

Personal Impact Guide To

MASTERFUL MAKE-UP

in minutes



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in minutes

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The '*did you know*' factoids in this publication are for general interest only. Many have not been confirmed as fact.

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INTRODUCTION

Make-up and fashion have been my passion ever since I was a little girl. Growing up one of my favourite things to do was play dress-up in my mother's clothes. My friend's mother was the local Avon Lady (as they were called in the 1960s). One day my friend showed me her mother's make-up kit. Fascinated by all the colours and textures, we decided to try them out. With the make-up and clothes, our looks were complete! I was in heaven. At least until our mothers found out.

Over the years, my interest in personal presence expanded. What is it that makes some people



stand out? Is it just make-up and clothing or is there more to it? The search for these answers took me on a journey down many roads over the years. I became fascinated by image and perception. Following my passion, I completed the John Casablancas Professional Modeling Program, the Vancouver Community College Esthetician School Program, the John Casablancas Professional Make-up Artistry Diploma as well as the Marketing & Public Relations Program at the British Columbia Institute of Technology (BCIT). Combining all my talents and interests, I was honoured to become the first certified image professional (AICI, CIP) in Western Canada through the Association of Image Consultants International.

As the founder of Personal Impact, Image Management, I have over 25 years experience in the arena of Personal Appearance, Personal Branding and Professional Marketing. My clientele is varied and ranges from stay-at-home moms to business executives. I offer a broad range of experience and in-depth knowledge to men and women of all ages in all industries. I am committed to helping others improve their quality of life through self-awareness, personal change and affirmative growth.

In today's fast paced world, there is no second chance to make a good first impression. Even though most of us would like to be judged solely on our merit, our ability and our personality, the reality is that we are initially judged by the image we present. And this perception will affect how others react and respond to us. I have learned that anyone can have a great image and presence. With a little tweaking in one or more of the areas that represent personal image, you can make a more positive impact on others.

There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Throughout this series, I will show you how to reach your personal and professional best in an upbeat, non-threatening manner. I hope you enjoy learning about these topics as much as I have.

WELCOME TO MASTERFUL MAKE-UP *IN MINUTES*

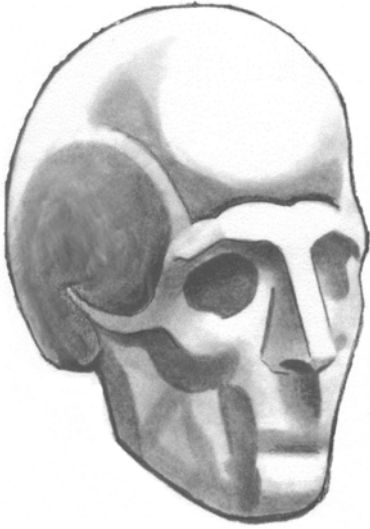
In the early 1980s, when I began my career in the cosmetic industry, the goal for applying make-up was to make everyone look the same. The ideal face shape was oval. Everyone had the same eyebrow shape and we all wore the same colours.

Thank goodness things have changed. Modern make-up celebrates our personal individuality, enhancing our uniqueness and drawing attention to our best features. It also helps us camouflage and draw focus away from the features we aren't so proud of.

Masterful Make-up in Minutes takes you step-by step through the application of make-up. It also provides tips and tricks for choosing products and colours that are right for you.

MAKE-UP THE SCIENCE

Make-up application relates to the actual structure of the head and face.

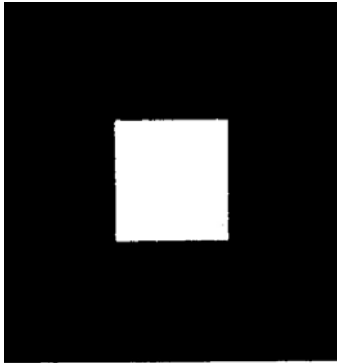


The natural hills and valleys of the face can be recreated or enhanced with optical illusions created by using light and dark cosmetics.

Looking at the diagram, list the most prominent points (hills) of the face:

Looking at the diagram, list the natural dips (valleys) of the face:

Concept of Light & Dark



The concept of light and dark is based on the fact that:

- **Light “Highlights”** accentuate, exaggerate and make spaces appear larger. Lighter areas appear to come forward.
- **Dark “Shades”** reduce, recede and make spaces appear smaller. Darker areas appear deeper.

MAKE-UP LIKE A PRO

The Art of Contouring

Contouring is a technique used by make-up artists to optically exaggerate or change the natural features of the face. By mastering the following contouring techniques you too can achieve expert results.

Shading

Shading is the application of a colour that is darker than the surrounding area. This will enhance the depth of the area and make the area next to it appear larger or more pronounced as shown in the picture on the previous page.

Highlighting

Highlighting is the application of a colour that is lighter than the surrounding area. This area will appear more pronounced than the area next to it.

Shiny & Frosted

Shiny and frosted cosmetics have a similar affect to light colours. By applying a light, shiny colour, the space will appear larger and visually push out more than a light matte colour will.

Did You Know?

Queen Elizabeth I covered her skin with white makeup because as a child she had small pox and her skin was terribly marked with pits and scars from the disease.

Matte

Matte cosmetics appear flat on the skin. A dark matte product will absorb more light than a dark frosted colour, making the area appear more receded. A matte light colour will appear flat on the skin compared to a shiny, light colour.

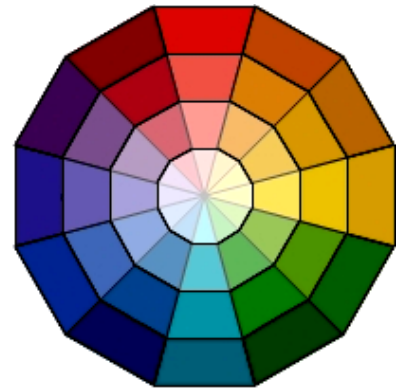
Colour can be combined in various ways to create different results. Color can create a harmonizing effect by enhancing an individual's natural colouring. It can also create drama.

- Similar colours harmonize
- Contrasting colours next to each other emphasize one another
- Applying a colour on top of its complementary colour will neutralize both colours. A complementary colour is the opposite colour on the colour wheel.

Choosing Your Colours

The easiest way to achieve natural looking results is to choose your make-up in light tints, dark shades, and muted tones rather than clear, bright hues. The more muted the colour, the more neutral it becomes.

- Neutral colours are the most versatile and work well with most skin tones and eye colours unless you are very fair or very dark. e.g. browns, black, greys, tints (off whites), etc.
- For more drama, when working with eyes, choose a tone from the colours opposite your eye colour on the colour wheel. e.g. Blue eyes – coral, peach, pink and yellow tones.



