup**
  - Designed to be invisible to high-definition cameras.
  - Formulated with superfine microparticles that blend into skin to provide a flawless complexion.
  - Photochromatic pigments react with all types of lighting, so skin looks natural and flawless; optical correctors and liquid crystal pigments reflect both natural and artificial lights.
  - High-def primers, foundations, and powders diffuse pores and smooth out the skin tone.

ACTIVITY: MAKE YOUR OWN PORTFOLIO	**Complete Lesson Activity #25.**

B. Airbrush Makeup

Airbrush makeup is sprayed on and techniques include both freehand and stencil.

- Benefits of airbrushing
  - Hygienic, long-lasting, friction- and water-resistant, yet simple to remove.
  - More efficient and faster to apply than traditional makeup.
  - Lightweight, natural, and a flawless look.

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• Used for	• Face and body art, washable tattoos, and artificial tans. • Makeup application: foundations, shading and highlighting, use of stencils. • Hair- and nail-art application: hair adornments, coloration, and scalp covering. • Popular for photography, film, theater, fantasy, and bridal makeup.
CHECK IN	19. What is high-def makeup? How is it different from ordinary makeup? 20. List the benefits of airbrushing.
ACTIVITY: AIRBRUSH EXPERTISE	**Complete Lesson Activity #26.**
XIII. RECOGNIZE THE BENEFITS OF CAMOUFLAGE MAKEUP **Slides 110–113**	• Important for working with patients postoperatively, persons with congenital effects or scarring, or persons experiencing illness or injury. • Typically done in a doctor's office, hospital, or cancer center. • Advanced training is required to learn the specific contraindications of working with the needs of these clients.
CHECK IN	21. Who can benefit from camouflage makeup?
ACTIVITY: TATTOO COVER UP	**Complete Lesson Activity #27.**
XIV. DEMONSTRATE THE APPLICATION OF ARTIFICIAL EYELASHES **Slides 114–119**	Artificial eyelashes are an easy way to add length, thickness, and drama to any makeup application. This service may require extra time as well as the cost of the set of lashes.
A. Types of Lashes	Artificial lashes are available in a variety of sizes and colors. They can be made from human hair, animal hair, or synthetic fibers. They are available in natural colors as well as in bright, trendy colors.
1. **Band Lashes**	Also known as *strip lashes*; eyelash hairs on a strip that are applied with adhesive to the natural lash line. Refer to Figure 12–41.
2. **Tabs**	Small clusters of three or four lashes on one point of attachment. Refer to Figure 12–42.

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3. **Individual Lashes**	Separate artificial eyelashes that are applied on top of the upper lashes one at a time. These are not to be confused with the synthetic eyelash extensions that can last up to two months. Individual eyelashes attach directly to a client's own lashes at the base, sometimes referred to as **eye tabbing**. Refer to Figure 12–43.
B. Adhesive	Used to make artificial eyelashes adhere to the natural lash line.
• Adhesive allergy—give patch test	May be done in one of two ways: • Put a drop of adhesive behind one ear or in crook of elbow or behind knee. • Attach a single individual eyelash to base of eyelash. Do not attach to skin. In either case, if there is no reaction within 24 hours, proceed with application.
C. Contraindications	• Pregnancy • Eye irritations • Eye infections • Eye allergies • Blepharitis (chronic inflammation of eyelid) • Glaucoma • Excessive tears • Undergoing chemotherapy • Thyroid problems affecting lash growth or hair loss • Asthma (may be sensitive to adhesive odor)
DID YOU KNOW?	Glaucoma is a disease in which the optic nerve is damaged and can lead to progressive, irreversible loss of vision.
D. Removing Artificial Eyelashes	• Use eye pads saturated with an oil-based eye makeup remover formulated to remove waterproof mascara. • Soften lash base by applying a facecloth or cotton pad saturated with warm water and gentle facial cleanser. • Hold cloth over eyes for a few seconds. • Starting from outer corner, remove lashes carefully to avoid pulling out client's own lashes. • Use wet cotton pads or swabs to remove any makeup and adhesive remaining on the eyelid.

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CHECK IN	22. Name and describe the two types of artificial eyelashes.
ACTIVITY: PRACTICE MAKES PERFECT LASHES	**Complete Lesson Activity #28.**
ACTIVITY: ARTIFICIAL LASHES	**Complete Lesson Activity #29.**
PERFORM: Procedure 12-2: Applying Artificial Lashes	Refer to Procedure 12-2 on pages 625–629. Rubrics appear at the end of the lesson plan for rating and grading student performance.
XV. DESCRIBE TINTING LASHES AND BROWS ON A MAKEUP CLIENT **Slides 120–124**	• Lash and brow tinting are used to darken lashes and brows. • Tint is effective for those who have enough hair to darken. • Tinting is a quick procedure. • Great add-on service. • Must be precisely placed inside the brow shape. • Important to keep tint off the skin, unless otherwise requested.
CAUTION	Not all tints are safe or legal to use so be sure to check with local laws and regulations to determine which are allowed in your area. Use of illegal tints could result in fines and loss of your license. • Do not use tints with aniline derivatives (coal-tar based). These are not FDA approved and can cause blindness. • Some tints on the market may be sold by retailers, but are actually illegal in the United States. • Vegetable dyes may be allowed in some regions but do not work as well or last as long. • Some regions prohibit the use of any type of coloring product to tint the eyelashes and eyebrows. • Permanent haircolor should never be used on brows.
ACTIVITY: LASH AND BROW TINT DEMO	**Complete Lesson Activity #30.**
A. Other Eyelash Services	
1. Lash extensions	• Single synthetic or natural hairs are applied one-by-one to client's natural lashes with special adhesive. • Fine-tipped forceps or tweezers are used to apply the lash extensions. • Can take up to two hours to apply full set. • Bond will last for life cycle of natural lash, about two months.

