

ch. 19: Makeup

TRACK MY PROGRESS!

Use this simple tracker to record your progress as you work through the activities in each learning objective.

COMPLETED	# OF CORRECT ANSWERS	OBJECTIVE
<input type="checkbox"/>	_____/3	L01 - Explain how knowledge of makeup will enhance the career of the cosmetologist.
<input type="checkbox"/>	_____/22	L02 - Outline how to use color theory when choosing cosmetics for makeup applications.
<input type="checkbox"/>	_____/8	L03 - Explain the importance of serving a diverse client base.
<input type="checkbox"/>	_____/35	L04 - Describe the uses of the various types of cosmetics for makeup.
<input type="checkbox"/>	_____/17	L05 - Describe brushes, tools, and other implements for makeup applications and removal.
<input type="checkbox"/>	_____/23	L06 - Implement basic makeup techniques used to complement face shapes and features.
<input type="checkbox"/>	_____/46	L07 - Outline the steps for a basic makeup application.
<input type="checkbox"/>	_____/20	L08 - Describe various methods of eyelash enhancement.

Why Study Makeup?

SHORT ANSWER

1. What are two important concepts to understand for successful makeup application, in addition to the guidelines presented in this chapter?

2. What two perspectives do cosmetologists need to balance, style-wise, to excel in makeup application?

3. List four reasons that cosmetologists should develop a thorough understanding of makeup.

Color Theory for Makeup

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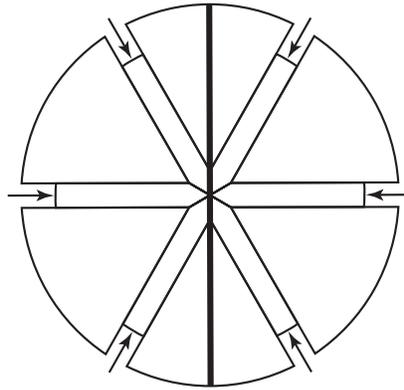
4. Complete the sentences below using the words from the word bank. Some words will be used more than once.

Word bank: red, orange, yellow, green, blue, wheel, makeup, blue-green, contrasting, contrast, theory, complementary, red-yellow, middle

Color _____ is the foundation of a successful _____ application. The color _____ is a guide that will help you learn about pairing _____ or _____ colors. Divide a color wheel in half through the _____ of the _____ and _____ wedges. The wheel's _____ side represents warm colors. The _____ side represents cool colors. The dividing line shows that _____ and _____ can be both warm and cool. For example, _____-based red is warm, while _____-based red is cool. _____-based green is warm, but _____-based green is cool. Colors directly across from each other on the color wheel offer the most _____ and are therefore considered complementary.

REVIEW: DRAW

5. Fill in the color wheel below with the proper colors to show the primary, secondary, and tertiary colors. Draw lines to indicate the warm and cool sides of the wheel. Finally, indicate the complementary colors.



TRUE OR FALSE

Indicate whether the statements below are true or false. For any false statements, explain why they are false.

6. Neutral colors are colors that contrast with all other colors.

T F _____

7. Neutral colors cannot have a warm or cool base.

T F _____

8. Your client's skin type is the most important factor when choosing the color palette for their makeup.

T F _____

9. Examples of a cool neutral are orange-brown and bronze-gold; examples of a warm neutral are charcoal-gray and blue-gray.

T F _____

10. Eyeshadows in complementary colors will emphasize the eyes and make the colors pop, while monochromatic colors that match the eye color will have less of an impact.

T F _____

11. Because orange contains yellow and red, eyeshadows with any of these colors will make blue eyes look bluer.

T F _____

12. The complementary color for green eyes is red, which means you should always use pure red tones.

T F _____

SHORT ANSWER

13. What are the four color-related factors of your client’s physical features that you should consider when choosing their makeup color palette? List the types of colors or tones associated with each one.

14. What does skin tone refer to?

15. What are the traditional skin tone categories, according to cosmetics companies?

16. Your ability to properly identify the depth of your client’s skin tone will affect your choice of which type of cosmetic for your client?

