



THE ULTIMATE GUIDE TO
MAKEUP
FOR
FIRST-TIMERS

TRAINING MANUAL

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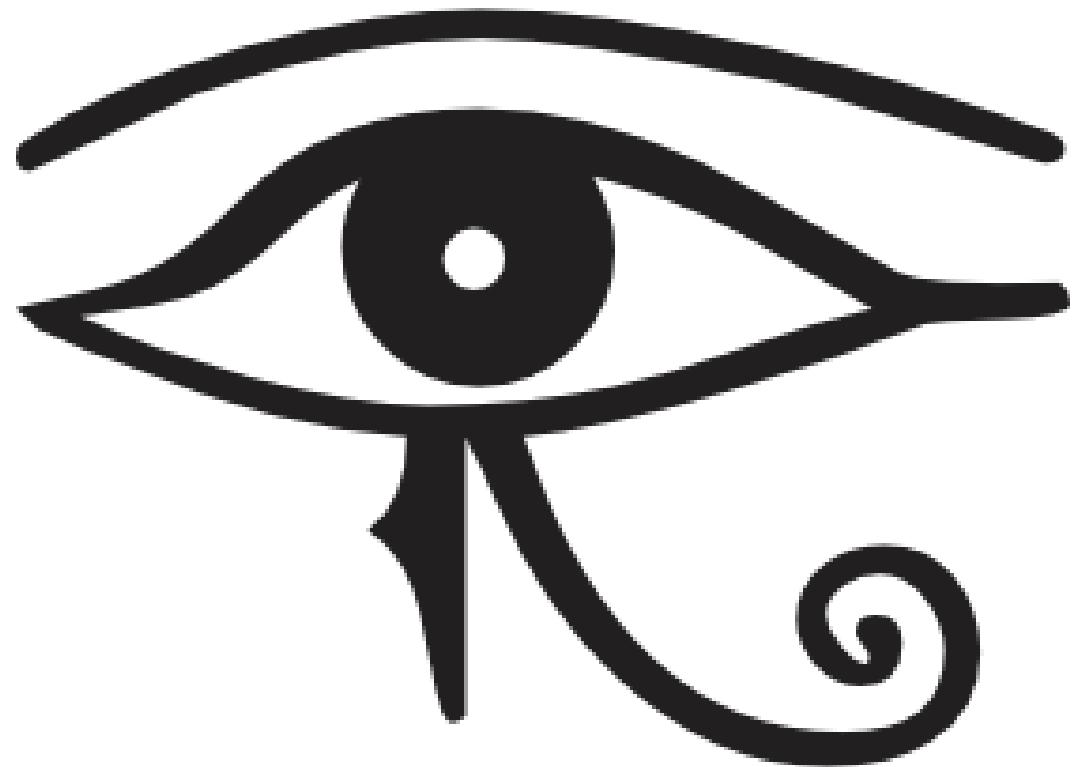
INTRODUCTION

If you know nothing about makeup, or if you're learning about makeup and you need a review of the basics, then this is for you. Consider this your ultimate training manual to makeup and the world of various makeup products. In the following chapters you will find the most common makeup products and brushes, along with a quick description of what it is, and how it's used.

Before we get started, you probably wonder what is the history behind makeup. Makeup dates all the way back to 6000 BCE, starting with the Egyptians. They created it as they believed makeup was next to godliness and that it appealed to the Gods; both men and women of all social classes wore makeup. The most popular makeup that the Egyptians were known for was kohl

which is similar to black eye shadow but used to line the eyes, usually made from a grey ore called galena. The Egyptians saw makeup as a source of personal power. They believed that having makeup on their eyes protected them from the "Evil Eye," and that kohl protected them from various diseases and damage from the sun.





01



Different skin types

p. 10

SKIN TYPES

DIFFERENT SKIN TYPES

BEFORE YOU EVEN BUY ANY MAKEUP PRODUCT
YOU SHOULD UNDERSTAND YOUR SKIN TYPE

There are a few main skin types: Dry, oily, normal (neither dry nor oily), and combination (which is a combination of 2 of the other types, often meaning you have oily and dry skin.)



Your skin type can change over time, depending on your age, location or climate, and the time of the year. In the winter, most people tend to be more dry than they are in the summer. Likewise, hot summer temperatures often cause your skin to become more oily.



Your skin type is important to understand because different makeup products are formulated for different skin types. Knowing your skin type will help you choose makeup products that will work best for your individual needs.