Warm or Cool?

Approaching the make-up counter can be confusing with the wide array of colours to choose from. Make-up colours that are in the same undertone as your skin, eye and hair colour will make you look healthy and beautiful.

If your features are naturally warm you will notice ivory, yellow, peach or golden tones in the skin. The hair will likely have yellow, golden or orange undertones. The colours in the eyes will have some or all warm colours.

- Examples of warm colours - peach, golden yellow, camel, rust, russet, gold, olive, golden brown, sea green, bronze, spices, etc.

If your features are naturally cool you will notice porcelain, pinks, rose, blues, violet or olive tones in the skin. The hair will likely have ash, taupe, coco, or black tones. The colours in the eyes will have some or all cool colours.

- Examples of cool colours - coco brown, taupe, black, pink, rose, true blue, burgundy, berry colours, black, etc.

With some of us it's difficult to tell if our colouring is warm or cool. Some of us have both warm and cool colouring. If this is the case, you have more options. Experimenting is the easiest way to find what works. *If still in doubt, I would recommend a professional colour consultation with an image or colour consultant.*

Foundation

An exact match of your skin tone is your best foundation colour. As an eye shadow, it works well for a neutral colour.

Blush and Lips

Your best blush and lip colours can be found by pinching your finger tip and/or earlobe. What colour do you see?

- Warm - Peach, Apricot, Rust, Russet
- Neutral - Coral, Clear Red
- Cool – Burgundy, Plum, Raspberry

Eye Colour

Yes, blue eyes can wear blue eye shadow. The key is choosing the right blue. To wear your eye colour as an eye shadow or eye liner choose a darker or more muted tone. This will accent your eye colour, making them look brighter. When wearing your eye colour, avoid wearing a shade brighter than your eye.

Brown eyes look great in brown eye shadow when used as a contour in the crease area. It will also work well in a darker colour as an eye liner.

More Eye Colour Suggestions

- Blue eyes - orange, coral or pink tones, browns, grey, charcoals, turquoise
- Yellow Brown eyes - yellow, gold, green, brown or rust, deep blue
- Black/Brown or Chestnut eyes - pink, brown, burgundy, aubergine, deep blue
- Green eyes - a shade of violet, mauve, pink, coral, turquoise, light brown, light grey.
- Grey eyes- turquoise or pink
- Hazel (brown green) – browns or greens
- Turquoise (sea green, blue with yellow) – browns, grey, corals, muted or deep blue

Note:

If eyes are blood shot, have a lot of red around the rims or look tired or the skin is ruddy; avoid pinks and violets.

If eye colours are different, stay with neutrals. Greys tend to work well.

Sallow skin tone – avoid yellows and greens. Dark browns, deep blues and turquoise tend to work well.

Mascara

- If your colouring is soft, light or gently muted – complement your colouring with brown mascara
- If your colouring is dark or contrasting, - complement your colouring with black mascara
- If your colouring is bright – soften your look with brown mascara or add more drama with black

Tools of the Trade

Precise application and lots of blending is the key to flawless make-up. Because blending and precision are so important, you should invest in the right tools. The quality of the make-up brushes can make or break your look. It's like building a house... **Yes, you can build a house with a hammer, nails and hand saw. However, with modern tools the job is much quicker and the results are better.**



Which Brush to Use?

There are a variety of brushes that range in size. The lip brush is generally one of the smallest and the powder brush is generally the largest. There are many more kinds of brushes of different sizes in between.

Make sure the brush you use is suited for the job. The best way to pick the right brush is to choose one that is a reasonable size and stiffness for what you are using it for.

- A stiff brush will deposit more colour and works well for a dramatic effect or precise application.
- A wide brush works well for applying colour to large areas and for blending.
- An angled or dome shaped brush works well for contouring or shading.
- A small to medium brush, angled or dome shaped of medium stiffness, works well for precise work such as shading small areas.

Did You Know?

Sharing cosmetics will transfer bacteria. This is asking for trouble.

Make-up Supplies Checklist

Brushes

- Eye Shadow - wide (for blending)
- Eye Shadow – angled or domed (for crease)
- Eye Shadow – smaller (for accent)
- Eye Shadow – small stiff angled (for accent or liner) (*optional*)
- Eye Shadow – smaller stiff domed (for smudging) (*optional*)
- Eye Brow Brush / Eye Lash Comb
- Brush on Brow brush – to apply powder eyebrow colour (*optional*)
- Powder
- Blush
- Lip Brush
- Contour (*optional*)
- Foundation (*optional*)
- Eyelash curler (*optional*)

Make-up

- Concealer
- Loose Translucent Powder
- Eye Shadow Colours (Base, Crease, Accent)
- Eyeliner
- Mascara (Black or Brown)
- Blush
- Lipstick
- Lip liner (matched with lipstick)
- Eyebrow pencil or powder
- Tinted moisturizer (may be used instead of foundation) (*optional*)
- Foundation (for your skin type and coverage preferences) (*optional*)
- Illusion tone (colour corrector) yellow, mauve, green, peach, pink (*optional*)
- Shading powder (for contouring) (*optional*)

Other Important Supplies

- Q-tips
- Latex sponges (triangle shape)
- Facial Tissue
- Hair band or clips
- Eye make-up remover
- Light Moisturizer / Protection cream

Make-up Step by Step

1. Apply protection cream
2. Use colour correctors (*optional*)
3. Use concealer
4. Select and apply foundation
5. Set foundation with translucent powder
6. Shape brows (*optional*)
7. Brush brows and apply colour if necessary
8. Apply eye primer (shadow base) (*optional*)
9. Apply eye shadow wash colour
10. Apply eye shadow crease colour (shade)
11. Apply eye shadow accent colour and/or highlighter
12. Apply eye liner
13. Curl lashes (*optional*)
14. Apply mascara
15. Apply cheek and facial shading (*optional*)
16. Apply cheek colour
17. Apply facial highlighting (*optional*)
18. Outline lips with liner
19. Apply lip colour
20. Apply lip gloss (*optional*)

Getting Started

There was a time, not so long ago, when the goal of make-up was to create a look that would replicate a perfectly proportioned face. Today, modern make-up plays on individuality. By emphasizing our best and most important facial features with colour, shading and highlighting, we can de-emphasize our not so flattering features.

Before starting any make-up application, it is important to look at your face and decide which features you are happy with and which features you wish to de-emphasize.