FILL IN THE BLANK

Complete the sentences below.

17. Undertone refers to the _____ beneath the skin’s _____ layer. Undertone is generally classified into three categories:

- _____ colors—equal mix of _____ and _____ undertones
- _____ colors—pink, red, or bluish undertones
- _____ colors—yellow, peachy, or golden undertones

Undertone, more so than _____ tone, is responsible for the overall _____ of your client’s complexion and determines if their skin is seen as _____, _____, or neutral.

Performing a color _____ test using various shades is the most effective way to select a proper _____ color.

CREATE

18. While your text mentions the color match test, there are many ways to determine the skin’s undertones. For this exercise, work with a partner to create your own test for determining skin undertones. Research various beauty, skin, and cosmetics websites or blogs to review the types of tests they offer and the questions they ask. Use search terms such as “skin undertones,” “selecting the proper foundation,” “how do I determine my skin undertone,” and so on. Compile questions and screenshots of color tables or charts and use the information you find to create a short (three- to six-question) quiz.

SHORT ANSWER

21. What color category should you coordinate the cheek and lip makeup with?

22. Provide an example of the lip and cheek color (warm, cool, or neutral) that you might choose for a client who has light brown-golden eyes and wears rosy peach eyeshadows.

23. When selecting eyeshadow, what else should you consider aside from eye color? Why?

24. If you have a client with blue eyes and cool blue-black hair, would you use a warm or cool color of eyeshadow?

MATCHING

25. Match each warm or cool tone to the corresponding hair color in the table below. Each tone will be used once.

a. Red-violet, violet
b. Copper, red

c. Yellow, orange
d. Violet, blue

e. Gold, copper, orange, red
f. Ash, silver

HAIR COLOR	WARM HAIR COLOR TONE	COOL HAIR COLOR TONE
Blonde	 _____	 White-blonde, ash
Red	 _____	 _____
Brown	 Yellow, gold, orange	 Ash
Dark brown/ black	 _____	 _____
Gray or white	 [Not applicable]	 _____

Makeup Is for Everyone

SHORT ANSWER

26. Are salon makeup services gender or age specific?

27. Provide an example of two different purposes—for a minimal and a fuller application—that makeup for everyday wear might serve.

28. List four ways you can incorporate camouflaging techniques using everyday makeup.

29. What are four products that typically provide a full coverage look for everyday makeup application?

30. What are three ways you can enhance the basic full coverage look with everyday makeup?

REFLECTION

31. Write a few sentences in response to each question below. Allow yourself some time to think carefully about the range of clients you will encounter in the role of a professional makeup artist.

- What does the term “makeup for everyday” mean to you—personally and in general?
- How does the concept of “makeup for every day” relate to the notion that makeup is for everyone?
- List one or two specific examples of how embracing those concepts (makeup is for every day and everyone) can help build your clientele and enhance your professional approach to makeup application.

DOS AND DON'TS

32. For each statement about how to work with mature skin when applying makeup, indicate whether it is something you should do (Do) or something that you should not do (Don't).

Do or Don't?

When Applying Makeup for Clients with Mature Skin

- _____ Blend in muted eyeshadow colors with pops of light shimmer for clients with mature skin
- _____ Hold the skin firmly when applying makeup
- _____ Use glitter or frosted colors if your client has wrinkles, age spots, or skin tags
- _____ Prepare the skin before applying makeup
- _____ Leave hard lines in the makeup application
- _____ Minimize the appearance of wrinkles with a hydrating serum
- _____ Use products that help conceal sun damage
- _____ Use heavy powders
- _____ Use a lightweight powder formula sparingly

SEQUENCE

33. Number the steps for performing makeup applications on clients who have textured skin, from 1 to 7.

- _____ Use a matte (nonshiny, dull) blush color to avoid accenting the uneven texture.
- _____ Determine if the client's skin texture is due to enlarged pores, scars, active acne, or excessive sun damage.
- _____ Temper your client's expectations in advance by letting them know that makeup cannot eliminate uneven skin texture.
- _____ Once you have determined the source of your client's skin texture, take some time to educate them about skin care.
- _____ Select a long-wear foundation that contains a setting agent that will create a more even canvas.
- _____ After completing the makeup application, offer the client your products and services that address their skin condition.
- _____ Properly prepare the skin for makeup application. For example, if the skin is acneic, consider using an oil-absorbing product before applying the foundation.

