Medical Esthetician

Makeup, Lashes and Brows

Instructor Manual

Overview

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This subject provides the student with the basics of color theory, facial shapes, and features. Choosing products, various techniques for makeup application and preparation of the skin. Students will learn basic skincare, simple corrective make-up techniques, and evening looks. Eyelash and Eyebrow tinting.

Objectives

Students are to achieve professional level of skill for the basic makeup services while applying all the rules of sanitation and disinfection before and after each service.

Knowledge

Core Competency: **Know the history of makeup.**

1. Know the history of makeup in society from past to present.
2. Define and describe the elements of professional image.
3. Know a variety of makeup brushes and tools and their uses.

Core Competency: **Understand light and the colour therapy.**

1. Describe and define the color theory.
2. Define color temperature.
3. Know corrective theory for highlighting and contouring.

Core Competency: **Understand the basic chemistry of cosmetic products.**

1. Know the ingredients in commonly used makeup products and the related chemistry.
2. Know a variety of makeup products and their uses.
3. Know corrective and blending makeup techniques.

Core Competency**: Know the anatomy of the face.**

1. Name the major muscles, bones, and blood vessels in the face.
2. Distinguish among facial, eye and eyebrows and lip shapes.

Core Competency: **Know how to conduct a client consultation.**

1. Explain the purpose of the client consultation.
2. Explain the parts of a consultation and describe the consultative technique.
3. Identify skin conditions.
4. Name the reasons for maintaining a client health/record form.
5. Know indications and contra indications for makeup application.

Core Competency: **Know the steps to a makeup application, what tools and products are needed.**

1. List the steps to a basic makeup application.
2. Explain the purpose and describe the correct usage of various makeup products and tools.
3. Know about liability and the importance of release forms.
4. Know steps, tools and technique to apply mascara and correct eyebrows with makeup.

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5. Know indications and contraindications.

Skills

Core Competency: **Create a variety of makeup looks.**

1. Conduct a client consultation using the correct terminology and apply the knowledge of facial, eye and eyebrows and lip shapes.
2. Demonstrate proper record keeping.
3. Demonstrate skin prep, and application using sanitary practices.
4. Create daytime, evening, bridal looks within prescribed time frames.
5. Use contour and highlighting techniques to correct facial, eye, eyebrow, and lip shapes.
6. Apply color theory as it relates to the application of makeup.
7. Demonstrate the correct usage of various makeup products and tools.
8. Demonstrate the correct application of artificial eyelashes.
9. Recommend the appropriate type of makeup and colors according to the client's needs.
10. Demonstrate effective communication regarding contraindications and if a treatment is not recommended.
11. Consistently display a positive attitude and appropriate personal appearance, hygiene, and communication skills.
12. Set up and clean up makeup workstation following the correct procedure and using the correct products and tools.

Core Competency: **Perform lash and brow tinting services.**

1. Conduct a client consultation using the correct terminology and apply the knowledge of facial, eye and eyebrows and lip shapes.
2. Demonstrate proper record keeping.
3. Demonstrate step by step brow and lash tinting application.
4. Consistently display a positive attitude and appropriate personal appearance, hygiene, and communication skills.
5. Set up and clean up makeup workstation following the correct procedure and using the correct products and tools.

Textbooks

Milady's Standard: Fundamentals for Estheticians, 12th Ed. Delmar Learning

Milady's Standard: Fundamentals for Estheticians, Workbook, Delmar Learning

Instructor Resources

D2L, Videos Textbooks, Lesson Activities

Instructor Preparation

The instructor should be ready and prepared.

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The instructor is to review and be familiar with all material in the course textbook, D2L, quizzes and all daily lesson plans of time prior to the class presentation.

NOTE: The PowerPoint presentations will require prior preparation with key notes, and lectures.
The PowerPoints are merely guided images of the chapters to be learned.

The instructor will also create, as needed, reviews, games, or quizzes according to class needs.

Teaching Presentation

Teaching / Learning Strategies	Activities to Enhance Learning
Lectures – Question/Answer Sessions Videos Class Discussions Group Assignments Individual Reading/Research Computer Investigation Classroom Exercises Instructor/Student Interaction	Assignments Group Discussions Games Internet Research Self and Peer Evaluation Role Play One-on-One Feedback Laboratory Activities

Equipment Requirements

Resources listed in the lesson plans.

Assignments

The course assignment is a combination of a written research assignment and presentation.

Homework

Instructors will assign chapters to read prior to the lesson for the next day. Lessons and lectures will be based on the book chapters which the student will have previous reading knowledge of. Instructors will assign homework pertaining to the chapters covered the day of the lesson.