	Asset	Drawback	Why?
Face Shape	<input type="checkbox"/>	<input type="checkbox"/>	_____
Skin Tone	<input type="checkbox"/>	<input type="checkbox"/>	_____
Eye Brows	<input type="checkbox"/>	<input type="checkbox"/>	_____
Eyes	<input type="checkbox"/>	<input type="checkbox"/>	_____
Nose	<input type="checkbox"/>	<input type="checkbox"/>	_____
Cheekbones	<input type="checkbox"/>	<input type="checkbox"/>	_____
Lips	<input type="checkbox"/>	<input type="checkbox"/>	_____

The features you like are the ones to play up. The features you aren't happy with can be camouflaged or optically corrected with the magic of make-up.

CREATING THE CANVAS

How to get the look of flawless skin? The following steps will help you create a smooth canvas for your masterpiece.

Protection

Start with a light daytime protection cream (moisturizer) suited to your skin type. This will provide the ideal base for applying foundation. It will also help make up stay longer on the skin.

Tip: Let the moisturizer absorb for about 10 minutes or longer before applying make-up. For more hydration, apply cream right after you cleanse the face while it's still damp.

Foundation

Three good reasons to wear foundation are:

- It evens out your skin tone
- Creates a base for your masterpiece
- Protects your skin.

Choose your foundation based on:

- Your skin-type
- Desired coverage
- Desired finish
- Desired formula

- **Cream foundations** tend to give medium to full coverage, and are generally recommended for a dryer skin.
- **Liquid foundations** come in lots of different formulas and finishes. Some provide full coverage and some provide very sheer coverage. There are different formulas for different skin-types.
- **Wet-Dry foundations** can be used dry for a natural coverage or wet for full coverage. They come in formulas for normal and oilier skin types.

Choose a foundation as close as possible to the colour of your skin. It should blend into the skin colour at the jaw line.

Foundation Application

Foundations may be applied in specific areas or all over. For a flawless look, blend well into the hairline and jaw line.



Foundation Brush

Wet-Dry or Pressed Powder Foundation

1. For best results, use cream products before powder products (i.e. concealer must be applied before powder)
2. Using a sponge as an applicator, sweep the product evenly over the skin in a downward and outward motion.

Liquid & Cream Foundations



1. Start by applying small dots of foundation evenly on both sides of the face.
2. Blend the foundation evenly in a downward and outward motion with a latex sponge, fingertips or foundation brush.

Tinted Moisturizer

Tinted moisturizer provides a great alternative for foundation when you want a natural look that is a little more translucent than foundation. Choose a colour close to your natural skin tone. Tinted moisturizer is applied in place of your regular protection cream after cleansing the skin. Allow at least 10 – 15 minutes before applying other cosmetic products to allow maximum absorption.

Concealer

Concealer is commonly known as 'Cover-up'. Choose the concealer colour based on the colour of the skin next to the place of application. Concealers come in different formulas. Some concealers provide more coverage than others. Choose a formula that blends easily and provides good coverage.

If foundation is worn, the concealer must be the same shade or one shade lighter with the same undertone. Concealer may be applied over or under foundation. If worn over foundation the colour must blend with the foundation colour. However, with dry-to-powder or powder formula foundation, concealer must be applied first.

- Some concealers need to be set with powder, others don't. If you're not sure, ask your cosmetic retailer.

Did You Know?

Good lighting is crucial for applying flawless makeup. Use the type of light that you are most likely to be in during that time of the day. i.e. daylight for day, electric lighting for evening.

Concealer Application

Where to apply

Concealers can be used anywhere on the skin that needs extra coverage. (See page 10 for ideas)

Lips If you wish to make your lips appear smaller, larger or more defined, brush a small amount of concealer over your natural lip line. This will allow you to make changes to the shape more easily.

How to Apply

1. Concealer can be applied over or under foundation. When using powder, it must be applied before the powder.



2. Concealer should be applied carefully with a Q-tip or a concealer brush on the darkest part of the area that needs to be concealed. (i.e. the darkest part of the circles under the eyes)
3. Blend by patting and pressing into place with your ring finger.

Colour Correctors (Illusion Tone)

Colour Correctors (Illusion Tones) are magical products that neutralize undesired skin colour, making it less obvious. The catch is, this product comes and goes on the market. However, for anyone concerned about dark circles under the eyes, sallow skin or high colour, this product is indispensable.

How It Works

Any colour applied over its opposite colour (on a colour wheel) will neutralize both colours. Look in the mirror in natural lighting to determine the actual hue (colour) of the area you wish to neutralize.

- Yellow- neutralizes purple
- Peach (light orange) - neutralizes blue
- Mauve (light violet) - neutralizes & brightens sallow skin
- Green - neutralizes red (blemishes) or ruddy skin
- Pink (light red) - neutralizes green and brightens sallow skin



Under-Eye Circles

Although dark circles under the eyes usually appear grey, if you look closely, you will notice that they can be almost any colour. The most common colours are blue, violet or green.

How to Apply Colour Correctors

A colour corrector must only be applied on its opposite colour. A cream colour corrector (the most common) is applied before concealer or foundation.

Smaller Applications

1. If you are neutralizing a small area (i.e. a blemish or dark circles), apply a very small amount of the product in the most obvious part of the colour to be neutralized with a Q-tip or a concealer brush.
2. Then pat and press the product in order to blend it. For example: if you are neutralizing a blemish with a green corrector, place a dot of corrector in the center of the blemish. Then blend with your ring finger by pressing lightly.

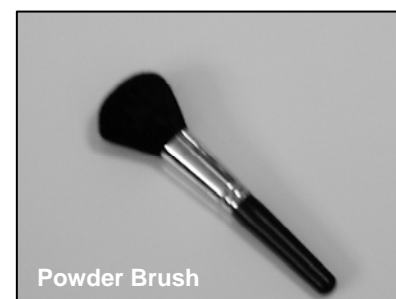
Larger Applications

1. If you are neutralizing a larger area (i.e. a sallow complexion), use a triangle sponge and lightly sweep the product over the area to be neutralized. Depending on the tone of the sallow complexion, you may want to use mauve or pink.

Once you have applied colour corrector, apply concealer and/or foundation as you normally would.

Powder

Powder is used to set foundation and take away shine. This will help create a long lasting, flawless make-up base and a good surface for applying other powder products such as blush. Powder comes in loose or pressed formulas. It can be translucent or have a tint of colour.



Lighter skin tones should use a non-tinted translucent powder. Darker skin tones may want to try tinted translucent powders. Non-tinted translucent powders may make some darker skins look ashy.

Powder should be applied over cream or liquid foundations (unless recommended on foundation packaging or by the retailer).

How to Apply Powder

1. Apply powder with a powder puff or powder brush.
2. Let the powder absorb for a minute.
3. Brush off any excess powder in a downward motion with a powder brush.

Note:

- People with drier skin may find that the skin feels tight after applying powder. If this is the case, apply a small amount of powder to the forehead, nose and chin areas only. Do not powder cheeks. Remove excess quickly.
- When using cream blush, the powder is applied after the blush application.