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	• Touch-ups are necessary as hair grows. • Makeup application and cleansing should be gentle. • Research on quality of the adhesive and its safety is recommended. • Advanced training is necessary.
B. Lash Perming	• Process of chemically curling lashes. • Research on the quality and safety of the perm solution is recommended. • Advanced training is necessary. • Always check with your regulatory agency about the legalities of performing lash services.
CHECK IN	23. What ingredient found in lash tint products should not be used? 24. How long do lash extensions last, and how best can they be applied so they will last as long as possible?
PERFORM: Procedure 12-3: Tinting Lashes and Brows	Refer to Procedure 12-3 on pages 630–635. Rubrics appear at the end of the lesson plan for rating and grading student performance.
XVI. EXPLAIN THE BENEFITS OF PERMANENT MAKEUP APPLICATION	• **Permanent makeup** is a cosmetic implantation technique that deposits colored pigment into upper reticular layer of dermis, similar to tattooing.
Slides 125–129	
• Licensing and training requirements	• Extensive amount of training. • Many states require special certification in addition to an esthetician's license. • Estheticians, tattoo artists, and medical technicians perform services. • Requirements vary by state.
• Referred to as	• *Microblading*, *micropigmentation*, *micropigment implantation*, or *dermagraphics*.
• Services include	• Scar camouflage and body art, but most popular are eyeliner and eyebrow tattooing.
• Various methods	• Traditional tattoo machines, pen or rotary machines, and the hand method.
• Process	• Initial consultation, then application of pigment, and one or more follow-up visits. • Fading can occur, requiring maintenance.

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ACTIVITY: WHAT INSPIRES YOU?	Complete Lesson Activity #31.

A. Considerations for Permanent Makeup

• Timing	• Initial procedure generally takes approximately 1 to 2½ hours. • Touch-ups do not usually require as much time.
• Client comfort	• Clients may experience discomfort, bleeding, bruising, and generally some swelling and tenderness.
• After-effects	• While eyebrows may show little after-effect, eyeliner and lips may show more, and the edema (inflammation) may last from 2 to 72 hours. • Color much darker for first 6–10 days.

CHECK IN	25. Define permanent cosmetic makeup.

ACTIVITY: MAKEUP—A GUEST SPEAKER	Complete Lesson Activity #32.

XVII. DESCRIBE THE BENEFITS OF A CAREER IN MAKEUP

Slides 130–138

A. Freelance Makeup Artistry

• Services	• Provided outside of salon for photography, video, and events. • Film studios, theater productions, fashion shows, and special events all require on-location makeup artists.
• Challenging	• Exciting and fast-paced. • Can be challenging to work on location. • Need to be flexible, quick, and organized to keep up with the crew and schedule.

DID YOU KNOW?	A test, or test-shoot, is a photo-industry term describing a shoot planned to explore a new creative idea or technical solution. Typically, everyone on set, including the model, wardrobe stylist, hair stylist, and photographer, create an image or series of images without charging a fee. Typically, these images are made available to all participants for self-promotion. Contributing your time for a photography test is a great way to gain experience and create professional images for your portfolio without spending a lot of money.

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	A makeup artist with education and certification in esthetics has a distinct advantage. As a makeup artist you will find your clients have many questions about their skin. The skin is the canvas that makeup is applied to and therefore it is important to understand its structure and function. Knowledge of how to address your client's skin care needs will help to build their confidence in your abilities to provide other services and retail products.
1. Marketing freelance makeup services	Create social media sites for your freelance makeup work that are separate from your personal accounts. Be sure to get written permission from each client or model to use their image for marketing purposes. Tell everyone you know that you are a freelance makeup artist. Also, call on photographers and production companies in the area to build relationships that lead to work.
DID YOU KNOW?	The new faces division of a modeling agency represents up-and-coming models. These new models all need images for their portfolios and other promotions. Introducing yourself to the new faces booking agent can lead to a rewarding relationship. Also, many modeling agencies represent makeup artists.
B. Makeup Marketing Tips	• Promote makeup services to facial clients. • Offer free consultations. • Visit and hand out your business cards and brochures to photographers, bridal shops, TV studios, and ad agencies. • Establish a relationship with physicians' offices (dermatology, cosmetic surgery). • Create a quality portfolio to share with potential clients. It is worth having a professional photo session to create your portfolio if you are going to specialize in freelance makeup. • Attend bridal fairs and place ads in bridal publications. • Market yourself at event locations and venues where large functions are held. • Think of other retail stores and locations where you could offer free consultations. • Take advantage of all social network, media, and Internet marketing avenues.

