



Unit 4

How To Apply Face Makeup

Learning Objectives

On successful completion of this unit the candidate will be able to:

- explore corrective make up procedures for the face shapes, features and problem areas.

Makeup is applied to:

- Make people look more beautiful;
- Enhance facial features;
- Soften or disguise features;
- Create dramatic effects;
- Cover up blemishes; and/or
- Create decorative effects.

Corrective Makeup

An oval face and almond-shaped eyes are generally considered to be the perfect shape for a face, yet very few people have the perfect facial shape. By using darker foundation and clever use of blushers and highlighters, creating an illusion of different facial shapes is possible.

Staff Training Solutions

Corrective Makeup for Faces with Different Shapes

A Round Face

Corrective makeup must create the illusion of length. To achieve this, blend the highlighter in a rather narrow strip down the middle of the face, apply blusher to the cheek-bones right up to the temples, and shader over the jaw angles and the temple areas.

Oblong Face

Corrective makeup can decrease the length of a face, while creating fullness and width. To achieve this effect, apply the shader on the chin's tip and on the narrowest area of the forehead. Applying blusher on the cheeks and highlighter on the lower jaw and temples will create the effect of fullness.

Oval Face

The oval shaped face is considered perfect and needs no corrections.



Heart Shaped Face

Corrective makeup on the heart shaped face should minimise the forehead's width, and also make the width of the lower half of the face the minimum. This may be achieved through application of shader on both sides of the temples and forehead. Highlighting the angles on the lower jaws is very important. Blusher should be used on the cheek bones.

Triangular Face

On the triangular face, the narrow jawline and wide forehead need to be balanced. A shader is used to minimise the forehead's width and highlighter is applied on the jawline to create an illusion of width. The centre of the face is balanced by an application of the blusher on cheeks.

Diamond Face

The diamond face requires corrective work to be done through application of shader on the chin's tip and on the narrowest area of the forehead by applying highlighter on the forehead's side. Blusher is applied to the cheeks for creating fullness at the middle of the forehead.

Pear Shaped Face

A pear shaped face requires corrective makeup to add width to the forehead. Application of highlighter on the forehead's side can achieve the desired effect. The width of the lower face is reduced through application of shader to the angles of the lower jaw and on the sides of the chin. Blusher should be applied to the cheek bones.

Square Shaped Face

Corrective work on the square shaped face can be done by decreasing the width of the upper and lower face. Application of the shader to the angles of the forehead and the lower jaw is also important. Blusher application has to be on the cheekbones and upwards to the temples.

Tip:

Foundation can be used for changing the shape of any area—for minimising it and making it less noticeable. Use a foundation that is two or three shades darker in comparison to the natural skin tone and then blend it with the usual foundation using a brush or sponge.

Corrective Makeup for Features

Eyes

For smaller eyes:

- To create an eye-opening effect, use a light colour on the upper eye-lid.



- Use a highlighter below the eyebrow.
- Before the mascara application, use a light colour on the upper eyelids.
- Light coloured eyeliner can be applied on the outer portion of the lower eyelids.
- To make the eyes appear larger, white eyeliner can be applied.

Prominent Eyes

- Use darker matt eye shadows.
- Use a frosted or lighter shade to highlight the area below the eyebrow in order to attract attention towards this area.
- Darker shades should be applied to the outer sections of the eyelid, blending them outwards and upwards.

Round Eyes

- Make the eyes appear longer by outlining the outer third of the bottom and top using a soft eye pencil.
- Make the eyes appear narrower by using a soft pencil for lining the inner rim.
- Through application of a darker colour on the noticeable upper central eyelid.

Close Set Eyes

- Using lighter colours on the eyelids' inner portions will make the eyes seem more apart.
- Using darker colours at the outer corners of the upper eyelids also creates the required effect.
- Shaping the eyebrows suitably can maximise the area between the eyes.

Wide Set Eyes

- Use darker colours on the inner areas of the upper eyelids.
- Use lighter shades on the outer areas of the eyelids.
- Eyebrow pencils can be used for extending the inner eyebrow lines.