Marking Scheme

Attendance and Participation	10%
Practical Test (2)	15%
Theory Test (2)	15%
Final Practical Exam	35%
Final Theory Exam	25%
TOTAL	**100%**

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Course at a Glance

Contact Hours	Module Topic	Relative Value %
20	• History of makeup in society from past to present. • Elements of professional image. • Brushes, tools, and their uses • Sanitation and Disinfection • Color theory • Color Temperature • Corrective makeup theory for highlighting and contouring. • Know the ingredients in commonly used makeup products and the related chemistry. • Know a variety of makeup products and their uses. • Major muscles, bones, and blood vessels in the face • Facial, eye and eyebrows and lip shapes. • Purpose of the client consultation. • Consultative technique • Identify skin conditions. • Client health/record for indications and contra indications for makeup application or brow/lash tinting services	20%
20	**Know the steps to a makeup application, what tools and products are needed.** • Steps to a basic makeup application • Purpose and correct usage of various makeup products and tools. **Know the steps, tools, products, and supplies to perform a lash or brow tint.** • Liability and the importance of release forms • Steps, tools, and technique to provide a lash or brow tint • Indications and contraindications for lash and/or brow tinting	20%
60		60%

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	Make Up Application • Perform facial analysis and client consultation. • Complete make consultation forms. • Use sanitation and safety practices. • Set up make up station with proper tools and products. • Clean up make up station and dispose of used products and disposable items used during the makeup application. • Use contour and highlighting techniques to correct facial, eye, eyebrow, and lip shapes. • Create a variety of makeup effects including daytime, evening, bridal, and corrective.	

Lesson Plan

	Topical Coverage	Suggested Presentation Techniques
20 hours	**Overview:** The following topics will be covered this week: • Perform facial analysis and client consultation. • Complete make consultation forms. • Use sanitation and safety practices. • Set up make up station with proper tools and products. • Clean up make up station and dispose of used products and disposable items used during the makeup application. • Use contour and highlighting techniques to correct facial, eye, eyebrow, and lip shapes. • Create a variety of makeup effects including daytime, evening, bridal, and corrective.	Lectures • Key notes prepare ahead of time • Prop Demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities **Students will need a crayons and paint in a variety of colours along with paper and brushes**

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Day 1	**Review** • Course syllabus • Goals, structure, and resources • Attendance policy, grading, classroom rules and expectations • Weekly schedule, expected outcomes, objectives, class assignments and homework • Inform students of all graded work, value, tests / exam dates and assignment due dates • Feedback and Surveys Q and A Review • Learning objectives of Chapter 12 Case Study • Fundamentals Recap of the day Homework • Assign	Lectures • Key notes prepared in advance • Prop Demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities
Day 2	Recap of the previous day Watch • The History of Makeup • Makeup of the century • 100 years of Black beauty • 100 years Greece • 100 years Dominican • 100 years Italy • 100 years Germany • 100 years Argentina • 100 years Korea Discussion • What era did you like the best? • How one era differed from one culture to another PowerPoint • Infection Control for Makeup Services	Lectures • Key notes prepared in advance • Prop demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities

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	Activity
	• Infection Control Matching
	PowerPoint
	• Review Professional Image
	Watch
	• Makeup 101 makeup brushes
	PowerPoint
	• Colour Theory
	Activity
	• Complete
	  ○ Colour theory
	  ▪ True and False questions
	Recap of the day
	Homework
	• Assign	

Day 3	Recap of the previous day Review the homework PowerPoint • Colour Theory – Makeup Selection PowerPoint Activity • Colours PowerPoint • Makeup Colour Selection PowerPoint • Activity Discussion • Signature styles • Favourite colours Case Study • Selecting Makeup Watch • Choosing the right type of foundation • Foundation 101 • Find the right shade for you • Contour makeup has gone too far Lecture • Why Instagram makeup is not real in real lighting Recap of the day	Lectures • Key notes prepared in advance • Prop demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities

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	Homework • Assign	

Day 4	Recap of the previous day
	Review the homework
	Watch
	• Anatomy of the face
	Lecture
	• Face Shapes
	  ○ Page 564
	Activity
	• Face Shape Matching
	Watch
	• How To Find Your Exact Face Shape & Makeup Tips For It
	
	PowerPoint
	• Different Types of cosmetics and their uses
	Activity
	• Types of cosmetics
	PowerPoint
	• How to prepare your station.
	PowerPoint
	• Activity
	Clinic
	• Demonstration
	  ○ Station set up
	  ○ Foundation matching for the skin color
	  ○ Foundation application
	  ○ Detailed step by step and explaining blending techniques if needed
	  ○ Step by step how to clean and sanitize all tools and makeup used
	Practice
	• If there is time, students will practice on each other and ask questions
	Recap of the day
	Homework
		Lectures
		• Key notes prepared in advance
		• Prop demonstrations
		Video
		Games
		Activities
		Question/Answer Sessions
		Class Discussions
		Group In-class Assignments
		Individual Reading/Research
		Classroom Exercises
		Instructor/Student Interaction
		Laboratory activities