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DID YOU KNOW?	Think about ways you can promote your talent. Starting a blog is a great method to create a professional status and following that will help build your business. Post regularly—even every day—as it is well worth the effort and exposure. Another idea is sending your work to professional magazines, which can also give your career a boost. If featured, cut out or print the articles to showcase the work and let your new clientele see you in print.
ACTIVITY: PROFESSIONAL MAKEUP ARTIST INTERVIEW	**Complete Lesson Activity #33.**
1. Creating Your On-Location Makeup Kit	Start with a sturdy case with lots of compartments to keep your tools and makeup safe during travel.
• Makeup in variety of shades, formulas, and finishes	• Foundations and powders in a range of colors to address all ethnicities. • Eyeshadows, eyeliners, brow pencils—in a variety of shades and finishes—makeup pencil sharpeners. • Regular and waterproof mascara in black and brown. • Cheek colors for all skin types in a variety of light as well as more intense colors and a range of finishes including matte, shimmer, and cream blush for drier skin. • Lip pencils, lip pencil sharpener, lipsticks, glosses, and a clear lip moisturizer.
• Makeup brushes and cleaner	• With extra brushes.
• Disposable, single-use applicators	• Brushes, applicators, sponges, tissues, and cotton swabs.
• Makeup remover	• Remover wipes and eye makeup remover.
• Other supplies	• Hair supplies: clips, headbands, hairspray, brush, comb, hairpins. • Other supplies: tweezers, scissors, safety pins, skin oil, hand sanitizer, mirror, washcloths, drinking straws, makeup cape. • Artificial eyelashes, glue, and an eyelash curler. • Outdoors: umbrella for shade, sunscreen, water. • As needed: small portable table, chair, shower curtain and tape for privacy screen, duct tape, lights and lighting, extension cords, and multioutlet power strip. • Other stylist accessories and on-location supplies: paper towels, tissues, snacks, mints, eye drops, band aids, artificial tears, antihistamine spray, an emergency eyewash kit, lined trash bin, and so on.

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ACTIVITY: BUILD A MAKEUP KIT	**Complete Lesson Activity #34.**
CHECK IN	26. What is a test shoot? 27. Why is marketing yourself as a makeup artist important and how can you go about it?
XVIII. PROMOTE RETAIL SERVICES AS A MAKEUP ARTIST **Slides 139–142**	Retailing cosmetics is a significant part of the business and is an effective way to increase your income. Most salons will pay you 5 to 10 percent of every product you retail. Many national brands have programs for professional makeup artists to receive a discount off the retail price as well. When considering a makeup line to retail in your salon or spa, choose a line you like working with and feel comfortable recommending to your clients. Consider the education and support that the company may offer. Choose lines that have quality assurance with a stable company that offers products in a wide assortment so you can accommodate all skin tones and ethnicities. Be sure to let clients know which products you are using during an application so that they can purchase them if desired. Make testers and single-use applicators readily available in an attractive product display to allow clients the chance to "play" with the products.
CHECK IN	28. List factors to keep in mind when promoting retail services.
ACTIVITY: PRACTICE INTERVIEW TECHNIQUES	**Complete Lesson Activity #35.**
ACTIVITY: FIELD TRIP	**Complete Lesson Activity #36.**
ACTIVITY: WEB RESOURCES	**Complete Lesson Activity #37.**

SUMMARY AND REVIEW

- In this chapter, we learned about color theory, makeup products, ingredients, tools, and application methods.
- We learned how to perform client consultations and special services such as eyelash application, and lash and brow tinting.
- We even discussed more advanced topics, like permanent makeup.
- As an esthetician with makeup training, you can explore some exciting avenues, such as working in the medical community, or in film and photography production as a freelance makeup artist. With all this information in hand, now is a great time to write down your goals and take steps to grow your network.
- One way to begin growing your network is to discuss your career goals with new and existing contacts.

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CHECK IN QUESTIONS AND ANSWERS

1. List the primary and secondary colors.

   Answer: *Primary: red, yellow, and blue;* secondary: *orange, green, and violet*

2. What are the complementary colors?

   Answer: *Complementary colors are the colors directly opposite each other on the color wheel, used to create a distinct contrast.*

3. Define warm and cool colors.

   Answer: *Warm colors have a yellow undertone and consist of a range from yellow through orange to red. Cool colors, which have a blue undertone, range from greens through blues, to violets and blue-reds.*

4. Give two examples each of warm and cool colors.

   Answer: *Choose two:*

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

   b. *Cool colors are dominated by blues, greens, violets, and blue-reds.*

5. What are the three main color selection steps used to choose makeup colors?

   Answer: *There are three main factors to consider when choosing colors for a client:*

   - *Skin color*
   - *Eye color*
   - *Hair color*

6. What colors are used to tone down red?

   Answer: *Green or yellow is used to tone down red. Green is used to cover and block red, and yellow is used to neutralize or soften red.*

7. Why is analyzing face shapes an important skill?

   Answer: *The face shape can help determine hair styles, the size and shape of hats, glasses, or jewelry, and for understanding how to help a client accentuate or de-emphasize features related to face shape.*

8. What are the seven basic face shapes?

   Answer: *The seven basic face shapes are oval, round, square, rectangle (oblong), triangle (pear-shaped), heart, and diamond.*

9. List the specific categories of products used in makeup applications.

   Answer: *The specific categories of products used in makeup application are:*

   - *Foundation*
   - *Mineral makeup*
   - *Concealer*
   - *Face powder*
   - *Blush*

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- *Highlighter*
- *Eyeshadow*
- *Eyeliners*
- *Eyebrow color*
- *Mascara*
- *Eye makeup removers*
- *Lip color*

10. Excluding makeup, list the supplies and accessories necessary for makeup application. (Makeup products are not included in this answer.)