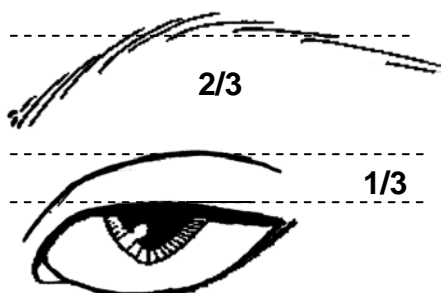
Once the powder has been applied, you are ready to create your masterpiece.

THE MASTERPIECE

Balanced Eyes

They say that eyes can't lie. However, when the eyes and eyebrows are not in proportion or the relationship between the eyes and eyebrows don't appear balanced, they can deceptively create the wrong impression about your mood or personality. Cosmetics and eyebrow grooming can correct this.

To appear balanced you need to take into consideration the vertical proportions of the actual eye area, the horizontal placement of the eye and the shape and placement of the eyebrow.



Eye Proportions

The lid area from the root of the lashes to the crease of the eye is approximately $1/3^{\text{rd}}$ of the total eye area. The total eye area is from the lashes to the eyebrow at the highest part of the arch.

Check off one of the following:

- Balanced:** My eyelid is approximately $1/3^{\text{rd}}$ of the total space from the eyelashes to eyebrow. *(You have balanced eye proportions and many options)*
- Large Lid:** My eyelid is larger than $1/3^{\text{rd}}$ of the total space from the eyelashes to the eyebrow. *(Suggestion: to make the space above the eyelid appear larger)*
- Small Lid:** My eye lid is smaller than $1/3^{\text{rd}}$ of the total space from the eyelashes to eyebrow. *(Suggestion: to make the lid appear larger)*

Eye Placement

Ideally, eyes should be approximately the width of one eye apart from each other. This will make the face appear horizontally balanced.

2. Check off one of the following:

- Balanced:** My eyes are approximately one eye width apart from each other *(Suggestion: you have horizontally balanced eye placement and many options)*
- Close Set:** My eyes are less than one eye width apart from each other *(Suggestion: to make my eyes appear farther apart)*



- **Wide Set:** My eyes are more than one width apart from each other
(*Suggestion: to make my eyes appear closer together*)

Once you have determined the proportions and horizontal eye placement, it's time to find out how balanced your brows are in relation to your eyes and nose.

Balanced Eyebrows



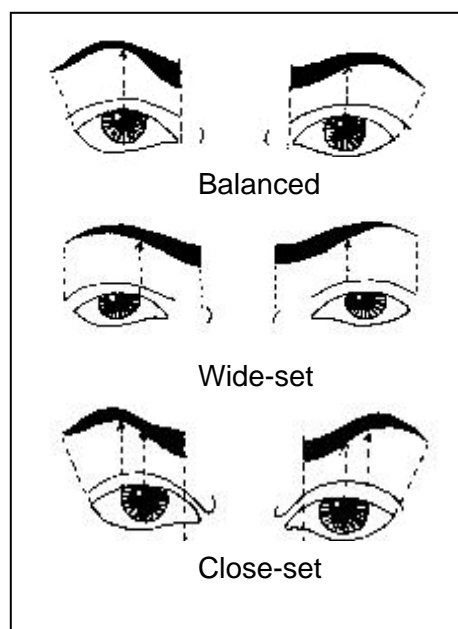
Popular brow shapes change over time. However, eyebrows influence the expression of the face. When eyebrows are too close together or too low they can make a face appear angry or concerned. When too thin or too high they can give the face the appearance of being surprised. When properly shaped, the eyebrows will help to balance the face and accentuate the eyes. Today, both men and women benefit from well groomed eyebrows.

How to Determine if Your Eyebrows are Balanced?

- Draw an imaginary *vertical* line from the edge of the nostril to the inner corner of the eye. (This exercise may be done with a straight object such as a pencil) The eyebrow should be in line with this vertical line.

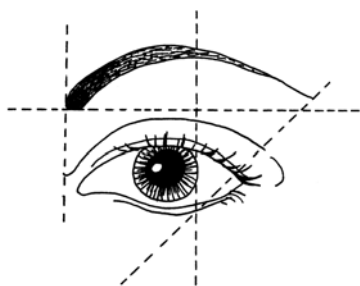
Note: To make the eyes appear more horizontally balanced, if the eyes are wide-set, the brow should begin slightly closer to the nose. This will help to visually balance the eyes. If the eyes are close set, the brow should begin approximately one eye width apart. Check off one of the following:

- My eyes are horizontally balanced: My brows begin in line with the outer edge of the nose and the inner corner of the eye (Balanced) (*Suggestion: if needed, tweeze strays between brows*)
- My eyes are wide-set: My brows begin at a diagonal line closer towards the nose. (Balanced) *Suggestion: if needed, tweeze strays between brows*
- My eyes are close-set: My brows begin above or slightly beyond the tear duct. (Balanced) (*Suggestion: if needed, tweeze strays between brows*)



- My brows don't begin in the placement described above. The line is slightly diagonal with the brow starting towards or above the nose. (*Suggestion: tweeze brows for better alignment*)
 - My brows don't begin in the placement described above. The line is slightly diagonal with the brow starting above the eye. (*Suggestion: correct with brow colour for better balance*)
- B. Draw an imaginary *diagonal* line from the corner of the nostril past the outer corner of the eye. The brow should end in line with this diagonal line. Check off one of the following:
- My brows begin in line with the outer edge of the nose and the outer corner of the eye. (Balanced) (*Suggestion: brows do not need correcting in this area*)
 - My brows don't begin in the placement described above. The brows end beyond this line. (*Suggestion: brows need tweezing for better alignment*)
 - My brows don't begin in the placement described above. The brows end short of this line. (*Suggestion: brows need correcting with brow colour for better balance*)
- C. Draw an imaginary horizontal line below the beginning and end of the brow. It should begin and end at the same level.
- My brows begin and end at the same level. (Balanced) (*Suggestion: brows do not need correcting in this area*)
 - The outside of my brow is lower than the inside of the brow. (*Suggestion: the outside section needs tweezing for better alignment*)
 - The inside of the brow is lower than the outside of the brow. (*Suggestion: remove only the strays from under the inside of the brow. If still not balanced, have brows professionally shaped then tweeze to maintain.*)

Eyebrow Shape



The natural shape of the eyebrow usually relates to the natural shape of the eye. For example: it would be unusual for a very round eye to have a very straight eyebrow. Generally this eye would have a more curved eyebrow. It's important to take the natural shape of the eye and eyebrow into consideration in order to achieve a polished but still natural looking brow shape.