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	• Assign	

Day 5	Recap of the previous day
	Review the homework
	Activity
	• Make up supplies
	  ○ Fill in the blanks
	Watch
	• Client Consultation
	Review
	• Client consultation and
	• explain the consultation form found under Learning activities
	Activity
	• Case Study
	  ○ Client consultation
	Clinic
	• Demonstration on how to apply
	  ○ Foundation
	  ○ Under eye corrector
	  ○ Basic eye shadow
	  ○ Mascara
	Practice
	• Students to practice on each other
	Homework
	• Assign
	
	Guest Speaker
	• Have a makeup artist show different techniques on older skin types, oily skin types, etc
		Lectures
		• Key notes prepared in advance
		• Prop demonstrations
		Video
		Games
		Activities
		Question/Answer Sessions
		Class Discussions
		Group In-class Assignments
		Individual Reading/Research
		Classroom Exercises
		Instructor/Student Interaction
		Laboratory activities

20 hours	**Overview:** The following topics will be covered this week: • Students will continue to practice client consultations using the client forms and release forms. • Steps to a basic makeup	Lectures • Key notes prepared in advance • Prop demonstrations Video Games Activities Question/Answer Sessions

	application • Purpose and correct usage of various makeup products and tools. • The techniques of corrective makeup • Makeup on challenging skin • The Art of concealing • Test 1 • Test 2	Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities
Day 6	Recap of the previous week Review of homework PowerPoint • Application Techniques Activity • #7 Face shapes Activity • TEST IT OUT-FOUNDATION o Pair up the students o Assign students to use a model (or themselves) and two different color applications. o Divide the face in half. o Try various foundations, colors, and intensity on each side. o This will give them a visual example of how different makeup will look on the same face. • Demonstrate o How to personally blend foundations to achieve the desired color on the skin • Practice o Allow students to partner up and do a basic makeup application	Lectures • Key notes prepared in advance • Prop demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities

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	Recap of the day Homework • Assign	

Day 7	Recap of the previous day
	Review of homework
	PowerPoint
	• Highlight and Contour
	Clinic
	• Practice
	  ○ Consultation one on one
	  ○ After consultation students will define the correct facial shape of their partners
	  ○ with the help of the instructor students will now learn how to properly contour and highlight the face respecting the proper shape of the face
	Recap of the day
	Homework
	• Students to bring a collage of their favorite makeup looks for the next day
		Lectures
		• Key notes prepared in advance
		• Prop demonstrations
		Video
		Games
		Activities
		Question/Answer Sessions
		Class Discussions
		Group In-class Assignments
		Individual Reading/Research
		Classroom Exercises
		Instructor/Student Interaction
		Laboratory activities

Day 8	Recap of the previous day Review of homework • Review the pictures of the collage that the students created • Explain what the key	Lectures • Key notes prepared in advance • Prop demonstrations Video Games

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	points are found on the makeup pictures and how to achieve the look
	Activity
	• Complete True and False questions
	  o Techniques
	• Students may use their textbook for assistance
	• Complete True and False questions
	  o Blush Techniques
	• D2L Blush Techniques true or false
	Clinic
	• Practice
	  o Students to pair up and practice the look that they portrayed in their collage
	  o They can take pictures with the special lighting after
	Homework
	• Review all chapters covered
		Activities
		Question/Answer Sessions
		Class Discussions
		Group In-class Assignments
		Individual Reading/Research
		Classroom Exercises
		Instructor/Student Interaction
		Laboratory activities

Day 9	Recap of the previous day
	Review
	• Complete review for test 1 and 2
	Clinic
	• Demonstration
	  o How to tint lashes and brows
	• Practice
	  o Tinting lashes and brows
	  o Corrective tweezing
	  o Fix up on makeup application
	• Demonstration
	  o How to trim facial hair if needed for a smooth
		Lectures
		• Key notes prepared in advance
		• Prop demonstrations
		Video
		Games
		Activities
		Question/Answer Sessions
		Class Discussions
		Group In-class Assignments
		Individual Reading/Research
		Classroom Exercises
		Instructor/Student Interaction
		Laboratory activities