    Answer: *Refer to Table 12–4: Makeup Supplies Checklist. The supplies and accessories necessary for makeup application are:*

    - *Makeup palettes*
    - *Brow comb*
    - *Brushes*
    - *Cape*
    - *Cleaning supplies and gloves*
    - *Client chart*
    - *Cotton swabs*
    - *EPA-registered disinfectant*
    - *Face charts*
    - *Hair clips or headband*
    - *Hand towel*
    - *Lash comb*
    - *Lash curler*
    - *Mirror*
    - *Mixing cups*
    - *Paper drapes*
    - *Sharpeners*
    - *Skin care products (cleanser, toner, moisturizer, lip conditioner)*
    - *Small scissors*
    - *Spatulas*
    - *Sponges*
    - *Tissues*
    - *Tweezers*
    - *Wands*

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11. What are the types of makeup brushes, what is each kind used for, and how should they be cared for?

    Answer: *The following are the types of makeup brushes:*

    - *Powder brush: used for blending and to apply powder or blush*
    - *Foundation brush: used for applying and blending liquid, cream and paste foundation*
    - *Blush brush: for applying powder blush*
    - *Concealer brush: used to apply concealer around the eyes, on blemishes, etc.*
    - *Kabuki brush: used in a circular motion to apply and blend powders*
    - *Eyeshadow brush: used for applying eyeshadows*
    - *Eyeliner brush: used to apply liner to the eyes*
    - *Angle brow brush: for use on the eyebrows or for eyeliner*
    - *Lash and brow brush: comb-like side is used to remove excess mascara on lashes, the brush side is for brows*
    - *Lip brush: used to apply lip color*

    To clean: A commercial cleaner can be used for quick cleaning. A gentle shampoo, liquid soap, or brush solvent should be used. Brushes should always be put into running or still water with ferrule pointing downward to avoid water removing glue holding bristles in place. Rinse after cleaning and avoid pulling on bristles. Reshape and lay flat to dry.

    To disinfect: Brushes must be cleaned and disinfected properly after each client with liquid soap and an EPA-registered disinfectant. Rinse, dry, and cover brushes with a towel to keep them clean while drying. Once dry, put them in a clean, closed covered container or drawer.

12. List at least five safety measures that should be followed when applying makeup to avoid product contamination.

    Answer: *Safety measures that should be followed are:*

    - *Wash your hands before touching or applying makeup.*
    - *Do not touch product contents with your fingers.*
    - *Do not touch open products with previously used applicators (double dipping). Remove products with disposable spatulas and put onto clean palette.*
    - *When using pressed powders, scrape powders with a clean spatula onto clean palette or tissue before applying.*
    - *Never apply lipstick, gloss, or eyebrow colors directly onto client from container or tube.*
    - *Never apply mascara directly onto client's lashes from the container.*
    - *If product is accidentally contaminated, follow supervisor's directions for disposal.*

13. List five makeup questions you should ask your client during a makeup consultation.

    Answer: *Questions you should ask during a client consultation are:*

    - *What are some of your needs and expectations today?*
    - *Will you be attending a special occasion?*
    - *Describe your makeup use.*
    - *How much time do you spend applying makeup?*

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- *What areas of concern would you like to focus on?*
- *What are your favorite colors?*
- *Do you have any makeup issues (irritations, allergies)?*

14. What is contouring or shading used for?

Answer: Contouring *(shading) uses color that is darker than the skin tone to shade, or minimize, a specific area, define cheekbones, and make areas appear smaller and recede.*

15. Where on the face could you apply a highlighter?

Answer: *Highlighter is used just under the eyebrow and on any area that you want to bring out, lighten, or draw attention to, such as the temple or above the top of the cheekbone.*

16. How do you measure the ideal eyebrow shape?

Answer: *The ideal eyebrow shape is measured by using three lines:*

- *Vertical line measuring from the inner corner of the eye upward. This is where the eyebrow should begin.*
- *A line from the outer corner of the nose to the outer corner of the eye. This is where the eyebrow should end.*
- *A vertical line from the outer edge of the iris of the eye upward while the client looks straight ahead. This is ideally where the highest part of the arch should be.*

17. Why is it important to get as much information as possible about the event when applying makeup for special events?

Answer: *You will need to know whether an event is daytime or evening to determine the lighting conditions and what style of makeup is appropriate for the type of event.*

18. What are the important details to consider when planning bridal makeup?

Answer: *When planning bridal makeup, consider the bride's color preferences, the type of makeup she wants, what the gown looks like, and the wedding day timeline, with particular attention to the starting time for makeup application.*