Deep Set Eyes

- Apply frosted or lighter shades on eyelids.
- Eyeliner application on the lower and upper halves of lower and upper eyelids can create a balance in the depth of the eyes.

Oriental Eyes

- Start by dividing the section below the eyebrows vertically in half.
- A lighter shade should be applied on the inner area while a darker shade should be applied on the outer half. Then blend them both together.

Almond Eyes

- Use a light frosted shade for highlighting the area below the eyebrow.
- Use a lighter shade for the inner half and a darker shade for the outer half.



Corrective Makeup for Lips

Thin Lips

- Lip liner should be applied right on the outer side of the natural lips.
- Adding a lighter coloured lipstick at the middle area of the lips will create the appearance of full lips.

Full or Thick Lips

- For very thick or full lips, create a new lip-line right inside the lips using powder and foundation to blot out the natural lip-line.

Straight Upper Lip

- For a straight upper lip, make a new bow on the upper lip with pencil right above the natural lip-line, thus adding fullness.

Uneven Lips

- Uneven parts of the lips can be corrected by drawing the lip outlines with a lip-liner wherever they are thick or thin.

Corrective Makeup for Noses

Long Thin Nose

- Shading the tip of the nose can make it appear shorter.

Short Thin Nose

- Highlighting the sides of the nose can make it appear wider. This also makes the nose look less short.

Wide Nose

- The sides of a wide nose should be shaded.
- Highlight from the middle to above the tip of the nose.
- Shader should be applied to the area that has a bump on the nose.

Corrective Makeup for Foreheads

Prominent Forehead

For a prominent forehead, applying shader on the prominent sections and then blending it towards the temples can make it look less prominent.



Deep Forehead

- For a deep forehead, apply the shader in a thin band just beneath the hair line.

Shallow Forehead

- For a shallow forehead, apply the highlighter in a thin band beneath the hairline.

Tip:

Imperfections in the forehead may be improved with a flattering hairstyle. Select flat and soft textured fringes for a prominent forehead. Shorter and softer fringes work best for a shallow forehead, while a longer and softer fringe is best for a deep forehead.

Corrective Makeup for the Chin

Double Chin

Shader application at the middle of the chin can be blended beneath the chin and outwards on the jaw bone.

Long Chin

Shader should be applied on the prominent section.

Wide Jaw

For a wide jaw, shader should be applied below the cheek bones and all along the jaw line, blending it at the neck area.

Prominent Chin

Foundation should be applied at the chin's tip.

Receding Chin

Using a highlighter or a lighter foundation can make a receding chin look more prominent.

Necks

Thick Neck

A thick neck has to be shaded to make it look smaller. Shader application on both sides of the neck can create the right effect.





Thin Neck

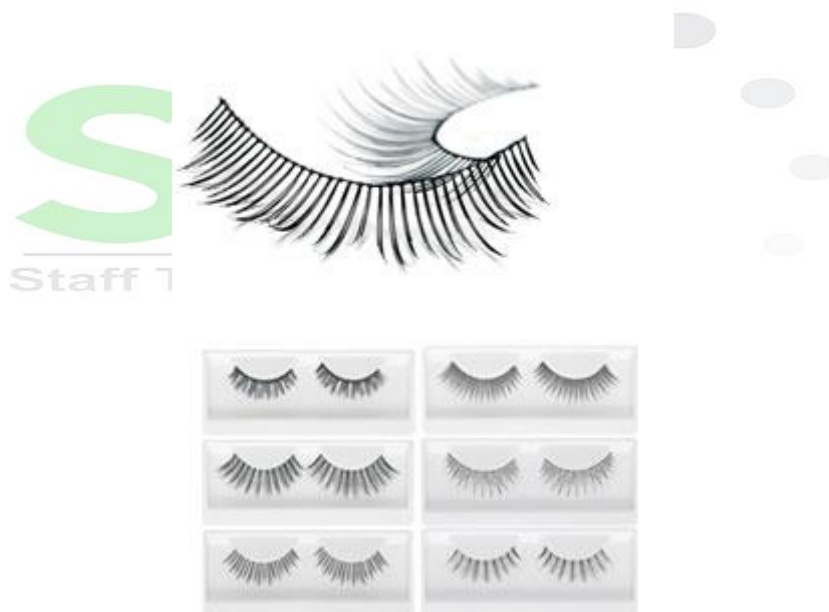
Applying highlighter to both sides of a thin neck can create the effect of thickness.

