

## **Beauty made simple**

**Robert Jones**

Makeup makes a woman feel good about her self  
Find your best feature & work with it.

Some women think makeup is far too difficult to master  
All you need is to break it down, use the right tools and right products and correct techniques.

Every woman is beautiful and she needs to remember that and to embrace her own personal beauty  
Self confidence is the first element of true beauty  
Cosmetics are to enhance the features God gave you not change them.

Most important thing to remember is it's about the colors you choose & where you place them.  
Never about how much makeup you put on.

Simple & Natural means your makeup palette should be suited to your complexion and should change with each season to compliment the change in your skin's natural tone.

Basic way.....moisturizer, concealer, foundation, powder, brows, eyes, cheeks, lips

Sometimes you can start with the lips....wear a bright lipstick and do your eyes softer  
Or opposite

You can also do the eye makeup first and then do moisturizer, concealer, and foundation under the eye area to brighten

In other words there is no set way to put your makeup on.

## **The Words**

**Matte** is used to describe lipsticks , eye shadows, foundations powders and blushes that have absolutely no shine & appear flat. Lipsticks tend to be drier but stay on longer. Matte finishes are best on oily skins and skins with imperfections

**Shimmer** is the opposite of matte. It has iridescent particles and looks superb on dark skin

**Satin** refers to a formulation that is neither flat nor shiny. Satin eye shadows are great on older skins because they glide on

**Pearlescent** are not as shiny as shimmer but have a definite glimmer. These liven the skin and are in eye shadows, cheek colors and lipsticks. Look wonderful on Asian skins but appear too light on dark skins

**Gloss** is a super high shine with short staying power

**Iridescent** is maximum sparkle and super shine but will draw attention to fine lines

**Metallic** describes lipsticks, eye shadows and eye pencils that have a shiny , metal finish. Looks great on ebony or darker skins but too harsh for lighter or older skins.

**Foundation** evens out your complexion and covers imperfections. If you have oily or blemished skin choose the matte. Normal or dry you can use any kind.

**Dewy** refers to foundations that create a fresh and glowing look with a slight sheen.

**Luminescence** describes foundations with light reflecting qualities that create a glowing , refined look.

**Sheer** is a thinner & more transparent finish . It helps older skin look brighter and less lined and it's great for younger skin that just needs a little evening out.

**Opaque** provides absolute coverage , allowing nothing to show through.

**Concealer** is a miracle product that hides everything your foundation doesn't.

**Powder** is for setting foundation giving a smooth finish and keeps shine under control.

**Blush** adds a warm glow and a gentle shaping to the face.

**Eyeliner** defines and brings out the eyes but is not always necessary.

**Eye shadow** enhances and adds shape to the eyes.

**Mascara** can give full, long, thick or dark lashes. Use an eyelash curler

**Lip Color** quickest way to set the mood for your overall look.

**Texture** the finish a product gives you....the way it appears on your skin

### **Foundations**

Liquid is suited for all skin types...also available in oil free

Crème specifically for drier complexions....can be made sheerer by applying with a damp sponge

Crème to Powder has a creamy texture that dries to a powder finish so powder is usually not needed . This is kinder to oily skin than their crème counterparts because the powder cuts down on excess shine.

Powder Compact is a dual finish powder-foundation that gives a quick sheer to medium coverage wet or dry. Dry ...it is perfect for young girls because it's low in oils and doesn't clog pores.

Pigmented Mineral Powder is simply loose powder that adheres to the skin.

The most natural looks in foundations reflect beige, neutral or yellow tones.

The only time you might need a slight pink undertone is at the very palest level .

**Please emphasize that pink based foundations and powders will make the skin look older.**

Yellow based foundations work well on almost everyone. If your skin contains natural yellow undertones, you should definitely avoid foundations that are too white because they'll make you look chalky and ashy. Most ethnic skin has strong yellow or golden undertones.

**Concealers** are for different areas on face

Apply 1/8 "away from the lash line use brush .... Will close eye in

Don't lighten **under eye bags**....it makes them more visible, instead lighten the shadow of the bag underneath with a lighter concealer to take away the appearance of the bag .

Apply precisely to the **dark circles** , never below

**Powder** is indispensable. It is absolutely not a step to skip. Makes makeup last longer

**Liquid eyeliner** will stay the longest and look the most dramatic.

**Blush** find a color that's natural and neutral but still brightens and adds life to the face.  
Notice how your skin looks after a job around the block or when you blush naturally.

### **Eye shadows**

Liners can look too harsh can use shadows to line and give softer look

Midtone eye shadow should be matte finish from lash line to slightly above crease

Highlight brow bone (right under eyebrow)

Use colors that are close in color

Remember that powder on top of crème will hinder the blending, so always begin with the crème if using one.

Eye Shadows and liners suggested colors:

<b><i>Eye color</i></b>	<b><i>Liner</i></b>	<b><i>Shadow</i></b>
Blue	Warm brown/taupe	Rich warm browns/warm taupes
Green	Red brown/taupe	Golden browns/warm taupes/deep purples
Brown	Rich brown/charcoal/ taupe	Golden brown/blue/green/light mahogany/charcoal/purple
Grey	Charcoal/deep brown	Charcoal/cool brown/purple

**Bronzer** gives the skin a warm , healthy glow.

### **Lipstick**

Matte - delivers sophisticated and intense full coverage color but no shine

Crème - contains more emollients than matte lipstick. It wears well without being drying

Frost – provides pale, shiny, metallic appearance . Not good for mature lips

Gloss – a lip color with extreme shine and moisture. Doesn't last too long but gives a fresh and alive look that's perfect for all age groups

Lip liner – using a lip liner greatly improves staying power of any lip color and defines the lips.