19. What is "hi-def" makeup? How is it different from ordinary makeup?

Answer: *Hi-def makeup (primers, foundations, and powders) is formulated with superfine microparticles that blend into the skin to provide a flawless complexion and contains photochromatic pigments that react with all types of lighting, both artificial and natural.*

20. List the benefits of airbrushing.

Answer: *Airbrushing benefits are the following:*

- *Hygienic, long-lasting, friction- and water-resistant, yet simple to remove*
- *More efficient and faster to apply than traditional makeup*
- *Lightweight, natural, and a flawless look*

21. Who can benefit from camouflage makeup?

Answer: *Camouflage makeup is beneficial for patients in the postoperative period, persons with congenital effects or scarring, or persons experiencing illness or injury.*

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22. Name and describe the three types of artificial eyelashes.

    Answer: *Band (strip) lashes are eyelash hairs on a strip that are applied with adhesive to the natural lash line. Tabs are small clusters of three or four lashes on one point of attachment. Individual lashes are separate artificial eyelashes that are applied on top of the lashes, one lash at a time.*

23. What ingredient found in lash tint products should not be used?

    Answer: *Aniline derivatives (coal-tar based) should not be used.*

24. How long do lash extensions last, and how best can they be applied so they will last as long as possible?

    Answer: *Lash extensions last for approximately two months (the life cycle of the natural lash). Work gently around the lash area and they will last longer.*

25. Define permanent cosmetic makeup.

    Answer: *Permanent cosmetic makeup technique deposits colored pigment into the upper reticular layer of the dermis.*

26. What is a test shoot?

    Answer: *A test shoot is a photo-industry term describing a photo shoot where everyone on set works free of charge to produce a fresh creative image, which is then made available to all participants for self-promotion.*

27. Why is marketing yourself as a makeup artist important and how can you go about it?

    Answer: *Marketing yourself as a makeup artist is important to build a following, and show prospective clients why they might want to hire you. Some of the methods are offering free consultations, calling on various clients and handing out business cards or brochures, creating a good portfolio of images featuring your best work and showing it as often as possible, attending bridal fairs and placing ads in bridal publications, and taking advantage of online social networks.*

28. List factors for promoting retail services.

    Answer: *Factors for promoting retail services include:*

    - *Choose a line you like working with and feel comfortable recommending to your clients.*
    - *Consider the education and support that the company may offer.*
    - *Choose lines that have quality assurance with a stable company that offers an assortment of makeup options.*
    - *Let your client know which products you are using and make them available afterwards.*
    - *Have attractive product displays accessible to your clients with testers and single-use applicators to avoid contamination.*

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STUDENT NAME: _____ DATE: _____

PROFESSIONAL MAKEUP APPLICATION

YES	NO	CRITERIA	INSTRUCTOR COMMENTS
		Preparation	
		1. Prepared treatment area with equipment and supplies.	
		2. Reviewed client's intake form.	
		3. Ensured there are no contraindications for the treatment scheduled.	
		4. Ensured client is properly seated on treatment table/chair.	
		5. Washed hands.	
		Procedure	
		6. Determined client's needs; chose products and colors accordingly.	
		7. Reviewed client questionnaire, performed client consultation.	
		8. Washed hands.	
		9. Draped client. Secured hair.	
		10. Cleansed face (if necessary).	
		11. Applied toner with cotton pad.	
		12. Applied moisturizer.	
		13. Applied a primer (if applicable).	
		14. Applied lip conditioner.	
		15. Selected concealer color similar to foundation color and skin color.	
		16. Applied concealer and blended well.	
		17. Selected foundation colors that blend and match the skin.	
		18. Applied foundation and blended well.	
		19. Applied highlighter and blended well.	
		20. Applied contouring and blended well.	
		21. Poured powder on clean palette or tissue and applied powder to brush, tapping off excess powder.	

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		22. Applied powder.	
		23. Applied and blended eyebrow pencil.	
		24. Braced hand while applying eyebrow pencil.	
		25. Applied and blended eyeshadow.	
		26. Braced hand while applying eyeshadow.	
		27. Applied and blended eyeliner.	
		28. Applied mascara.	
		29. Braced hand for control.	
		30. Used disposable mascara wand.	
		31. Applied and blended blush.	
		32. Applied lip conditioner (if desired).	
		33. Applied lip liner.	
		34. Applied lipstick.	
		35. Blotted lips with tissue.	
		36. Finished with gloss (if desired).	
		37. Showed client the finished application.	
		38. Used spatula to remove all products from the container.	
		39. Sharpened pencils before and after use.	
		40. Safely applied all product, following infection control procedures.	
Completion			
		41. Asked client if they had any questions.	
		42. Advised client on proper home care.	
		43. Recommended professional products.	
		44. Recorded service findings and recommendations on client's chart.	
		45. Cleaned treatment area.	
		46. Followed all infection control and safety procedures.	
TOTAL NUMBER OF YES's and NO's			
FINAL SCORE (Total yes's divided by 46)			

INSTRUCTOR: _____ DATE: _____

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STUDENT NAME: _____ DATE: _____