Using False Eyelashes

Small threads of real hair or nylon fibre are used to make artificial eyelashes. These lashes are attached to the natural lashes to create an effect of thickness, and thus enhance the look of the eyes.

Strip Lashes

Strip lashes may be used for a shorter period. These are attached to natural eyelashes with a weak and soft adhesive. Strip lashes may be reused but should be cleaned appropriately before they can be reapplied. Once they are removed from their packaging, strip lashes must be placed on a clean palette. A pair of extra tweezers should be kept at hand, in case the pair of tweezers being used for application is dropped accidentally. It is important to have a spare pair of sterile tweezers available.



Applying Strip Lashes

- Strip lashes should be applied before eye makeup is applied.
- Start with application of the moisturiser and then the foundation.
- Use a clean disposable mascara brush for separating the real lashes in order to remove any bits of loose powder.
- Very carefully remove the lashes from their container and place them onto a palette.
- Measure the length of the eye lash strips against the eyelid of the client. These lashes should never be applied on the entire eye lashes. A space of



approximately 2mm should be left on both edges of the eye to create a natural look once the application has been completed.

- The back of the eye lash strip has enough adhesive to hold it onto the real lash.
- Trim the lash to the correct length with a pair of sharp scissors before applying it. The lashes should not be cut straight across. Instead, shorten the length with the points of the sharp scissors. The trimming should be done in a way that the shorter lashes come on the inner corners of the eyelids, while the lashes' length increases slowly towards the outer corners.
- Use a pair of sterile tweezers to remove the eyelash strips one by one from the palette, placing them against the eyelids to check their length. The lashes should be handled very carefully while also ensuring that the correct lash is used for the right eyelid—whether left or right.
- Remove the tape used for holding the lash in the container.
- Take some strip lash adhesive and place it in a container.
- Hold the lash with the help of tweezers and place it very close to the base of the natural lash.
- Use the same procedure for applying the other lash.
- Give the adhesive three to five minutes to dry.
- Use a clean disposable mascara brush for brushing the lashes very gently from below the natural lash line.
- Apply the eyeliner to hide the base of the strip lashes on both eyelids.

Aftercare and Advice

- Avoid rubbing the eyes.
- Avoid using oil-based makeup remover as its constituents would dissolve the adhesive. Use only water-based eye makeup remover.
- For at least eleven to twelve hours following the eye lash application, do not touch your eyes. This is because the adhesive requires enough time to dry completely.

Removing the Strip Lashes

To remove the strip lashes, support the eyelid's outer corner with one hand and use the other hand to gently raise the lash strip base from the outer corner. Start peeling the strip very gently from the outer edge and pull towards the middle of the eyelid.

Then peel off the adhesive on the back strip with sterile tweezers. Clean it with warm soapy water or commercial lash cleaner. Once the lashes are clean and dry, re-curl them for another use.

