



BASICS *of* MAKE-UP





*I* have never seen such bulging eyes, until I mentioned to my friends that I am going to make-up school. What? Why? Are you gay? Already as a youth, the middle child with two sisters, I was growing up in the world of sexy cosmetics that were becoming more and more alluring to me. I experienced my make-up artist's puberty by experimenting on my two sisters, later on my girlfriend, and finally, on everything that came handy, even my dad's eyebrows, followed by the words, "That would be enough!" Therefore, my next birthday present was a gift certificate for make-up school. During those few hours a week, I was free, creative and above all, chatty, which resulted in putting make-up on my own lips, so I would not disturb the others. I do not use make-up myself, but many times I left the class with poorly cleansed eyes.

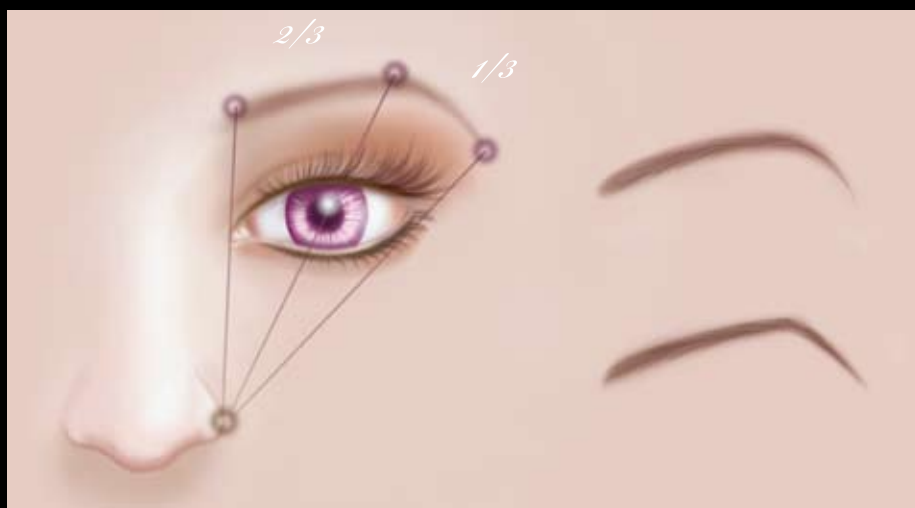
With this book I give you some of the essential make-up theory, which is a result of many missed brush strokes and not exactly well plucked eyebrows (I thank my models). Not even a good facelift can help a sour face, so first take your time to put some make-up on your inner self.

*Introduction*



*L*et's start with eyebrows :

These groups of hairs should not be plucked from above, except in rare, exceptional cases. We use tweezers to pluck the hairs in the direction they grow. To ease the pain, we pull quickly, and we use cold and wet cotton pad to moisten our skin. The first two thirds of the eyebrow should rise and narrow, the last third tapers down to a point. If we have a round face, we shape high arched and straight eyebrows, and if our face has straight lines, we make them curved, in order to balance the features of our face. The purpose of plucking is to »open« the eye and cheer up the look, which can be achieved mainly with a high plucked arch.



*Arch*

*Seagull's wing*

If the eyebrow is quite close to the eye, we make it thinner, and if the distance between the eyebrow and the eye is bigger, we can leave them thicker, however, don't overdo it to the point where everything that is left of your eyebrow is only a thin line.

*B*efore we get to the make-up, we first cleanse our face. We use a cotton pad and cleansing milk. It is very important that we moisturize our skin with a toner after every cleansing, so it regains its protective layer and becomes suppler. I also recommend the use of nourishing cream and sport activity.

90% of make up is about covering »imperfections«, so let's learn some theory. We cover blue under eye circles with orange shades of correctors, and purple under eye circles with yellow and beige shades of correctors. We cover redness and broken capillary with green, and acne with a mixture of green and skin-coloured corrector. To conclude the theory part, I would like you to remember that dark and matte shades make things seem further away and narrower, whereas light and shimmery shades make things seem closer and bigger. Basically, the art of make up is all about the light-dark technique, which we use to emphasize the advantages and hide the blemishes.

You should also keep in mind that any kinds of corrections are clearly visible mainly on photographs, and that a lot of beauty in today's media-oriented world arises from computer programmes.

The look of a theatre puppet is unnatural, so I recommend a combination of high-quality concealer (use the theory above) and light foundation. We begin by applying a thin layer of foundation under the eye. Then we put the concealer on a flat brush and softly spread it over the back of our hand to warm it up. We apply it on the under eye circles from the inner corner of the eye and blend outwards. We use all these products in reasonable amounts! To avoid the application getting into the wrinkles, we set it with a translucent powder (colourless loose powder). To do that, we dab a soft brush in the powder and apply it in a patting motion (do not drag!) over the concealed under eye circle.

*Eyebrows*

Before we purchase a cosmetic base (powder or foundation), we first apply it on the jawline in order to check whether it matches our skin tone. Buying the base is a tough task, so take your time. A fine brand does not guarantee it will match every skin type. I prefer a latex cosmetic sponge for application. We should first wet the sponge to get an even application. We apply the base starting from the centre of the face and moving outwards, and from the top downwards, and we try to blend it into the neck area. If needed, we also cover the low neckline or anywhere else we like. I suggest we apply with a cosmetic sponge, and do not stroke, like with a paintbrush, but pat to prevent removing the previously applied concealer. We do not cover our under eye circles over set concealer, because it is better they are a shade or two lighter, which makes them seem more prominent. We set the applied base with loose powder, using a powder puff. It is very important that we apply it to our upper eyelid as well, to avoid the mascara prints and to make colours last longer.