Facial Makeup

SHORT ANSWER

34. What are three examples of skin imperfections that foundation can hide?

35. List four formulations for foundation. How do you choose the best formulation of the foundation for your client?

36. What is the role of primer in relation to foundation?

37. Describe how primer and foundation are applied.

TRUE OR FALSE

Indicate whether the statements below are true or false. For any false statements, explain why they are false.

38. Ensure that the ingredients in a liquid foundation product are noncomedogenic, meaning they do not contain ingredients that will clog the follicles and aggravate acne-prone skin.

T F _____

39. Some liquid foundations are marketed as oil free and are not intended for oilier skin types.

T F _____

40. Cream foundations provide heavier coverage and are usually intended for hyperpigmented or mature skin types.

T F _____

41. *Mineral makeup* most commonly refers to the highly pigmented powder, not liquid, formulations for foundation.

T F _____

42. Mineral makeup formulations are popular for clients with acne, rosacea, allergies, and/or sensitive skin because, when applied properly, they feel weightless on the skin.

T F _____

RESEARCH

43. Use the Internet, review beauty catalogues, or visit a beauty supply store to identify and research three different foundations: a cream, liquid, and powder. Use the table below to record your findings. Which foundation brand or type could you imagine yourself using most often on clients?

FEATURES	CREAM FOUNDATION	LIQUID FOUNDATION	POWDER FOUNDATION
Source (Store/Website)			
Name/Brand			
Form (Liquid, Cream, Mineral)			
Color			
Oil or Water Based			
Noncomedogenic?			
Sunscreen Included			
Cost/Size			

SHORT ANSWER

44. What are concealers used to hide?

45. Provide three examples of how concealers are packaged.

46. What is the formulation of concealer if light coverage is desired? What is the formulation for greater coverage?

47. What cosmeceutical ingredient would you look for in a concealer if you wanted to control blemishes? If you wanted to build collagen?

FILL IN THE BLANK

48. Complete the sentences below using the words from the word bank. Each word will be used once.

Word bank: lavender, green, cancel, opposite, dark, correcting, discoloration, hyperpigmentation, theory, sallow, wheel, lift, neutralizing

The formulation for color-_____ concealers is based on the color _____, which states that when colors _____ each other on the color _____ are layered, they _____ each other out. In other words, they are formulated in various _____ shades. So, _____ concealer helps hide redness associated with ruddy skin. Concealer formulated with a _____ pigment reduces a _____ (dull yellow) skin appearance. An orange-to-peach concealer cancels out _____. For deep skin tones, orange, peach, or red can also help _____ the complexion or neutralize _____ spots or under eye _____.

RESEARCH

49. Use the Internet, review beauty catalogues, or visit a beauty supply store to identify and research three different concealers, such as ones to control blemishes or build collagen, ones with light coverage or oil-based creams, or those with different packaging. Use the table below to record your findings. Which concealer brand or type could you imagine yourself using most often on clients?

FEATURES	CONCEALER #1	CONCEALER #2	CONCEALER #3
Source (Store/Website)			
Name/Brand			
Packaging (e.g., Stick, Jar)			
Color/Color Correction			
Silicone or Oil Based			
Cosmeceuticals (if any)			
Cost/Size			