Re-Curling Strip Lashes

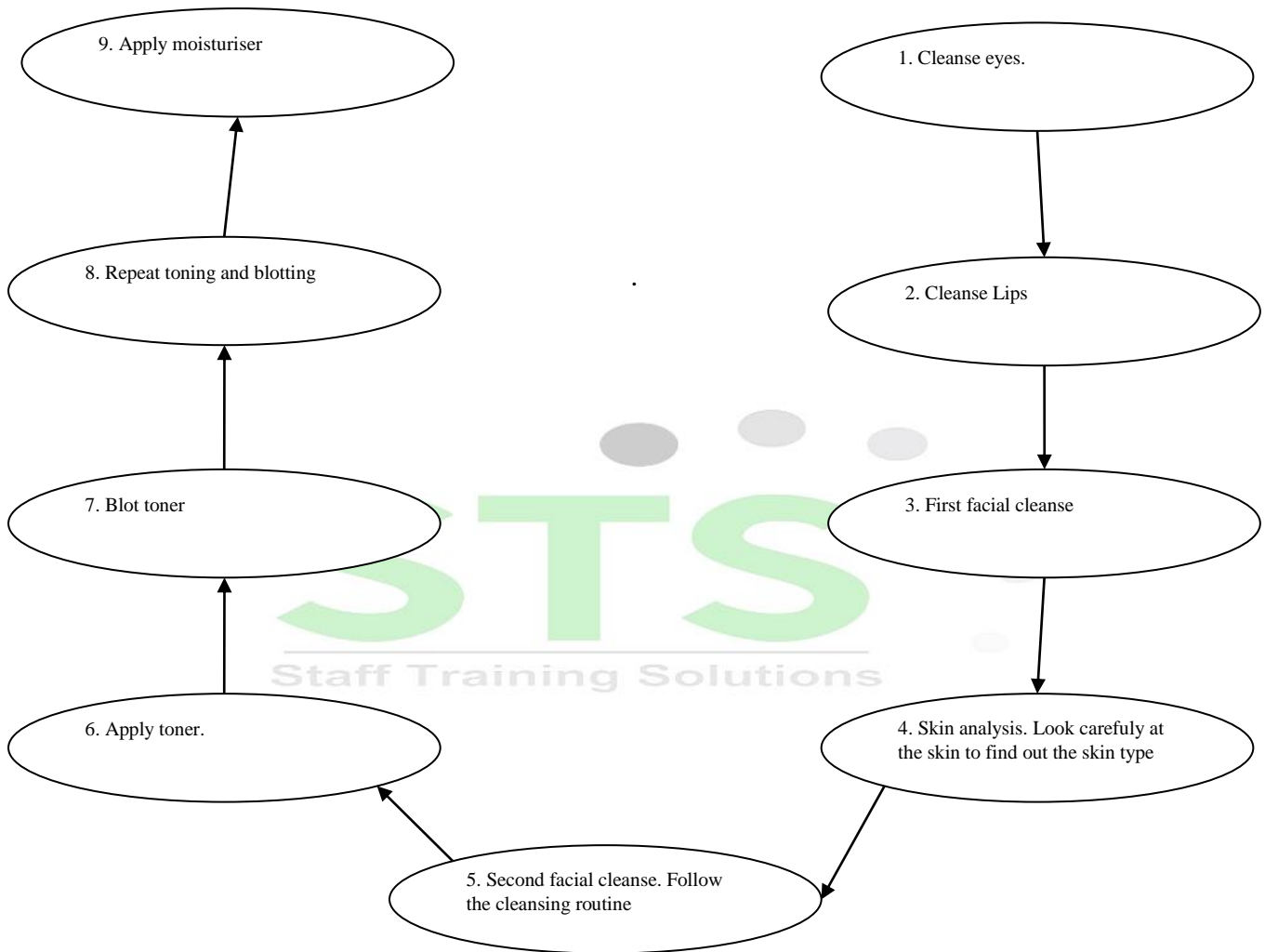
- Put both lashes on a clean facial tissue side by side and wrap it around a barrel-shaped object.
- Roll the lashes around the barrel in the facial tissue.
- After being curled, the lashes should be returned to the original container.



Tip:

Oriental clients with short lashes that grow downwards can benefit from eyelash curling.

Preparing the Skin for a Makeup Treatment



Step by Step Day Makeup

Because daylight makes imperfections very obvious, all corrective makeup should be the bare minimum. The general effect must appear natural. Choose a foundation that is the same shade as the skin to give the skin more of an even tone.

Translucent powder should be used to set the foundation, and strong eyeshade colours should be avoided. The mascara used should be a colour that compliments the client's natural skin and lash colour. Additionally, mascara must be used for emphasizing the lashes, instead of trying to make them thicker. Eyeliner can be used; however, it should be blended carefully. The lip liner must appear very natural and should coordinate with the lipstick.