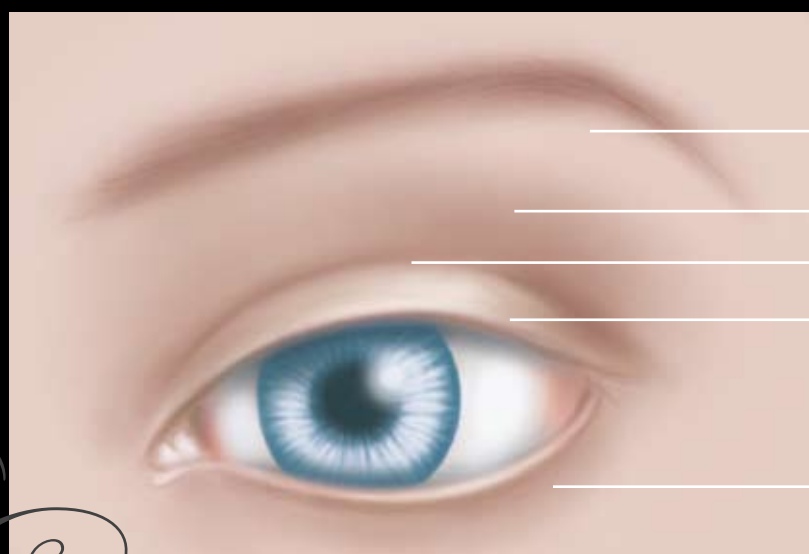
For our face to gain volume we need to shade it. To do that, we take a large, thick brush, dab it in pressed bronzing powder and use circular motions to apply it to the parts of face, marked on the sketches below. (For a better view you can see basic face shapes in the sketches below.)



And for the final touch, let's take care of our cheeks. We apply blush from the ears, under the cheekbones and towards the centre of the face. If our face is very narrow and oblong, we apply blush towards the nose, and if it is not very long, we apply blush towards the lips to make it appear longer. If we want full cheeks of a country girl, we apply blush in the opposite direction – towards the ears.

*And* now we have already reached the eyes :

We know three types of eyes and therefore there are three make-up techniques. But first, let's name the parts of the eye and determine the highlights, which should be a little lighter.



*Highlight*

*Fixed Eyelid*

*Crease*

*Upper Eyelid*

*Lower Eyelid*

*Eyes*

## Deep set eyes :



To begin with, we trace out the line between the fixed and the upper eyelid while the eye is open and directed forward. Then we finish it on the outer side with a semicircular curve, which ends blended into the eyelashes. Depending on the wanted effect, we can also apply colour to the outer part of the lower eyelid. We properly blend the upper rim of the drawn line. We apply light eyeshadow on the fixed eyelid and under the eyebrow. You should know that any make-up under the eyes makes them look droopy, and that is why we do not use that kind of technique on a down-turned eye, because it makes us look sad. However, bringing colour to the lower eyelid is suitable for a long, oblong face. The same goes for the eyelashes. Applying mascara to upper eyelashes only, makes us look lively, but coating the lower eyelashes as well, makes us glamorous. Applying black mascara to the upper eyelashes and brown mascara to the lower ones is an interesting idea because it makes us look playful and emotional.

## Eye with a hooded eyelid :



The technique is very simple, as we first apply a dark colour on the upper eyelid and blend well, then we apply a bit lighter – medium shade above it, and even higher, we apply light or shimmery colours.

## Eye with a prominent eyelid :



We apply colours at a 45 degree angle. Firstly, we apply a light colour to the inner corner of the eye, then the medium, and finally, a dark colour to the outer corner of the eye. The colour application looks like a fan. To conclude, we apply a light colour or sparkly crystals under the eyebrow arch. All the edges need to be well blended. Always.

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It is possible to use different techniques for different types of eyes however, I would not recommend the technique for eyes with a prominent eyelid to be used for the deep set eyes and vice versa. Learn how to use an eyelash curler, which opens the eye, and never use it on the eyelashes with already applied mascara. If your eyes are wide apart, apply more colour towards the centre of the face, but if your eyes are close together, apply more colour to the outer parts of your face and therefore also blend outwards!

*S*ymmetry of the lips is most obvious when the lip make-up is applied, especially with strong colours, so be careful! We first outline the lips with a lip liner of an approximately the same colour as the lipstick. We can outline the upper lip a little above the edge to make lips look fuller, and we do the same with the lower lip. We make one side of the lips complement to the other if there are any differences. We also add colour to the inner part of the lips using a lip liner, and keep our mouth open while we colour the corners.



After that we apply the lipstick, which should extend all the way to the lip liner in such a manner that the line is no longer visible. We blot the lips with a tissue, so the lipstick is well absorbed into the lines. For even fuller lips, we can apply lighter shade of lipstick to their centre. If we have small lips it is best that we only apply lip gloss, which gives them volume.

*Lips*



To conclude, I suggest you show the experimenting to your friends, since most of you are used to something standard, and are therefore not sensitive to changes that can be very effective.

Make-up means playing with your appearance. It can be a mask, which changes you into a different person, or a supplement, which emphasizes your true self, but above all, it is something that men do not do.

A real woman is mysterious, ladylike, accomplished and seductive, so learn to play with your image, which determines you.

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*Conclusion*