Skin types



NORMAL



COMBINATION



OILY



DRY

- Good oil-water balance
- Fluctuates during seasons (drier in winter, oilier in summer)
- Follicles are normal size
- Usually blemish free
- Goal: maintenance

- Can be both oily and dry or oily and normal
- The T-Zone is oilier
- Pores are noticeable in this area
- Outer-portion of the face may be dry/flaky
- Goal: balancing oil-water in the skin, avoid harsh products

- Excess oil production
- Follicle size is larger
- Pores are noticeable
- Prone to blemishes due to dead skin build-up
- Goal: balance oil production, avoid harsh cleansers which strips skin of oils

- Does not produce enough oil
- Pores are usually small
- Goal: increase oil production, hold moisture

02

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ALL ABOUT
MAKEUP
TOOLS

IMPORTANCE OF GOOD MAKEUP BRUSHES

If you're new to the makeup world or you're not a regular makeup user, you need to understand the importance of quality makeup brushes. Many people wear makeup for a number of reasons, and no matter your reason for using makeup, you need the best quality brushes. Including a liquid foundation brush, a powder brush, a concealer brush, a number of eyeshadow brushes, and some lip brushes. Even though it is pricey, you have to invest in great brushes. You get to save money, quality brushes last long and they are good for our skin. For these reasons, it is important to get quality brushes.

There are many reasons why quality brushes are important. These reasons include:



Quality brushes are better for your skin:

Your skin deserves the best, and quality brushes will give your skin the very best. Quality brushes should feel soft and gentle against your skin. If a brush feels rough and scratchy, then it is of low quality and should not be used on your skin.

Buying quality brushes saves you money:

While it might seem expensive at first, buying quality brushes will actually save you money in the long run. If you buy cheap brushes of low quality, you will have to keep replacing them, quality brushes have the ability to last for years.

Your makeup turns out better when you use quality brushes: Quality brushes improve the final look of your makeup. They make application and blending easier, and you end up having a smoother and well-done look.



MAKEUP TOOLS & THEIR USES



“I have too many makeup brushes”
- said no one ever 

Face

BLUSH BRUSH

A large, fluffy, soft blush brush are used to apply blush and define cheeks for flawlessly blended, high-definition results.



POWDER BRUSH

Soft and fluffy, a large powder brush can apply bronzer, blush, and shine-reducing powder. Designed to reduce fallout and let color easily glide on.



CONTOUR BRUSH

Densely packed bristles and an angled edge give you a 3-in-1 brush for applying, buffing, and blending contour makeup. Use this with cream or powder bronzers.



CONCEALER BRUSH

A small, flat, rounded brush used with liquid concealers. Pinpoint problem spots and blend the concealer out for a more flawless appearance.



FOUNDATION BRUSH

A large, flat, straight edge brush used to apply liquid or cream foundations across your face and neck. Buff or stipple the product to achieve the desired coverage.



HIGHLIGHTER BRUSH

A rounded fan shape head that has the perfect length and softness to control highlighter application and blend it naturally.



BEAUTY BLENDER

A soft egg shaped blender used to blend makeup for an easy application.





Eyes, lips & brows

LIP BRUSH

A rounded, dense brush is ideal for lip color application and blending.



SMUDGE BRUSH

Small, semi-firm, straight-edge bristles to soften the harsh lines of eyeliner and eyeshadow. Easily reach the small areas of the face with powders or creamy makeup.



BLENDING BRUSH

A lightweight and rounded crease brush with fluffy bristles ideal for blending and diffusing out shadow at the crease.



TAMPERED BRUSH

A pointed, tapered shape that best allows for targeted application and blending out shadow in the crease.



EYE LINER BRUSH

A small, finely pointed, detail brush that can be used for precision detailed lines on eyes.



EYEBROW BRUSH

Combines a firm, angled brush end to fill out brow lines with spoolie end to soften and blend products. Use this with powders, pomades, pencils, and gels.



CLEANING PROCEDURES

WHY DO YOU NEED TO CLEAN YOUR MAKEUP BRUSHES?

Many people don't realize just how important it is to clean your brushes regularly. When you don't wash your brushes, they naturally accumulate bacteria even if you can't see with your naked eye, invisible germ particles get trapped in the bristles.

Makeup build-up, product residue, dead skin cells, dirt and dust are also present. All this bacteria can clog pores leading to irritation, acne breakouts, even infection. It can also affect the quality of your makeup application.

“Love your tools, your face will thank you”



Here are a few steps to help you understand how to wash your makeup brushes...



- 1** Wet the bristles with lukewarm water.

- 2** Place a drop of makeup brush cleanser or soap into the palm of your hand.

- 3** Gently massage the tips of the bristles in your palm.

- 4** Rinse the bristles.

- 5** Squeeze out the excess moisture with a clean towel.