APPLYING ARTIFICIAL LASHES – INDIVIDUAL LASHES

YES	NO	CRITERIA	INSTRUCTOR COMMENTS
		Preparation	
		1. Prepared treatment area with equipment and supplies.	
		2. Reviewed client's intake form.	
		3. Greeted client.	
		4. Ensured there are no contraindications for the treatment scheduled.	
		5. Ensured client is properly seated on treatment table/chair.	
		6. Drape/head covering applied properly.	
		7. Performed client consultation.	
		8. Washed hands; put on gloves.	
		Procedure	
		9. Brushed client's eyelashes. Confirmed they were clean and free of foreign matter.	
		10. Curled eyelashes with eyelash curler (if desired).	
		11. Applied individual lashes.	
		12. Spread evenly across lash line.	
		13. Used longer lashes on outer edge, medium length in middle and short on inside.	
		14. Cut lash lengths as needed.	
		15. Removed any excess glue and repositioned lashes as necessary.	
		16. Applied liquid liner and mascara.	
		17. Applied lower lash (if desired).	
		18. Checked finished application. Confirmed client was comfortable with lashes.	
		19. Explained proper care to client.	

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Completion			
		20. Asked client if they had any questions.	
		21. Advised client on proper home care.	
		22. Recommended professional products.	
		23. Recorded service findings and recommendations on client's chart.	
		24. Cleaned treatment area.	
		25. Followed all infection control and safety procedures.	
TOTAL NUMBER OF YES's and NO's			
FINAL SCORE (Total yes's divided by 25)			

INSTRUCTOR: _____ DATE: _____

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STUDENT NAME: _____ DATE: _____

APPLYING ARTIFICIAL LASHES: STRIP LASHES

YES	NO	CRITERIA	INSTRUCTOR COMMENTS
	Preparation		
		1. Prepared treatment area with equipment and supplies.	
		2. Reviewed client's intake form.	
		3. Greeted client.	
		4. Ensured there are no contraindications for the treatment scheduled.	
		5. Ensured client is properly seated on treatment table/chair.	
		6. Drape/head covering applied properly.	
		7. Performed client consultation.	
		8. Washed hands; put on gloves.	
	Procedure		
		9. Brushed client's eyelashes. Confirmed they were clean and free of foreign matter.	
		10. Curled eyelashes with eyelash curler (if desired).	
		11. Removed eyelash band from the package.	
		12. Measured length of upper eyelash.	
		13. Bent lash into a horseshoe shape.	
		14. Trimmed band lash (if necessary).	
		15. Feathered straight band lashes; nipped with the points of scissors (if desired).	
		16. Applied thin strip of lash adhesive to the base of the false lashes and allowed to set.	
		17. Applied strip lashes.	
		18. Positioned the artificial lash as close to the client's own lash as possible. Did not place on skin.	
		19. Removed any excess glue and repositioned lashes as necessary.	
		20. Applied liquid liner and mascara.	

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		21. Applied lower lash (if desired).	
		22. Checked finished application. Confirmed client was comfortable with lashes.	
		23. Explained proper care to client.	
Completion			
		24. Asked client if they had any questions.	
		25. Advised client on proper home care.	
		26. Recommended professional products.	
		27. Recorded service findings and recommendations on client's chart.	
		28. Cleaned treatment area.	
		29. Followed all infection control and safety procedures.	
TOTAL NUMBER OF YES's and NO's			
FINAL SCORE (Total yes's divided by 29)			

INSTRUCTOR: _____ DATE: _____

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STUDENT NAME: _____ DATE: _____

TINTING LASHES AND BROWS

YES	NO	CRITERIA	INSTRUCTOR COMMENTS
		Preparation	
		1. Prepared treatment area with equipment and supplies.	
		2. Reviewed client's intake form.	
		3. Greeted client.	
		4. Ensured there are no contraindications for the treatment scheduled.	
		5. Ensured client is properly seated on treatment table/chair.	
		6. Drape/head covering applied properly.	
		7. Washed hands; put on gloves.	
		Procedure	
		8. Gathered and set out supplies.	
		9. Wet cotton pads and cotton swabs.	
		10. Conducted client consultation, client signed release form.	
		11. Cleansed brow and/or lash area.	
		12. Brushed brows into place.	
		13. Applied protective cream to the skin.	
		14. Applied pads for lash tinting.	
		15. Adjusted pads as needed.	
		16. Prepared timer according to the manufacturer's directions.	
		17. Had wet pads and cotton swabs ready to use for rinsing.	
		18. Prepared tint, following manufacturer's directions.	
		19. Applied lash tint, from the base of lashes to ends.	
		20. Used new applicator each time to reapply; did not double-dip.	
		21. Applied brow tint.	
		22. Used new applicator each time to reapply; did not double-dip.	

