

# Makeup 101

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# The History of Makeup and Definition

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Makeup grew in popularity within the last century, and is products that enhances one's facial features. Brands such as Estee Lauder and L'oreal are long-standing brands that have invented numerous products throughout the years.

# How to Use Makeup

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Primer: Preps your face and creates a smooth base, apply all over face

Foundation: Apply all over face using a brush or sponge for an even skin tone

Concealer: Apply over dark circles or blemishes with a brush or sponge

Contour: Adds definition to the face, use below cheekbones and on the top of forehead

Highlighter: Use on cheekbones and brow bones to highlight areas of face

Blush: Adds pinkish hue to cheeks

Eyeshadow: Adds color to eyelids, use darker colors where you want definition and lighter colors where you want to create highlights

Eyeliner: Draw on close to lashline, can make eyes appear more lifted/larger

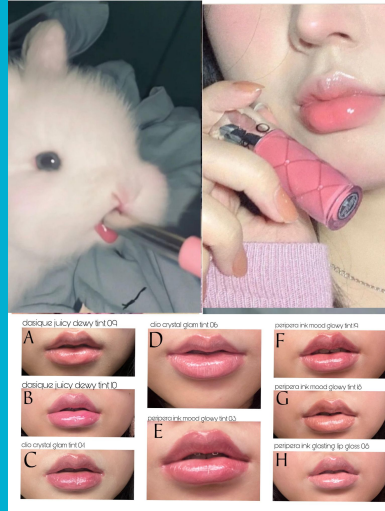
Mascara: Comb from base to tip of eyelashes

# Popular Makeup Trends Over The Years

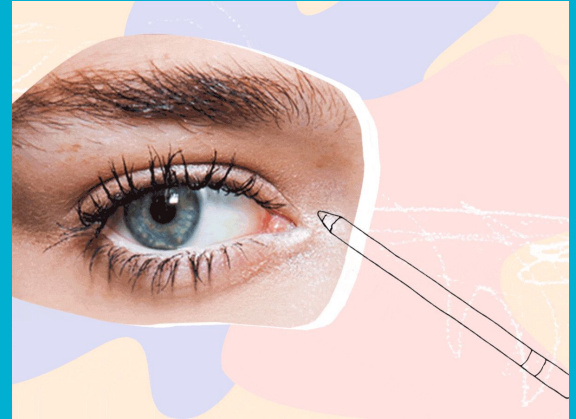
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Underpainting



“Bunny tongue”  
lip color



White eyeliner in  
waterline