Applying the Day Makeup

- Day makeup should be applied in natural light. Tissues and headband can be used for protecting the hair.
- The client should be seated in an upright position and covered fully. The skin should be cleansed, toned and moisturised lightly. Give thirty minutes for achieving the right look.
- Use a brush to apply the concealer to hide any dark circles or blemishes. A concealer one or two shades lighter than the skin tone should be used. Use a dry sponge to press the skin. If a corrective concealer is being used, apply it only to the selective areas that need it.
- Before applying the liquid foundation that matches the client's skin tone, test it on their jawline. Use your fingertips and a dry sponge to work around the face, also covering the lips and eyelids. Use light movements and work from the middle of the face and move outwards.
- Once the foundation application has been completed, the excess foundation should be removed from the eyebrows and the hair line using damp cotton wool to prevent the client's clothes from being marked.
- Place a small quantity of loose powder in a bowl. Scrape off a small quantity from block powder if that is being used and apply it with dry cotton wool. Start at the top of the face and move downwards. Cover the client's eyes and face, patting the loose powder lightly to set the foundation. Remove excess powder with a large brush using downward strokes.
- For contouring the face, use blusher, shader and highlighter according to the instructions provided earlier. Since this is day makeup, the application must be kept at a minimum.
- Placing a folded tissue beneath the eyes will help prevent spillage of eye shadow onto the face. Apply eye shadow colours individually and then blend them on completion. Always use disposable applicators.
- Eye pencil or eyeliner should be applied on the eyes without dragging. They should be sharpened after use on each client.
- Use eyebrow pencil to add definition to the eyebrows and disguise gaps or sparse hair.
- While applying mascara, ask the client to look downwards and support the eyes with tissue. Always use strokes going upwards in the direction of the eyelash growth.
- Use lip liner to outline the lips, ensuring that the colour is quite close to the lipstick. Always avoid creating harsh lines.
- Lipstick should be applied with a disposable lip brush. Blot lightly after the first stroke and dust the lips with face powder. Then apply the next coat.
- Remove all the covering and then show the client the final result.

Step by Step Evening Makeup

When performing evening makeup application, always be aware of the type of lighting that the client will be seen in. Various kinds of artificial lights make the makeup appear different as darker shades usually lose brilliance and appear muddy. Use bright colours. Areas where shadows are likely to be created include the eyes and must be highlighted with bright, highlighting and light effects. Highlight facial features



with clever use of contouring cosmetics. Eyelashes should be curled with the help of eyelash curlers. To add further emphasis to the eyes, false eyelashes may be applied. Interesting effects can be created through use of fashion shades of mascara, such as green, purple or blue, to complement the makeup colours. To create an eye opening effect, use lighter shades of eyeliners. Use lip gloss or frosted lipstick to emphasize the mouth.

Makeup Application

For a client with combination type skin, dark complexion and uneven pigmentation, the balance required by the face can be achieved with the help of shaded contour colour.

- Begin by preparing the client by cleansing, toning and moisturising her skin.
- A concealer application will help in covering the pigmentation.
- Choose a foundation that matches the skin type of the client and will even the skin tone. A mousse foundation is a suitable choice as it will provide medium coverage and can be blended to avoid creating a chalky appearance.
- Corrective makeup will be done next according to the shape of the face. A darker shade should be used beneath the cheek bones and at the temples for reducing the width of the face.
- Loose powder that matches the skin tone will be applied to help the foundation set.
- Powder blusher will be applied to the cheek bones.
- Iridescent or sparkling colours should be used for evening makeup and should complement the outfit and eyes.
- The natural lash line should be accentuated through the eyeliner application.
- Use eyebrow pencil to define the eyebrows.
- Mascara application will be next, in light movements starting from the base and moving towards the tips.
- Lip liner should be applied on the natural lip line or according to the requirements of correction, if needed.
- The selected lipstick should be applied with a lipstick brush just inside the lips.
- The lip gloss application will be the final step if discussed with the client.

Special Occasion Makeup

Special occasions include important events such as parties or weddings. Some important information is required before starting the makeup application, including the following:

- What is the event or occasion?
- Whether the event is during the day or in the evening.
- The kind of lighting that the makeup will be seen in.
- The duration for which the makeup will be worn.
- The effect that should be created by the makeup, such as glamorous or subtle.