The Arch

- A. The brow arch is located by drawing an imaginary vertical line from the outer edge of the iris. Note where the line meets the brow.
- B. Draw an imaginary line from the corner of the nostril, through the outside of the pupil of the eye. Note where the line meets the brow.
- C. Look at your natural brow and eye shape. The highest point of the arch should be between these two lines.

Once you have determined your goals for your ideal eyebrow shape, tweeze, wax or thread and/or use eyebrow cosmetics for more alignment and a more polished look.

If you are unsure about the correct shape, have the eyebrows professionally shaped the first time. Then maintain the brow by tweezing one to two times per week. This is a good idea if the natural growth of each brow is very different or the brows are very thick or unruly.

Tip: Threading is a very inexpensive way to have the brow shaped professionally and is widely available in most urban areas.

4 Reasons to Shape Your Brows

- Removing the strays will make it easier to apply eye and eyebrow colour.
- Can make the eyes, or the space above the eyes, appear larger.
- Can make the eyes appear wider apart.
- Will give the face a more finished look.

Did You Know?

A survey in 1938 showed that 58% of households owned at least one lipstick.

How to Shape the Eyebrow

1. When tweezing, follow the natural curve of the eyebrow. Start by removing the stray hairs below and between the brows. Step back and look in the mirror. Repeat these steps again. Do the eyes appear more or less balanced? If necessary, tweeze between the eyebrows.
2. The eyebrow width should gradually taper from where the brow begins to its outer edge. If needed, continue to shape by carefully removing hair under the eyebrow and between the eyes one row at a time.

Eyebrow Enhancers

The most common eyebrow correction cosmetic is the eyebrow pencil. It tends to stay on longer than powdered eyebrow colour. Pencils come in a variety of formulas from very soft to very hard, creamy to very powdery or very waxy. *“The formula you choose is based on preference. However, in my experience I have found that a medium- hard pencil with a powdery texture works best.”*

Reasons to use Eyebrow Colour

- If brows are sparse or there are gaps, they can be filled in.
- Eyebrow length can be increased slightly to appear more balanced.
- Eyebrows can be filled in slightly towards the nose if needed to make the eyes appear more horizontally balanced.
- If your brows are light they can be darkened slightly for better facial balance.

Choose a colour close to your natural eyebrow colour

- If hair colour is darker, choose a slightly darker shade than your brow colour to bring the brow colour closer to your hair colour.
- If the hair colour is lighter, choose a slightly lighter colour than your brow colour.

Brow Groomer

It looks like a tube of mascara. Some formulas are clear and some have colour.

Reasons to use Eyebrow Groomer

- If you have eyebrows that don't stay put this is the product for you.
- Coloured eyebrow groomers coat the hair. This works well if the natural eyebrow colour is lighter than the hair colour.
- This product may be used with or without an eyebrow pencil. If you use eyebrow colour, it must be applied prior to applying the brow groomer.

Eye Enhancers

Eye Primer

Eye Primer commonly called Eye Shadow Base, creates an excellent base for applying eye shadow. It helps the shadow adhere and blend better. It also helps the shadow stay on longer without creasing and fading over time.

Note: Not every cosmetic company offers this product. However, it is available in every price range.

Tip: Foundation with a light dusting of powder will offer a similar effect to using an eye shadow base. Many make-up artists use this method. However, over time this method can be drying to the eye area.

Eye Shadow

There are many factors to consider when choosing eye shadow colours. It's important to look at the colours in your skin, eyes and hair.

Eye shadow colour should be applied in a corrective manner by highlighting and shading the appropriate areas. Keep in mind that:

- The easiest way to achieve natural looking results is to choose eye shadows that are light, deep and muted rather than clear and bright. The more muted the colour, the more neutral it becomes. This makes it easier to work with.
- Applying a darker colour will make the area appear to recede or dip. The area next to the darker area will pop out and appear larger. A dark matte colour will appear deeper than a dark frosted colour.
- Applying a lighter colour will make the area appear to come forward, making the area next to it look like a receding dip. A frosted light colour will appear to pop out more than a matte light colour.

Eyeliner

Eyeliner accents the eye and emphasizes the base of the lashes. Choose a colour to coordinate with the eye shadow colour or a darker neutral colour.

Eye Lash Curler

Eyelashes that are curled open the eyes, making them appear larger. An eyelash curler is a quick easy way to curl straight lashes. For best results use prior to applying mascara.

Did You Know?

Heat, light and moisture all have a damaging effect on cosmetics and will cause them to go bad over time.

Mascara

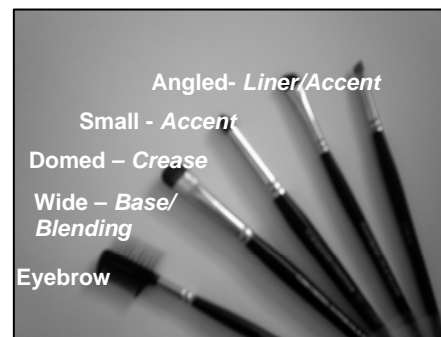
Mascara makes the lashes more apparent by deepening the colour. They come in many different formulas. Choose the formula based on the desired effect.

Mascaras can also add:

- Thickness
- Length
- Curl

Eye Make-up Step-by-Step

Before applying eye shadow, analyze your eyes one last time. Are there features or irregularities that you would like to de-emphasize? (See pages 25 - 27) Keep in mind that it is these differences that make us unique. Modern make-up celebrates personal differences.



Eyebrows

1. Shape the eyebrows (see page 17-19)
2. (Optional) If Eyebrow Colour is needed: Brush your brow towards the nose (in the opposite direction of its growth) with an eyebrow brush. Apply the pencil with light, short, quick strokes in the direction of the growth. Then brush the eyebrow outward to soften the look.

If the pencil appears waxy, harsh or unnatural on the eyebrow, soften the look by brushing translucent powder into the brow with the brow brush.

If the eyebrow appears thick or heavy keep colour to the center of the eyebrow growth. Or better yet, shape the eyebrows for a less heavy look.

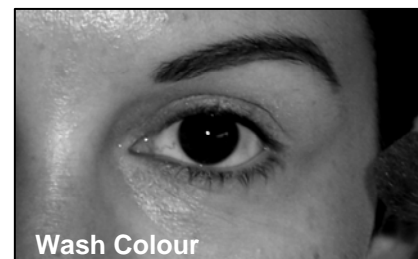
4. (Optional) If Eyebrow Groomer is needed: Apply the brow groomer by brushing the eyebrow towards the nose with the applicator wand. Then brush the eyebrow into place (towards the ear).