- 6** Lay flat to dry overnight.



MAKEUP ESSENTIALS & THEIR USES

THE BASIC MAKEUP PRODUCTS YOU NEED

CONCEALER

Concealer is a formula that gives appearance of a smooth, even skin tone. It refreshes tired looking eyes. To disguise puffiness, blemishes, scars and imperfections.



CONTOUR

Contour is all about creating the effect of shadow. It is a technique for sculpting and adding dimension to your face by using makeup that is slightly darker than your actual skin color.



FOUNDATION

Foundation is a formula that helps cover blemishes, correct your skin tone, blur imperfections, and create an overall smooth and even base.



BLUSH

Blush adds warmth to your complexion and will give your skin a healthy, natural glow.



EYE SHADOW

Eye shadow adds depth and dimension to eyes, complements eye color and makes eyes appear larger.



EYE LINER

Eyeliner is used to emphasize the eyelids and to change the perceived shape of the eyes.



HIGHLIGHTER

Highlighter attracts light and enhancing skin tone and is used to "lift" bone structure.



MASCARA

Mascara adds thickness, length and volume to your lashes, which instantly opens and frames your eyes.



LIPSTICK

Lipstick defines your lips and brightens your smile.



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How to apply your makeup step-by-step p. 28

NATURAL
MAKEUP
LOOK

HOW TO APPLY YOUR MAKEUP STEP-BY-STEP

CLEANSE



STEP 1

Wet your face with lukewarm water

STEP 2

Use your fingertips to apply cleanser

STEP 3

Rinse with lukewarm water and pat dry with a soft towel

MOISTURIZE



STEP 4

Take your moisturizer

STEP 5

Warm it up between the palms of your hands

STEP 6

Massage it into the skin with upward and outward circular motions

REMINDER
No matter what your skin type (dry, oily, normal, combination) it is important to hydrate before you put on makeup.

FOUNDATION



STEP 7

Pump or squeeze a small amount of foundation all over your face

STEP 8

Now that the product is on your face its time to blend

STEP 9

Take a foundation makeup brush

STEP 10

Use short, paint-like strokes as you move the brush outward

CONCEALER



STEP 11

Draw two upside-down triangles beneath your eyes and horizontally over the center of your forehead

STEP 12

Blend and dab the product using a concealer brush

CONTOUR



STEP 13

Follow the shadows of your own face shape to contour

STEP 14

Contour the line beneath your cheekbones

STEP 15

Blend it all together with a contour brush

BLUSH



STEP 16

Take your blush brush

STEP 17

Apply and blend your blush on the apple of your cheeks

BROWS



STEP 18

Use a brow brush to brush your brows upwards

STEP 19

Lightly hold the pencil and draw hair strokes in the sparse areas

EYESHADOW



STEP 20

Use a eyeshadow brush to apply eyeshadow to your entire lid

STEP 21

Sweep your eyeshadow back and forth across your eye in a fast motion

EYELINER



STEP 22

Start with a line above your lashes

STEP 23

Make sure you use small lines and strokes

STEP 24

Once you are satisfied with one eye do the same with the other one

MASCARA



STEP 25

To apply mascara, first look up, place the wand at the base of your upper lashes

STEP 26

Wiggle it back and forth, coating the base of your lashes

LIPSTICK



STEP 27

Using a lipstick in the color of your choice start the application from the center of upper lip

STEP 28

Follow the natural lip line till the corners of the lip

STEP 29

Follow the same procedure with the lower lip

All done!



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BLEMISH

A blemish is defined as any noticeable imperfection that alters something's appearance.

BLUSH

A cosmetic applied to the face to give a usually pink color or to accent the cheekbones.

C

CONCEALER

A cosmetic used to conceal blemishes or discoloration especially under the eyes.

CONTOUR

A cosmetic for sculpting and adding dimension to your face by using makeup.

E

EYESHADOW

A cosmetic cream or powder in one of various colors that is applied to the eyelids to accent the eyes.

EYELINER

A cosmetic to emphasize the contour of the eyes.

F

FOUNDATION

A cosmetic to help you build a base for your makeup and help you get an even tone on your skin.

H

HIGHLIGHTER

A cosmetic for making facial features such as the cheekbones appear lighter or brighter.

L

LIPSTICK

A cosmetic product that when applied adds color and texture to the lips.

M

MASCARA

A cosmetic especially for making the eyelashes darker and more prominent.

MOISTRUIZER

A cosmetic preparation, as a cream or lotion, used to restore moisture to the skin, especially of the face and neck.

T

T-ZONE

The central part of a person's face, including the forehead, nose, and chin

