

Makeup and Hair for Business Photos

Try Multiple Hairstyles

If possible, take shots with a loose hairstyle and one with your hair up. Hairstyles that look good in real life, don't always look best in photos.



Use Foundation Lightly and Avoid Shine

If you're going to conceal any blemishes, start your makeup by using some light foundation to do it. Don't overdo it—place this foundation only where you think it is needed, such as over pimples or on the sides of your nose, etc.

Ultimately, you want a matte finish on your face. A shiny face will reflect poorly in the camera and you won't look your best. Avoid any foundation or other makeup containing titanium dioxide (it's a commonly used sunscreen in makeup). If you or someone helping you is going to use a camera with a flash, the shielding effect of the titanium dioxide on your face will make your face appear washed out and mask-like. A transparent powder will control shine, but don't use too much or your skin will lose its glow.



Focus on the Eyes more than the Lips

For your eye area, use a creamy concealer with reflective qualities if possible. Also, use some eye-liner and eye shadow to make your eyes look bigger. You'll generally want the eyes to get more attention in the photo than your lips.

Add Glow with Color on Your Cheeks

Certain colors tend to look better in photos than others. Avoid pastels—they will wash you out. The camera tends to love reds, charcoal, emerald greens, golds and chocolate brown. Beige, tans and dusty shades also show up on the camera well.

Whiten Your Teeth Naturally (Optional)

If you want to, brush your teeth with lemon juice or baking soda for an all-natural teeth whitener.