Eye Primer

5. Apply sparingly with your ring finger over the entire eye area (lid to just under the eye brows) prior to applying eye shadow. This is a cream product that dries into a smooth base. (Foundation and powder may be substituted.)

Eye Shadow

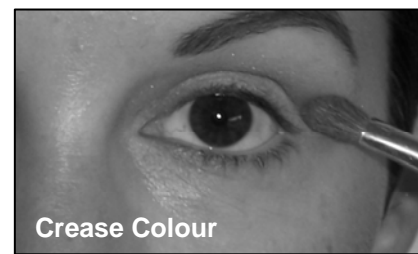
6. Wash Colour: With a wide eye shadow brush, apply a light neutral matte shade over the entire eye area.



7. Crease Colour: With a dome or slanted crease brush, apply a medium to dark colour in crease area. Start at the outer corner of the eye blending towards the nose. Blend back and forth. The crease colour may be blended to define or correct the eye shape or placement. (see page 24)

8. Blend well with a wide brush. (This may be the same brush used in step 6.)

9. Highlighter: With a small accent / fluff brush apply a light, light-frosted or semi-frosted colour just under the eyebrow.



10. Blend well with a wide brush. (This may be the same brush used in step 6.)

11. **Accent Colour (Optional):** One or more accent colours may be applied where needed to further enhance or correct the eyes. Determine the colour and placement of accent colours based on specific goals: Do you want your eyes to appear farther apart or closer together? Do you want your eyelids to appear bigger or smaller? (See pages 25 - 27)

Tip:

You can accent the outer corner of your eye easily by applying a medium to dark colour in the shape of a triangle to the outer corner of the eyelid, blending into the crease.



Eyeliner

12. When applying your eyeliner, start on the outer corner of the top eyelid, applying it as close to the eyelashes as possible. Follow the natural lash line and working inward.
13. On the bottom, apply eyeliner the same way starting on the outer corner of the eye.



For a natural look:

- Draw a fine line into the base of the upper lashes. Follow the natural lash line. If used on the bottom lashes, start at the outer corner of the eye. Lightly follow the lash line approximately $\frac{1}{4}$ of the way. Lightly blend with a Q-tip.

For more Drama:

- Experiment using more than one colour
- Start at the inner corner of the eye. Draw the line wider from the center of the lid to the outer corner. (Great for Asian and Almond shaped eyes).
- For a smoky look, surround the eye with liner. (Note: liner surrounding the eye will make the eye appear smaller)



Tips:

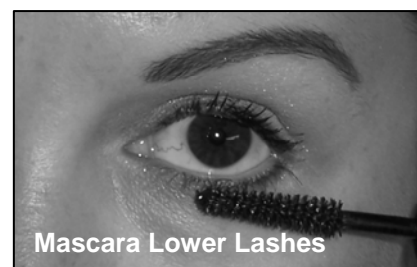
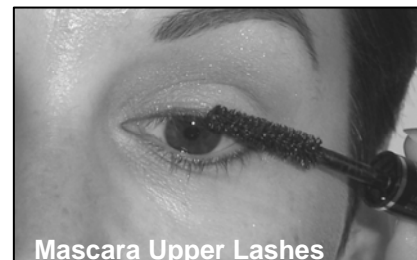
- Soften the look by blending with a Q-tip.
- Blend shadow into liner for a softened, smoky look.
- Shadow pressed into the liner will set the liner and create more drama.
- Shadow may be used as a liner. Apply with a liner brush or a flat stiff angled brush.

Eye Lash Curler (Optional)

- a) Look downward through the opening of the curler keeping eyes open.
- b) Place the eyelash curler against the eyelid with the eyelashes through the opening.
- c) Squeeze and pump gently.

Mascara

14. On the top lashes, apply mascara with the wand by brushing the mascara downward on the top part of the top lashes.
15. Apply to the under part of the upper lashes by brushing upward. Applying on both sides will give a more natural and finished look. It will also help the mascara adhere better and reduce the chance of flaking.
16. On the bottom lashes, mascara may be brushed in the direction of the lash growth or for a more natural look; feather mascara back and forth across lashes (like a car window wiper).



Balancing the Eyes with Contouring

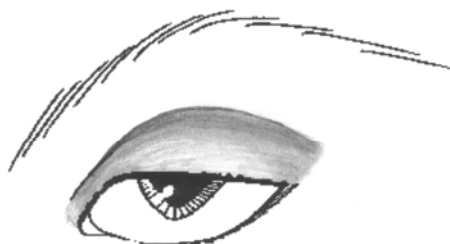
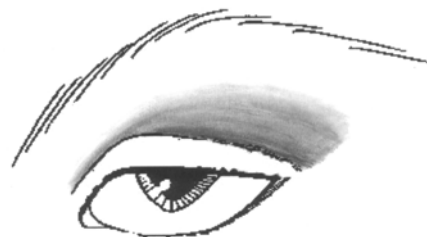
Through the concept of light and dark, you can optically change the proportions or horizontal placement of the eyes. Follow the eye make-up application steps, starting on page 21. The following suggestions for various eye proportions may be used to enhance your application.

Small Lid

Goal: to make the eyelid appear larger.

How? Use light and frosted colours on the lid. Create more depth above the lid with medium to dark colours in the crease area.

Blend crease colour up onto the brow bone to make the lid appear larger. *Blend well*



Large Lid

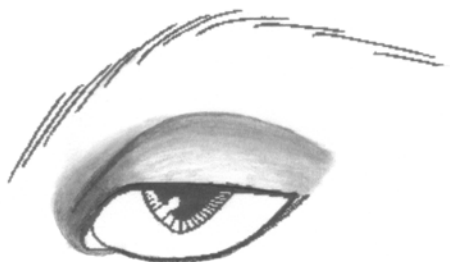
Goal: to flatten the upper and possibly lower lid. This will make the space above the eye lid appear larger.

How? Darken the eyelid with medium to dark neutral or accent colours. Blend darker crease colour downward onto the lid. Blend darker colour around under the eye to decrease fullness of lower lid. Use light or light frosted colour on the brow bone to make it appear more prominent.

Close Set

Goal: to make the eyes appear farther apart.

How? Use light and light frosted colours on the inner part of the eye. Darker neutral and accent colours on the outer part of the eye. Blend outward to extend colour beyond the outer corner of the eye.

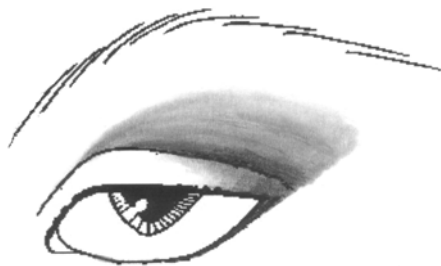


Wide Set

Goal: to make the eyes appear closer together.