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	application Recap of the day Homework • Study for the test	
Day 10	Recap of the previous day Test 1 Test 2 PowerPoint • Makeup looks for special occasions Activity • Case Study o Bridal makeup Clinic • Practice o Bridal makeup	Lectures • Key notes prepared in advance • Prop demonstrations Video Games Activities Question/Answer Sessions Class Discussions Group In-class Assignments Individual Reading/Research Classroom Exercises Instructor/Student Interaction Laboratory activities
60 hours	**Overview:** The following topics will be covered during weeks 3, 4 and 5: • Make Up Application • Perform facial analysis and client consultation. • Complete make consultation forms. • Use sanitation and safety practices. • Set up make up station with proper tools and products. • Clean up make up station and dispose of used products and disposable items used during the makeup application. • Use contour and highlighting techniques to correct facial, eye, eyebrow, and lip shapes. • Create a variety of makeup effects including daytime,	

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	evening, bridal, and corrective. • Practical test 1at the end of week 3 • Final Theory Exam on week 4 • Final Practical Exam on week 5 • Students can bring male models, mature models to practice on	
Day 11	Recap of the previous week Watch • Makeup tips for a cam era-ready look. • Camera Ready Makeup Tutorial by TV Host Grace • How to: Airbrush Makeup Clinic • Practice o Divide the class in groups o Apply foundation with brushes and sponges and the other half with an airbrush o Compare the differences, o Allow students to get camera ready and take pictures Recap of the day Homework • Review and study for tests	
Day 12	Recap of the previous day Review of homework Lecture • Cameo Makeup Watch • How to: Camo Makeup Discuss • Tattoo cover up. Watch • Tattoo Removal	

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	with foundation
	Clinic
	• Demonstrate
	  ○ Full glamour makeup up application with falsies and smokey eye.
	• Practice
	  ○ Night smoky eye.
	Recap of the day
	Homework
	• Assign	

Day 13	Recap of previous day
	Lecture, instructor to
	• Explain the different demands of applying makeup to older skin
	Watch
	• Makeup Mistakes to Avoid
	• Makeup mistakes to avoid 2
	• The BEST Smokey EYE Makeup Tutorial for Older, Fabulous Women
	• Mother of the Bride Tutorial
	Clinic
	• Practice
	  ○ Mother of the bride makeup using a model
	  ○ Students can bring a friend or relative
	Recap of the day
	Homework
	• Assign	

Day 14	Recap of the previous day Review of homework Lecture • Benefits of permanent makeup application ○ Chapter 12 Activity • Case Study	

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	○ Permanent makeup Watch • Watch the art of permanent makeup Clinic • Invite a guest speaker who can perform a demonstration of permanent makeup Recap of the Day Homework • students to practice the steps for Practical Test 1	
Day 15	Clinic • Practical Test 1	
Day 16	Lecture • what are the benefits of a career in makeup ○ chapter 12 Discussion • Find inspiration in the makeup world Activity • Case Study ○ Freelance Watch • Watch Exotic Arabic eyes • Cleopatra liner Clinic • Demonstration ○ Eyeliners • Practice ○ Students to practice on each other Homework • Assign	
Day 17	Recap of Previous Day Review of homework PowerPoint • Promote Retailing Lecture	

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	• Different eye chapes, lips and eyebrows ○ Chapter 12 Watch • how to determine eye shape • #SHAPEMATTERS: Discussion • Which one is your eye shape? Clinic • Pair students up • Guide students to #shapematters and practice the eyeliner techniques for their partners eyelid characteristics. Recap of the day Homework • Assign	
Day 18	Recap of previous day Watch • Identify Your Face Shape to Contour • HOW TO CONTOUR AND HIGHLIGHT FOR All FACE SHAPES LIV MIA MAKEUP Clinic • Practice ○ Continue to practice contouring and eye makeup Recap of the day Homework • Assign	
Day 18	Clinic Day • Activity 13 - USE COLOR THEORY AND COMPLEMENT! • Assign students to apply makeup to a partner using know-edge of color theory and intensity to choose and coordinate makeup	

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	colors. Have them apply eyeshadow in different 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! • 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. • Instructor should assist Recap of the Day Homework • Assign	
Day 19	Recap of the previous day Watch • Blending • Eye shadow blend • Lip Shapes Activity • Lip Shape Chart o Students to pair up and determine their lip shape Clinic • Demonstration o How to contour the different lip shapes and accentuate the shape o Lip color that complements different skin colors	

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	Review • Final Test Review Recap of the day Homework • Students to bring a model for next day	
Day 20	Recap of the previous day Final Test Clinic • Practice ○ Practice on a model for the final exam next week	

Day 21 to 24	Clinic
	• Demonstration
	  ○ Creative makeup
	  ○ Enhancing makeup
	Field Trip
	• Sephora or another make up store
	Review
	• Continually review the final practical exam steps	

Day 25	Final Practical Exam
	• Students will randomly choose from a closed bag
	  ○ Glamour makeup
	  ○ Bridal makeup
	  ○ Special events makeup	

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