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		23. Timed according to manufacturer's directions.	
		24. Rinsed each area with wet cotton swabs at least three times.	
		25. Did not drip water into client's eyes.	
		26. Removed protective pads and continued to rinse area thoroughly.	
		27. Asked client if they felt any discomfort. Flushed eyes with water if necessary.	
Completion			
		28. Asked client if they had any questions.	
		29. Advised client on proper home care.	
		30. Recommended professional products.	
		31. Recorded service findings and recommendations on client's chart.	
		32. Cleaned treatment area.	
		33. Followed all infection control and safety procedures.	
TOTAL NUMBER OF YES's and NO's			
FINAL SCORE (Total yes's divided by 33)			

INSTRUCTOR: _____ DATE: _____

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NAME: _____ DATE: _____

TEST—CHAPTER 12—MAKEUP ESSENTIALS

Read each statement carefully. Circle the letter of the answer choice that correctly completes each of the following statements.

1. What should makeup do for your clients?
    a. add a festive touch
    b. accentuate good features; de-emphasize less attractive features
    c. maximize only good features
    d. give a dramatic look
2. Makeup artists must know how to _____ facial features.
    a. analyze
    b. balance
    c. accentuate pleasing
    d. all answers
3. When choosing a makeup line, which of the following factors is most important?
    a. quality
    b. selection
    c. price
    d. packaging
4. Foundations _____.
    a. allow women to change the color of their skin
    b. protect the skin from the outside elements
    c. hydrate
    d. moisturize
5. In regard to the color wheel, olive is considered _____.
    a. red-orange
    b. yellow
    c. yellow-green
    d. blue-red
6. A(n) _____ is created by foundation when applied correctly.
    a. dry canvas
    b. even canvas
    c. colored canvas
    d. moisturized canvas

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7. Water, emollient bases, humectants, pigments, binders, fragrances, and preservatives are commonly included in which type of makeup?
    a. mascara
    b. eyeshadow
    c. foundation
    d. lip gloss
8. Which of the following is not part of being a successful makeup artist?
    a. the creation and retail of products
    b. the ability to analyze facial features
    c. the understanding of color theory
    d. the knowledge of makeup techniques
9. A _____ is used to remove concealer or lipstick from jars and containers.
    a. wand
    b. spatula
    c. sponge
    d. brush
10. What is the purpose of using powder?
    a. It covers the skin to even out the skin tone and to mask imperfections.
    b. It sets the foundation and finishes the makeup blending.
    c. It is used to define the cheekbones and to make features appear smaller.
    d. It is used as a highlighter because it is lighter than the skin color, accentuating and bringing out features.
11. Translucent powder _____.
    a. is colorful and thick
    b. changes color when applied
    c. is colorless and sheer
    d. does not blend with most foundations
12. The primary purpose of eyeshadow is to _____.
    a. contour and accentuate the eyes
    b. hide uneven skin tones on the eyelids
    c. balance the eyes with the brows
    d. create a total look
13. When you match eyeshadow color to eye color, what does it do?
    a. creates a more natural look
    b. provides a classic look
    c. creates a less dramatic depth of contrast
    d. makes the eyes appear brighter and more expressive

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14. The natural color of the iris appear(s) _____ when you use a darker color.
    a. darker
    b. lighter
    c. whiter
    d. invisible
15. In regard to eyeshadow colors, a color that is deeper and darker than the client's skin tone is considered a _____ color.
    a. complementary
    b. contour
    c. base
    d. highlight
16. Eyeliner pencils consist of a wax or _____ base, with a variety of additives to create color.
    a. softened oil
    b. hardened oil
    c. powder
    d. cream
17. Where is the most common placement of eyeliner?
    a. close to the lash line
    b. at the top of the top eyelid
    c. at the bottom of the bottom eyelid
    d. in the middle of each eyelid
18. What is the most commonly used type of eyeliner?
    a. spray-on
    b. liquid
    c. powder
    d. pencil
19. The eyebrows _____ the eyes.
    a. diminish the appearance of
    b. enlarge the appearance of
    c. upstage
    d. frame
20. When selecting an eyebrow color for a client with silver hair, which color is best?
    a. light taupe
    b. grey
    c. reddish brown
    d. dark brown

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21. At what point in the application should you use an eyelash curler?
    a. before you apply mascara
    b. after you apply mascara
    c. before or after applying mascara
    d. after you apply lipstick
22. Natural colorant(s) used in lipsticks include _____.
    a. iron oxides
    b. mica
    c. annatto
    d. all answers
23. When is lip liner generally applied?
    a. either before or after lip color
    b. between the application of lip color to the second lip
    c. after lip color
    d. before lip color
24. Primary colors _____.
    a. are generally used by a novice makeup artist
    b. cannot be obtained from a mixture of colors
    c. are red, yellow, and green
    d. are orange, violet, and blue
25. Red and blue are examples of _____ colors.
    a. primary
    b. complementary
    c. tertiary
    d. secondary
26. What do you mix to form tertiary colors?
    a. equal amounts of a secondary color and its neighboring primary color
    b. equal parts of primary colors
    c. any three colors together
    d. three secondary colors
27. Which of these sets of colors are complementary colors?
    a. blue and red
    b. orange and red
    c. violet and yellow
    d. yellow and red