How? Use darker neutral or accent colours on the inner part of the eye to create depth. Use a lighter matte and frosted colours on the outer part of the eye. Crease colour may be applied closer to the nose. Blend well stopping before the outer corner of the eye.

How to combine these effects:



Small Lid/ Close Set

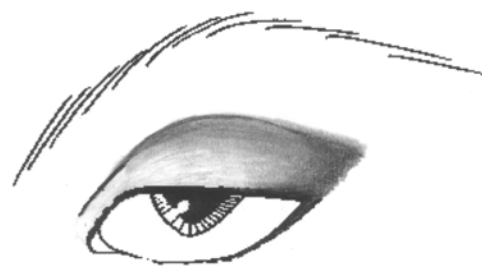
Goal: Optically enlarge the lid while pulling the eyes farther apart.

How? Use light and frosted colours on the inner part of the lid and just under the eyebrows. Use darker neutrals and accents on the outer corner of the lid. Extend the crease colour up and out.

Large Lid/ Close Set

Goal: Optically draw the eyes farther apart while making the eyelid appear smaller.

How? Use lighter matte colours on the inner part of the eye lid approximately $\frac{1}{4}$ of the way. Gradually blend into deeper neutral colours from the middle lid deepen toward the outer corner of the eyelid. Keep crease colour on the outer crease area, blending downward onto the lid and outward past the outer corner of the eye. Draw attention to the brow bone by using a light frosted colour under the eyebrow blending down and towards the nose.



Small Lid/ Wide Set

Goal: To optically make the eyes appear larger and closer together.

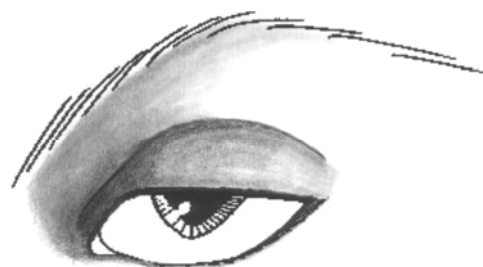
How? Use light or light frosted colours on the outer part of the eyelid and just under the eyebrow. Deepen crease colour on the inner part of the eye blending upward on the brow bone next to the nose. A medium to deep accent colour may be used in this area.



Large Lid/ Wide Set

Goal: Optically making the lids smaller and closer together.

How? Deepen crease colour on the inner part of the eye blending downward onto the lid. Apply a medium neutral or soft accent on the eyelid. Use darker matte accent or neutral colours on the inner part of the lid. Blend up and out, onto the brow bone and towards the center of the lid. This will appear to gradually lighten towards the outer corner of the eye.



Eyes ~ More Corrective Techniques

Before applying eye shadow analyze your eyes one last time. Are there features or irregularities that you would like to de-emphasize? Keep in mind that it is these differences that make us unique.

□ My eyes appear overly round and / or bulging

Goal: to make my eyes appear more elongated and less round

How? Blend darker crease colour down onto the lid. Extend the crease colour beyond the outer corner of the eye. Blend well!



□ I would like my eyes to appear less crêpey and more youthful

Goal: to de-emphasize the crêped look of the eyes

How? Use light to medium neutral colours in a soft matte or semi-matte finish. Follow placement techniques based on other goals. Do not pull or stretch the eye area. Blend colours using a light touch.

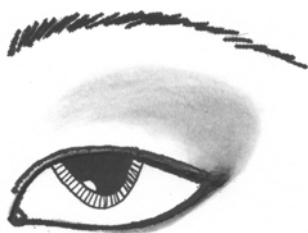
□ I would like my eyes to appear less sunken (deep set)

Goal: to bring out the eyes making them appear bigger

How? Stay away from dark colours. Substitute medium, neutral colours for correcting close or wide set eyes. Use a medium shade in the crease, blending upward onto the brow bone. Use a light matte or frosted colour on the lid and a light frosted colour just under the eyebrow.



Note: if the crease area is extremely deep set, use a lighter shadow in the crease to optically bring forward.



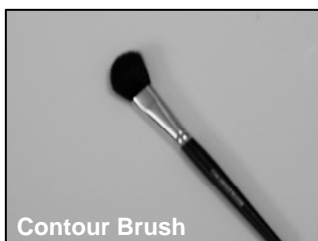
□ I would like my eyes to appear more contoured and less flat

Goal: to add depth to the crease area

How? Use a light matte or frosted colour on the lid and just below the eyebrow. Darken the crease area to create the illusion of more depth. Darken outer corner of the lid to create more depth. Blend well.

Contouring the Face

Shading and Highlighting powders can be used anywhere on the face to enhance or camouflage the natural bone structure of the face.



Contour Brush

- Slim the face
- Widen the face
- Slim the nose
- Shorten the nose
- De-emphasize a double chin

Slim the Face

With a contouring brush, apply shading powder sparingly on the sides of the face where the face is wide. Blend into the hairline and downward towards the jaw line. *Blend well with a powder brush!*

Widen the Face

With a contouring brush, apply a light matte highlighter on the sides of the face along the hairline where the face is narrow. Blend downward towards the jaw line. *Blend well with a powder brush!*



Dark Narrows / Light Widens

De-emphasize a Double Chin

Apply shading powder under the jaw line, from just below the ear to the chin, with a contour brush. Feel the bone structure of the jaw. Shading is placed where the flesh dips in behind the jaw not in front of it. *Blend well with a powder brush!*



Shading Under the Chin

The Nose

The nose can be shaded or highlighted to visually widen, narrow or shorten the nose.

- Apply shading powder to the area you want to appear narrower.
- Apply highlighter on the part of the nose you want to appear wider.
- Apply shading powder sparingly with a small eye shadow brush on the under tip of the nose. *Blend well with a clean brush!*



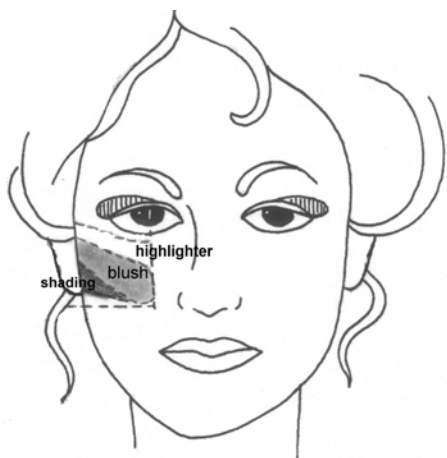
Dark Narrows / Light Widens

For best results, apply with a clean eye shadow brush in an appropriate size.

