

Preparing the Work Area and Client for the Application of Makeup

Learning Objectives

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

- explain how to prepare work area and client for the application of make up
- explore the structure and function of different cosmetics and their application according to the skin type.

Makeup enhances facial features, making people appear more attractive. Application of various cosmetic products in a skilful manner can enhance facial features, creating a better balance in the face. A beauty therapist needs to understand that every client is unique and needs an individual approach for their makeup.

Contra-Indications

All types of makeup treatment should be avoided if any of the contra-indications listed below are observed during consultation and skin inspection:

- Swelling in the area;
- Eye disorders;
- Skin disorders;
- Recent scar tissue;
- Bruising in the area;
- Any cuts in the area;
- A recent operation in the area; or
- Eczema

If any of the contra-indications mentioned above are present, do not provide any treatment.

Treatment Planning for Makeup

A complete consultation should be given before any makeup treatments are given so that an accurate assessment can be made of the client's face and their needs. This can be done through a visual assessment of the client's skin, and through a series of questions that they can be asked.

Visual Assessment

The client's face has to be assessed virtually in a combination of warm white fluorescent light and natural daylight. Both kinds of lights should fall on the client's face directly, and the assessment needs to be done on a dry, toned and cleansed face.

Questioning the Client

Question the client to establish the purpose of the makeup application. Is it evening, day, photographic or a special occasion? Ask the questions listed below to determine the treatment plan to be followed:

- Are you allergic to makeup products?
- How much makeup do you wear normally?
- Which colours do you not like?
- Which colours are your favourite or special colours?
- What are your best and worst features in your opinion?
- Is this makeup application for a special occasion?
- Would you like to create a distinctive or special look?

Determine the skin type of the client so that you can select suitable cosmetic preparations.

Provide a complete understanding of the treatment you will be giving to the client.

Hypo-Allergenic Products

If a client has very sensitive skin, it is advisable to use hypo-allergenic products that contain fewer preservatives and pigments and no perfumes.

Salon Lighting

For the best makeup application, a combination of warm fluorescent light and natural light should be used. The beauty therapist also needs to remember that testing makeup colours in the wrong light may create a different effect on application.

Therefore, it is important to be conscious about the various effects of different kinds of lighting on makeup colours.

Standard Light Bulbs

Standard light bulbs produce a yellow light that makes blue tones appear dull and red tones darker. Light bulbs with shades direct the light down, creating unnatural shadows.

Fluorescent Tubes

Fluorescent tubes give out a harsher white-blue light that makes colours look cold. Covering the fluorescent tube with a diffuser can soften the effect, creating fewer shadows.

The basic equipment required for a makeup procedure:

- Towels;
- Tissues;
- Headband;
- Spatulas;

- Damp cotton wool pads;
- Palette for mixing and decanting colours;
- A variety of makeup brushes;
- A bowl of cold water;
- Sharpener;
- Lip pencils;
- Cleansing cream;
- Toner;
- Foundation;
- Moisturiser;
- Blusher;
- Lip liner;
- Face powder;
- Mascara;
- Gown;
- Hand mirror; and
- Eye shadows.

Cleaning of Equipment

Brushes and Sponges

Wash all brushes in warm soapy water and then rinse them thoroughly under water. The sponges must be soaked for a minimum of one hour in an appropriate disinfectant. Rinse them thoroughly.

Palettes

The palettes need to be scrubbed to eliminate wax deposits and then thoroughly dried.

Cleansing of Products to Prevent Cross-Infection

Eye and Lip Pencils

Lip pencils must be sharpened so that new surface is exposed.

Lipsticks

Before applying the lipstick, empty a small quantity onto a spatula. A disposable brush should be used for application of the lipstick.

Press Powders (eye shadows and blushers)

A sufficient quantity of clean brushes should be available or the products may be transferred onto a palette before use.

Mascara

Disposable mascara wands should be used for each eye.

Makeup Brushes



Face powder brush



Blusher brush



Contour brush



Eye brow brush

Cosmetics



Concealing Cosmetics

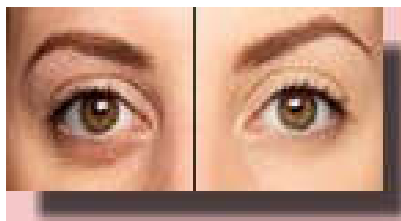
Concealers

The application of a concealer is done before the foundation is applied. The concealer helps in hiding any imperfections in the skin—like shadows, uneven skin colour or blemishes. The colour closest to the skin colour should be used.

Concealers are available in various forms.