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28. Cool colors have a _____ undertone.
    a. blue
    b. green
    c. violet or blue-red
    d. all answers
29. Black and white combine _____.
    a. well only with each other
    b. well with all colors
    c. poorly with light colors
    d. well with dark colors
30. When the face is widest at the temple and forehead, and tapers down to the chin, it is a(n) _____ shape.
    a. oval
    b. square
    c. diamond
    d. round
31. You can visually correct a wide nose by _____.
    a. applying a darker shade of foundation on both sides of the nose and a lighter shade on the center of the nose
    b. applying two coats of powder
    c. applying a darker foundation to the center of the nose
    d. avoiding foundation on the nose
32. You can make small eyes appear larger by _____.
    a. applying the shadow to the inner side toward the nose
    b. using the lightest color on the crease
    c. applying a dark shadow over the eyelids
    d. extending the eyeshadow slightly beyond the eyes toward the temples
33. Creating the ideal eyebrow shape involves measuring _____.
    a. the inner corner of the eye upward
    b. from the outer corner of the nose to the outer corner of the eye
    c. from the outer circle of the iris of the eye upward while the client is looking straight ahead
    d. all answers
34. Skin is considered ruddy if it is _____.
    a. all answers
    b. red
    c. wind burned
    d. affected by rosacea

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35. What is a ferrule?
    a. the technical term for the measurement of the handle
    b. a description of the first cut of the brush hair
    c. another name for the less expensive blunt cut brush
    d. the metal part that holds the brush intact
36. Important question(s) to ask clients before a makeup application include _____.
    a. Do you wear contact lenses?
    b. Do you have allergies?
    c. How much makeup do you normally wear?
    d. all answers
37. You should apply this makeup product first.
    a. concealer
    b. blush
    c. mascara
    d. eyeshadow
38. Where should clients look while you are applying mascara to the lower lashes?
    a. look straight ahead
    b. look downward
    c. look upward
    d. close their eyes
39. Lip conditioner should be applied with a _____.
    a. fingertip
    b. sponge
    c. spatula
    d. brush
40. For special occasions involving subdued lighting, you should _____.
    a. apply a light amount of makeup
    b. apply a heavy amount of makeup
    c. use brighter colors
    d. suggest a stronger makeup look
41. Which of the following statements is true about using makeup pencils on clients?
    a. Pencils with auto-rollers do not need to be sharpened but are fine to use on clients.
    b. If they cannot be sharpened, they cannot be cleaned.
    c. The sharpener does not need to be cleaned because it is not used on the client.
    d. The best pencils to use are ones with felt tips.

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42. Place band lashes _____.
    a. on the lash line
    b. on the skin just above the lash line
    c. on the natural eyelashes
    d. anywhere you please
43. What is the best way to remove artificial eyelashes?
    a. with tweezers
    b. ask the client to remove them prior to her appointment
    c. with pads saturated with a special solution
    d. let them fall off naturally
44. The advantages of airbrush makeup include _____.
    a. hygienic, long-lasting, friction- and water-resistant
    b. more efficient and faster to apply
    c. lightweight, natural, and flawless looking
    d. all answers
45. To counter the combination of HD and bright lighting, an esthetician can do all of the following except _____.
    a. adjust the darkness of the brows
    b. apply heavier foundation
    c. choose slightly more intense eye color
    d. define the lips with intense color
46. Camouflage makeup is typically done in all of the following except a(n) _____.
    a. doctor's office
    b. hospital
    c. cancer center
    d. salon
47. How long will lash extensions last?
    a. about two months
    b. about two weeks
    c. about four months
    d. about four weeks
48. A permanent makeup technique used primarily on the eyebrows is called _____.
    a. micropigmentation
    b. dermagraphics
    c. microblading
    d. micropigment implantation
49. If your studies take you to restorative art, you are most likely training for a makeup career in _____.
    a. mortuary science
    b. film and theater
    c. special events
    d. all answers
50. Freelance makeup artists work in all of the following locations except _____.
    a. theater events
    b. fashion shows
    c. film studios
    d. salons and special events

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ANSWER KEY—CHAPTER 12—MAKEUP ESSENTIALS

ANSWER	PAGE REFERENCE	LEARNING OBJECTIVE NUMBER
1. b	p.564	12-4
2. d	p.564	12-4
3. a	p.568	12-18
4. b	p.566	12-5
5. c	p.553	12-3
6. b	p.583	12-9
7. c	p.566	12-5
8. a	p.552	12-1
9. b	p.572	12-6
10. b	p.585	12-9
11. c	p.584	12-9
12. a	p.569	12-5
13. c	p.561	12-3
14. b	p.586	12-9
15. b	p.586	12-9
16. b	p.570	12-5
17. a	p.587	12-9
18. d	p.570	12-5
19. d	p.570	12-5
20. a	p.588	12-9
21. a	p.588	12-9
22. d	p.572	12-5
23. d	p.572	12-9
24. b	p.553	12-2
25. a	p.553	12-2

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26. a	p.553	12-2
27. c	p.554	12-2
28. d	p.556	12-2
29. b	p.557	12-3
30. a	p.564	12-4
31. a	p.594	12-10
32. d	p.595	12-10
33. d	p.599	12-10
34. a	p.558	12-3
35. d	p.576	12-6
36. d	p.580	12-8
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39. d	p.589	12-9
40. d	p.601	12-11
41. b	p.579	12-7
42. a	p.606	12-14
43. c	p.608	12-14
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45. b	p.604	12-12
46. d	p.605	12-13
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