Chic Cheeks

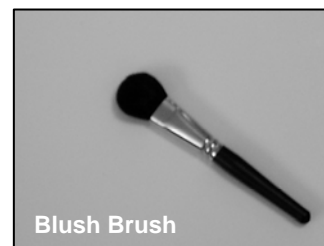
When we think of the picture of health, we think of rosy cheeks. Rosy cheeks brighten the face giving it a radiant look. For those of us who weren't born with a natural glow, a little contouring and cheek colour can help.

Bringing out the Cheekbones



Using a contour brush, apply shading powder in the natural hollow just under the cheekbone. Shading colour should not be applied any closer than 3 fingers way from the nose or any lower on the face than the bottom of the nose. Highlighters (a light colour that may be matte or shimmery) can be used along the top of the cheekbones for extra emphasis.

Coordinate cheek and lip colour. (e.g. pink with pink or berry tones and peach with peach and brown tones)



Blush Brush

Blush Application



Cream Blush

Cream blush should be applied before the translucent powder. Apply with fingertips by patting and pressing in the desired area.

Powder Blush

Powder blush should be applied on a powdered surface. Brush onto the cheekbone with a blush brush.

Blush should be applied on the cheek bone.

Blush should be applied just dark enough to bring out the cheekbone. It should always be soft, understated and well blended.

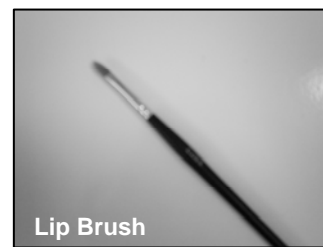
Tip:

Do not to apply blush any closer than two fingers away from the nose and no lower down than the bottom of the nose.

Avoid blush with frosted finishes if skin is aging or oily.

Lip Service

Because your mouth is so expressive, it is one of the first features that people notice. Lip products enhance the mouth and balance the face, while keeping lips moist. Make the most of your lips with lip colour. Your lips are the finishing touch!



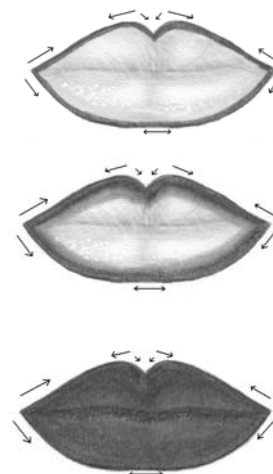
Lip and Cheek Colour should coordinate:

- Pinks, Plums, Burgundies, Raspberries
- Corals, Clear Red
- Peach, Russets, Warm Browns

Lip Liner

Choose a lip liner to coordinate with your lip colour. Liner will help stop lip colour from feathering and give lips a more defined look.

1. Lightly draw the lip liner onto the "V" of the cupid's bow.
2. Outline the upper lip from the outer corner to the "V" following the natural lip line.
3. Draw a line on the bottom ledge of the lower lip.
4. Outline the lower lip from outside to meet the ledge.
5. Repeat steps 1-4 thickening the line slightly inside onto the lips.
6. For long lasting lip colour, brush the liner slightly into the lips with a lip brush prior to applying lip colour.



Can't keep a steady hand? Draw the "V" on the upper lip and line the bottom ledge. Outline the lips with dots. Then connect the dots.

For Best Results

1. Lip colour should be applied with a lip brush.
2. Brush colour from outside towards the center of the lip.

To make lips look bigger:

- Use light colours and frosted or shiny finishes.
- Line lips slightly on the outside of your natural lip line. Blend onto lips.

To Make Lips Look Smaller:

- Use dark colours or matte finishes.
- Conceal natural lip line with concealer. Line lips slightly on the inside of natural lip line.

If Lip Texture is wrinkled or dry:

- Avoid frosts, glitters or dry matte products. Use creamy finishes in medium tones.

EVENING DRAMA

Want to add a little glamour to your look? Evening make-up can be very glamorous, dramatic or just a little more defined than your day look. Colours may be contrasting and more vibrant or they can be the same as daytime only darker.

Contouring

In the evening light, daytime make-up will appear dull and not as bright. It is important to use contouring to define the facial features.

Foundation

Foundation can be ½ a shade lighter than the natural skin tone. This will brighten the skin and highlight the face.

Eyes

Use a deeper shadow to contour the crease area and then use a frosted shade on the brow bone. Add an extra coat of mascara. Add interest with high fashion colours.

Did You Know?

Although lipstick has been worn throughout history in many forms, the first lipstick tube as we know it today was designed in 1915 by Maurice Levy.

Lips

Anything goes. Think sexy and glamorous. Use lip liners for definition or try highlighting the center of the lips with a light frost or gloss for a pouty, seductive look.

MY MASTERPIECE

Product	Colour	Application
Colour Corrector(s)		
Concealer		
Foundation		
Powder		
Eyebrows Colour		
Eyebrow Groomer		
Eye Primer		
Eye Shadow -Wash		
Eye Shadow -Crease		
Highlight Under Eyebrow		
Accent Lid		
Accent Outer / Inner Corner		
Eye Liner		
Mascara		
Contouring		
Blush		
Lip Liner		



SUGGESTED READING

Making Faces **Kevyn Aucoin**



Training and Resources:

Personal One on One Coaching & Consulting

Seminars & Workshops

Focused Consulting & Coaching

Colour Analysis

Make-up

Personal Style Analysis

Wardrobe Planning

Business Casual Wardrobe Evaluation

Shopping Strategy and Excursion

Etiquette

Publications Available Through Our Website

Bushido Business

Image Power

Formal Dining for informal People

Minding Your Manners Everyday Matters

Presence & Poise the Communication Factor

Upwardly Mobile Clothing for Upwardly Mobile Men

Upwardly Mobile Clothing for Upwardly Mobile Women

Wardrobe Wizardry Working Magic in Your Closet

Personal Care from Feet to Hair

Masterful Make-up in Minutes

Image Matters Newsletter (Complimentary)

Kimberly Law Profile:

Kimberly Law, AICI CIP is a Certified Image & Etiquette Consultant and principal of Personal Impact International founded in 1999. She is an author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness. In other words... she does extreme makeovers without taking extreme measures, to help her clients look and act their very best, always!

Kimberly has demonstrated her expertise across Canada through local and national media such as: Global Television News, Vancouver; CityTV Breakfast Television and News, Vancouver; VTV Breakfast, Vancouver; and has been interviewed on CKWX and CKNW, Vancouver as an Image Expert. Her achievements have been written about in publications such as The Burnaby Now, Vancouver Sun, Edmonton Journal and the Financial Post. She is one of one fewer than **200 consultants, world-wide** and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She served as AICI's International President 2011-2013 and currently serves as AICI Immediate Past-President. She is also a Founding Director for the Institute of Image Training and Testing International (www.iitti.org).

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