SHORT ANSWER

50. What is face powder used for in makeup application?

51. What is the difference between translucent and color-correcting face powders?

52. Which face powder is best for touch-ups on oily skin throughout the day?

53. Which ingredient in face powder is considered best for use by clients who might be on camera? Why?

MATCHING

54. Match each type of eye makeup with its description. Each type will be used three times.

a. Eyeshadow

b. Eyeliner

c. Eyebrow color

Type of Eye Makeup**Description**

_____	Available in every color, from warm to cool, neutral to bright, and light to dark
_____	Can darken the eyebrows, alter their shape, or fill in sparse areas
_____	Pencil version of this type of eye makeup is available in both soft and hard forms for use on the upper and lower eyelids
_____	Adds color and shape to the eyebrows
_____	Defines the eyes and makes the lash line appear fuller
_____	Chemistry of the pencil version is similar to that of eyeliner pencils; chemistry of the powder version is similar to that of eyeshadows
_____	Available in pencil, liquid, pressed (cake), gel, and felt-tip pen forms
_____	Comes in various finishes, including metallic, matte, frost, and shimmer
_____	Available in cream, as well as pressed and loose powder forms

TRUE OR FALSE

Indicate whether the statements below are true or false. For any false statements, explain why they are false.

55. Lip color is available in many forms, including creams, glosses, pencils, gels, and sticks.

T F _____

56. Lakes are water soluble and will not mix with oils; dyes are insoluble, can be mixed with oils, and may be more color stable.

T F _____

57. Lip liner is generally applied before lip color to define the lip's shape and keep color from bleeding.

T F _____

58. You must follow proper infection control procedures by sharpening the lip pencil before each client and cleaning it after each use. Also clean and disinfect your sharpener every day.

T F _____

59. Lip conditioner is used as a lip moisturizer when starting the makeup application so that it can soak in and moisturize before you start to apply the liner, while lip gloss can give a shiny, moisturized look to the lips.

T F _____

60. A primer, foundation, or plumper can be applied after the lip color.

T F _____

RESEARCH

61. Use the Internet, review beauty catalogues, or visit a beauty supply store to identify and research three types of eye makeup: eyeshadow, eyeliner, and eyebrow color. Use the table below to record your findings. Keep this as a record for when you are putting together your makeup kit for the salon.

FEATURES	EYESHADOW	EYELINER	EYEBROW COLOR
Source (Store/Website)			
Name/Brand			
Form (e.g., Powder, Cream, Pencil)			
Range/Examples of Colors Available			
Applicator Included?			
Cost/Size			

SHORT ANSWER

62. What are the two types of cheek color? What effects can you achieve with each form?

63. Which forms of cheek color are layered over and then directly blended into the foundation?

64. How do makeup artists lend a sheer, natural-looking glow with cheek colors?

65. What are three types of mascara? What is the most common type?

66. A client comes in asking for a way to increase their eyelash thickness without adding the color of mascara. What product would you recommend to them?

RESEARCH

67. Use the Internet, review beauty catalogues, or visit a beauty supply store to identify and research three different lip colors and lip products. Use the table below to record your findings. Keep this as a record for when you are putting together your makeup kit for the salon.

FEATURES	LIP COLOR #1	LIP COLOR #2	LIP COLOR #3
Source (Store/Website)			
Name/Brand			
Type (e.g., Lipstick, Lip Liner, Lip Gloss or Conditioner)			
Range/Examples of Colors Available			
Ingredients			
How Long Is It Promised to Last?			
Cost/Size			

MATCHING

68. Match each type of other cosmetics with its description. Each type of cosmetic will be used at least twice.

a. Eye makeup removers

b. Grease paint

c. Cake makeup

Types of Other Cosmetics

Description

- _____ Can be either water based or oil based; water-based versions of this cosmetic comprise a solution with added solvents
- _____ Also known as pancake makeup
- _____ Primarily used for theatrical purposes because it does not shift during performances
- _____ Oil-based versions of this cosmetic generally used to remove heavy, dramatic makeup and break down the latex glue used to apply false eyelashes

- _____ Heavy cream foundation that provides heavy coverage
- _____ Special preparations for removing eye makeup, including water-resistant products
- _____ Applied to the face with a moistened cosmetic sponge
- _____ Heavy makeup
- _____ Cosmetics most commonly used to cover scars and uneven pigmentation
- _____ Great for correcting little errors during the makeup application process