Stick Cover

Stick covers are used to conceal dark circles under eyes, minor blemishes, imperfections and spots.



Medicated Sticks

Medicated sticks contain drying and antiseptic agents. These help in covering minor blemishes and spots.

Cream Concealer

Cream concealers have thick consistency to cover all kinds of blemishes, such as pigmentation marks, red birth marks and dark shadows beneath eyes.

Liquids

Liquids are suitable for mature skins because they clog in any wrinkles.

Application of Concealer

Transfer a small quantity of the concealer onto a one-use spatula. After applying the concealer onto the sections to be concealed, use a clean makeup brush or a sponge to blend it in order to attain a realistic effect.



The Foundation

The purpose of foundation is to disguise slight blemishes on the skin, to achieve a more even skin tone and to use as a contouring cosmetic.

Every foundation has a different formulation to make it appropriate for a specific skin type. Foundations are available as gel, cream, mousse or cake.

Cream Foundations

Cream foundations are oil-based and can blend quite easily on application. They provide substantial coverage and can be used for normal, dry and mature skins.

Liquid Foundations

Liquid foundations are either water-based or oil-based.

Oil-based foundations are generally used on normal, dry, mature or combination skins. Water-based foundations are used on normal, greasy and combination skins (foundation should be applied to the greasy areas).

Gel Foundations

Gel foundations provide a sheer translucent colour that creates a natural look. These foundations can be used on tanned skins, black unblemished skins and any skin types that require a natural effect.

Cake or Compact Foundations

Cake or compact foundations can have a wax, oil or powder base. These foundation types provide heavy coverage and may be used on normal, dry, badly scarred or blemished skin.

Mousse Foundations

Mousse foundations provide a light to moderate coverage and are generally used for normal or combination skin.

Skin type	Recognition	Suitable Foundation
Oily	Open pores, thick shiny, black heads	Non-oily block, cake or medicated liquid foundation
Normal	Small pores, fine texture	Cream or powder foundation
Dry or dehydrated	Matt, uneven texture, lacks moisture, lines and wrinkles	Cream foundation
Combination	Usually dry cheeks and oily T-zone	All in one fluid and powder combination
Sensitive or dry	Combination of dry areas with sensitivity	Hypo-allergenic products

The Colour of the Foundation

Skin colour	Foundation Colour
Fair	Ivory or light beige with tones of peach or pink
Olive	Brown or dark beige
Florid	Matt beige
Sallow	Beige with a pink tint
Dark brown	Deep bronze with an orange tone
Suntanned	Bronze
Medium brown	Light brown
Black	Dark golden bronze

Applying the Foundation

Use a new disposable spatula to take a small quantity of the foundation out of the container and place it onto a clean makeup palette. Use a sponge or a large soft brush for the application. Using the sponge, blend the foundation well. Using the angular edge of the sponge, or a small soft brush, apply the foundation around the

eye area. For heavier coverage, using a dry latex sponge would be more effective. The foundation should then be applied to the whole face to cover it completely—including the eyelids and lips.

Face Powder

Face powder is applied for the following purposes:

- To decrease shine;
- To give a matt and smooth finish;
- To fix the foundation;
- To conceal minor blemishes;
- To protect the skin; and
- To absorb grease.

Face powder is available in two forms:

- Pressed or compact powder; and
- Loose powder.

Pressed or Compact Powder



Pressed powder contains a gum that has been mixed with the ingredients for binding them together.

Applying Powder

Powder application is done after the foundation has been applied to the face. Matt powder is suitable for day-time makeup, while an iridescent powder should be used for evening makeup.

Press a piece of clean cotton wool into the face powder and dab it all over the face. Use a large brush to remove all excess powder. The brush strokes should be directed upwards first and then downwards.

Eye Cosmetics

Eye Shadows

Eye shadows add colour to the eyes and make them well-defined. Eye shadows are available in various types:



Powder Eye Shadows

Powder eye shadows are talc-based and contain oil that creates a creamy texture. They are available in loose type and in pressed form.

Cream Eye shadows

Cream eye shadows contain oil and wax pigments. These are not suitable for mature skin because they tend to settle down into creases.

Gels

Gels create a natural look.

Applying the Eye shadow

While applying eye shadows, place a clean tissue underneath the eyes to protect the skin. Slightly raising the skin near the eyebrow, apply the selected eye shadow onto the eyelid with a brush. The area beneath the brow bone should be highlighted. Use a brush to apply darker eye shadow in the socket area and start at the eye's outer corner. Blend the eye shadow evenly and aim to avoid creating harsh lines.