Special occasion makeup is usually more individualistic in comparison to day makeup, yet less heavy than evening makeup. The makeup should be glamorous, yet too



much may look overdone. Shiny eye shadows and lip gloss can add a touch of sparkle to the lips. Altogether, the colours used in the makeup should complement the outfit.

Makeup Application

- Apply colour corrector or concealer if needed. This should be a shade or two lighter than the natural skin colour of the client. Finger pads can be used for blending the concealer, if required.
- Choose a foundation that matches the client's skin and use a clean damp sponge or clean finger tips for blending it from the middle of the face and outwards. For mature skins, use foundation that is light in colour and texture.
- Pat the loose powder that matches the skin on the face with a dry cotton wool.
- All excess powder should be removed using gentle strokes in downward movements.
- Use blusher to add contour and colour to the face. Use brush strokes towards the hairline to add colour to the cheek bones. Blusher can also be applied on other sections of the face, such as the temples. In case you are using a cream blusher, it should be applied after the foundation and before the powder application.
- Eye shadow should be applied in matt, pearlised or metallic colours.
- The colours can be blended properly with a shading brush.
- Eyeliner pencil will be applied at the corners of the lower and upper eyelids, right below the lashes and above them. Use powder colour on top of the pencil with an eyeliner brush to increase the durability and to create a softer look.
- Colour should be added to the eyebrows for defining the brow shape.
- Lip liner should be applied to give suitable shape to the lips.
- Select a lip stick that complements the lip liner and eye shadow—should be applied with a lip brush.

Makeup for Mature Skin

- Choose foundation which matches the skin tone yet increases the appearance of the skin.
- Oil-based foundation should be used for mature skin because it prevents the foundation from settling down into creases, which would emphasise wrinkles and lines. Concealer should be used to cover veins or capillaries visible on the skin.
- Lighter foundation should be used on wrinkled areas, such as across the forehead, around the mouth, around the eyes, between the brows, and between the nose and mouth.
- Facial muscles tend to lose tone, particularly in the cheeks, under the brow, along the jawline, below the lids and on the neck. Using a shader that has been blended subtly can improve the look of such areas.
- Use translucent powder; however, avoid the eye area as that can emphasize the lines around the eyes.
- Use a blusher in a warm tone, but always avoid bright and harsh colours.
- Lip liner can be applied to redefine the lip line and for preventing the lip stick from bleeding into the lips. Always use a lip liner of the same colour and similar shade, perhaps even lighter.



- Natural light colours should be used among eye shades, particularly suitable ones being matt eye shadows.
- Neutral shades of eyeliners should be used such as grey or brown. Always avoid harsh and bright colours.
- Use lighter colours than the eyebrow colour to define the eye brows.
- Always use natural looking shades for mascara.

Photographic Makeup

While applying makeup for photography, keep the following points under consideration:

- Keep in mind the brightness of the lighting because brighter lighting will make the makeup look lighter. Makeup needs to be applied more strongly for stronger lights.
- Heavy lighting is quite hot and the makeup may melt. While applying the makeup, try to make the skin cooler if possible.
- Oily makeup should be avoided as this will only emphasise the open pores.
- Avoid using very thick lashes as these may create shadows beneath the eyes.
- Before the foundation application, highlight beneath the chin, eyes and sides of the nostrils.
- Use a shadow and highlight technique for creating facial contouring.
- Use as light a foundation as possible.
- It is important to use matt colours because lighting is likely to emphasise all types of shine.

Aftercare Advice

- Advise the client about choosing the correct cosmetics, including the textures, colours, and kinds of cosmetics appropriate for the client's skin and features.
- Makeup may be kept fresher for more time with the application of a fine spray of water or through pressed powder application.
- If required, more lipstick may be applied.
- Use appropriate products for removing makeup.
- If an allergic reaction occurs, remove the makeup and try to soothe the skin using damp cotton wool.

Suggested Further Reading:

- ✓ *Procedures for Milady Standard Esthetics: Fundamentals (2013), By Milady*
- ✓ *Milady Standard Makeup(2013), By Michelle D'Allaird*