Skin tone is important in choosing a lip color.

Suggested colors:

<b><i>Skin tones</i></b>	<b><i>Lipsticks</i></b>
Fair	Glossy, transparent pinks/soft peach/ Honey brown/beige brown/soft berry
Medium	Warm pinks/ soft mocha/ carmel/ Delicate red/ warm apricots/ tangy peach
Olive	Strong red/ deep rose/ berry/ toffee/ Mahogany/ rich warm apricots/ brown reds
Ebony	Deep brownish red/ deep berry/ Deep fushia/ golden beige

90% of women have a fuller lower lip than top one.  
Exfoliate lips once a week and moisturize (satin lips)

Lip pencils help prevent lipstick from feathering and bleeding , but once you've outlined your lips don't stop there... Blend inward so that when your lipstick wears off you aren't left with just an outline.  
Use brushes in blending.

Fuller lips are always more attractive  
Keep the interior lighter  
Define the outer edges a slight bit darker.  
Conceal the natural lip line  
Draw just outside the natural lip line with lip liner get lighter as you come in  
Fill in with darker shade (lipstick) then fill in center with lighter color  
Define outer lip darker and lighten as you come in to create the pucker look

#### Uneven lips

Cover or erase your natural lip line  
Use a lip liner that matches your lips

You can lose the natural lip line as you mature  
Use a natural tone lip liner  
Will give a more defined look

Tip:

Don't forget that brighter, warmer colors also make you look younger.  
Anything too dark is far too harsh for mature lips

Remember that paler colors illuminate and make lips appear fuller and more youthful  
While dark colors have a minimizing effect, making them appear smaller.

**Tools** including sponges, brushes & powder puffs make a huge difference in the final result.

**Blemishes, Roseacea or Hyper pigmentation**....brown spots (it's a concentration of pigment on the skin.

(If is caused by pregnancy it will go away , hormones, age)

Yellow counteracts everything

Use a concealer brush to apply concealer only to discolored area

**Scarring** is an area on your skin with no pores left.

There is nothing for you concealer to cling to.

Make sure area is dry (no moisturizer) and apply concealer with brush.

### **Tanning**

If you tan your body but not your face you'll need 2 foundations....

One to match the color of your face and one to match your tan area

First apply the lighter color to the interior of your face

Blend the darker shade to the outer part of the face then blend the two together.

Warm your face with a bronzer

### **Darker skin**

Facial masking is a

Increased concentration of pigmentation usually around hairline & jaw line

To even out skin....use 2 foundations ...one to deepen & one to brighten

Never lighten ebony skin.....use orange to brighten it and keep it from looking ashy

Match the undertone EXACTLY

### **Brows & Lashes**

Imagine a line at your nostril running vertically up to your brow. That is where it should start

Start at your nostril run a line diagonally across your pupil...where it meets the eyebrow that is where you arch should be.

Start at the nostril and run a line diagonally across to outer edge of your eye that is where it should end.

Use short feathery strokes in the same way the hair grows when using brow pencil then brush lightly

Lashes are the most important part of your eye makeup

They open up the eye, make you look younger

Curl lashes

Crimp numerous times as you walk it out to the ends

Thicker lashers work brush in a side to side motion starting at base sweeping it out to the ends

Longer lashes...use wand in vertical position starting at base and pulling out to the ends

## **Eyes**

Hooded eye sometime referred to as bedroom eyes

Problem is it tends to look closed

2 kinds:

### **Naturally hooded eye ....Asian**

Don't darken the entire lid highlight the inner portion of the eyelid along lash line with a darker color then with a medium tone to the hooded area (outer corner v) to make it appear to recess away from you. Blend upward over the hooded area....building intensity & helping recess area go away.

### **Hooded eye acquired from age**

Treat it just like a naturally hooded eye

Using medium eye color build color onto area of lid you want to recede away

Layer with colors rather than apply a dark color to start off with.

### **Deep set eyes**

Want to make them look bigger

Don't put dark shadow over lid...use a light shade to lighten the entire lid

Crease defining ...put it right above the crease not in crease

### **Close set eyes**

Ideal separation for eyes is one eye space apart

If it's any closer it is a close set eye

Highlight inner corner of eyelid to outer corner

Use contour colors all on outside edge pulling out & up

Lighten eye underneath to push eye out further.

### **Small eyes**

Highlighting lid will help bring eye out.

Define crease will help shape eye better than anything

## **Face Shapes**

### 5 basic shapes

Oval which is broader at cheeks and tapers in slightly at forehead & chin

Considered to be the most perfect because of its symmetry

Square face same width at forehead, cheeks & jaw

Round face is shorter, fairly wide with full cheeks and a rounded chin...usually holds its youthful appearance longer

Heart shape is wide at forehead and curves down to a narrow chin

Pear shape is narrow at temples or forehead & wider at jaw line

Light & dark ...in order to make your face shape appear more oval

You have to lighten & darken

Everything you lighten will come out at you

Everything you darken will recede

If you have a full face, imagine an oval around the middle of your face

That's the part you want to pull out

Everything outside that oval you want to take it away

Darken everything outside that area with bronzer .