Eyeliner

Eyeliner is used to emphasize the eyelid's shape and makes the colour of the lash line stronger. Eyeliners are available in the following types:

Eye pencil is made up of wax and oil and contains various pigments that give it different colours.



Powder eyeliner is powder-based and has mineral oil added to it.

Liquid eyeliner is a gum-based solution that contains pigments.

Applying Eyeliner

To apply the eyeliner, raise the skin at the eyebrow upwards. Start with drawing a thin line at the base of each eyelash. Smudging the eyeliner lightly helps to create a softer effect.



Mascara

Mascara is used to enhance the natural look of natural eyelashes and makes them look darker, thicker and longer. Mascara is available in cream, block cake and liquid forms.



Liquid Mascara

Liquid mascara is applied with a brush or wand and is contained in an alcohol or water base. It comes with additional features such as thickening, water-proof or protein enriched.

Cream Mascara

Cream mascara is a mixture of water and oil and contains suspended pigments.

Block Mascara

Block mascara contains lanolin, waxes and mineral oils that are melted together and form a block when they set. Water is used to dampen block mascara before being applied.

Tip:

Eyes usually become rather sensitive due to age. In such situations, hypoallergenic mascara should be applied.

Applying Mascara

For mascara application, the brush should be held horizontally and the mascara should be applied to the length of the eyelashes. The pointed tip of the brush should be used where the lashes are small or thin. Placing a tissue below the base of the lower eyelashes, stroke the brush along the eyelash length. Start at the base and end at the tip for all lashes. Then apply strokes again, from base to tip, but in zigzag movements. In the final step, separate the eyelashes using a clean brush.



Lip Cosmetics

Lip cosmetics are available in a large variety.

Lipsticks

Lipsticks contain a mixture of waxes and oils. A brush should be used for application of the lipstick. Start with making an outline of the mouth and then spread the colour evenly.



Lip Gloss

Lip gloss may be used on its own to create a natural look or over the lipstick.



Lip Pencil

Lip pencil is used to provide an outline of the lips. The outline helps in preventing the lipstick from flowing into the very fine lines all around the mouth.



Contouring Cosmetics

Contouring cosmetics include blushers, shaders and highlighters—each of which is available in cream, powder and liquid forms. Facial features and the shape of the face can be modified with skilful application of these contour cosmetics. They draw attention away from or towards facial features.

Contouring cosmetics are available in gel, liquid and powder forms and consist of the following:

- Highlighters - draw attention towards – they emphasise.
- Blushers - add warmth to the face.
- Shaders -draw attention away – they minimise.

Blusher

Blushers give the face a healthy glow, define the features and add warmth to the skin. They come in different forms such as powders, creams and gels.

Gels

- They are best during summers.
- They are good for clear skin.
- They can be applied over the moisturiser directly.
- They add a non-makeup healthy glow to the cheeks.

Creams

- Creams are the best option to use on foundations and moisturisers.
- They give a moist finish to the skin.
- They are good for dry and normal skin types.

Powders

- Powders are the best option for oily skins, but are appropriate for all skin types.
- They are available in frosted and matt finishes.
- They can be applied over powder with a large brush.

Applying Blusher

To apply a blusher, stroke a contour brush on the powder blusher. By tapping the brush softly, any excess blusher will be dislodged. The blusher can then be applied to the cheek area using brush strokes in upward and outward directions.

Using the blusher can help in changing the shape of the client's face. To reduce the width, the blusher should be kept to the sides of the face, using the brush to blend from just below the cheek bones right up to the temples. For creating additional fullness, the blusher should be applied to the cheek bone, from the cheek bone angle to the ears. If no change is required in the shape of the face, the blusher can be applied only near or on the cheek bones.



Highlighters

Highlighters can emphasise facial features and create the illusion of additional width or length. Using highlighters of paler colours reflects height. Ivory, cream or white shades should be used on pale skins. When using highlighters on dark shades of foundation, ensure that it is part of the same tone family, such as:

- Pale pink over rose shades; or
- Pale peach over warm foundations.

Shaders

Shaders are used to decrease the size of an area. Colours appropriate for shading usually contain brown pigments ranging from dark brown to medium beige. Beige is sufficiently dark to use as a shader when used on a pale coloured base. The darker a foundation, the deeper the shader should be.



Remember:

Use of lighter colours defines areas, while darker colours have the quality of making areas recede.

Suggested Further Reading:

- ✓ *Make-Up Artistry, (2004), By Julia Conway*
- ✓ *Milady's Standard Esthetics: Advanced (2004), By Milady*
- ✓ *The Make-up Book: The Official Guide to Make-up at Levels 2 and 3, 4 (2005), By Suzanne Le Quesne*