Makeup Brushes, Tools, and Implements

FILL IN THE BLANK

69. Complete the missing information in the chart below.

PART OF THE MAKEUP BRUSH	DESCRIPTION
	Comes in various lengths and can be made of wood, acrylic, plastic, or metal
	Bristles of the makeup brush
	Metal part that holds the brush intact and supports the bristles' strength, ideally with double crimping or a ring around it

70. Complete the missing information in the chart below.

TYPE OF MAKEUP BRUSH OR TOOL	DESCRIPTION AND USE	IMAGE OF STANDARD BRUSH OR TOOL
Eyeshadow brush		
	Tapered soft bristles; used to blend makeup all over the face in broad sweeps; hard-to-reach areas like corners of the nose, hairline; around the eyes and mouth	

TYPE OF MAKEUP BRUSH OR TOOL	DESCRIPTION AND USE	IMAGE OF STANDARD BRUSH OR TOOL
	Firm, thin bristles; used to apply powder to the eyebrows or eyeliner at the lash line	
Lip brush		
Concealer brush		
	Short brush with dense bristles for powder or blush; mainly used in a circular motion to apply and blend powders	
Eyeliner brush		
Powder brush		
	Smaller, more tapered version of the powder brush; excellent for applying powder cheek color	

SHORT ANSWER

71. What are the two types of materials that makeup brushes can be made of?

72. What are the three parts of a makeup brush?

73. What can you do to ensure that the high-quality makeup brushes you invest in will last for years?

74. List two or three regulations for cleaning makeup brushes specified by your state's regulatory agency.

75. Which direction should you point your brush when cleaning and disinfecting it? Why?

76. Which two materials used in makeup brushes cannot be disinfected? Why?

77. What should you do after using a single-use implement? Why?

78. What are two benefits of using single-use implements?

SEQUENCE

79. Number the steps for cleaning and disinfecting makeup brushes, from 1 to 8.

- _____ Cleanse them with a commercial cleaning solution.
- _____ Store brushes in a clean, covered container.
- _____ Rinse brushes thoroughly after cleansing.
- _____ Rinse brushes thoroughly after disinfecting.
- _____ Gently cleanse brushes with an antibacterial detergent.
- _____ Reshape the wet bristles.
- _____ Disinfect the brushes for the required length of time.
- _____ Lay brushes flat on a clean towel until dry.

DOS AND DON'TS

80. For each statement related to safety guidelines for working with makeup brushes, indicate whether it is something you should do (Do) or something that you should not do (Don't).

Do or Don't?	Safety Guidelines when Working with Makeup Brushes
_____	Use brushes that have natural bristles on multiple clients
_____	Pick up a portion of the product from a clean palette when applying makeup
_____	Keep disposable brushes after use
_____	Sell brushes with wooden handles and/or natural bristles to clients for personal use
_____	Use brushes with wooden handles on clients
_____	Clean and disinfect synthetic brushes
_____	Use disposable brushes

FILL IN THE BLANK

81. Identify each makeup tool pictured below and fill in its description and use.

MAKEUP TOOL	NAME	DESCRIPTION AND USE
		
		
		
		
		

SHORT ANSWER

82. What are three advantages or benefits of using airbrush makeup?

83. What is the main objective when using airbrush makeup?

84. What are some types of makeup that more experienced makeup artists apply with airbrush tools?

MATCHING

85. Match each single-use implement with its description.

Single-Use Implements	Description
_____	May be made of velour and are used to apply and blend powder, powder foundation, and powder blush
_____	May be used to minimize the risk of infection; check with your instructor, state, and regulatory agency for proper guidance
_____	Disposable applicators for hygienically applying lip color
_____	Disposable applicators for applying mascara
_____	Used to apply shadow and lip color and blend eyeliner; may be used damp to intensify eyeshadow color
_____	May be used with toner or makeup removers
_____	Available in various sizes and shapes, including wedges and circles, and work well to apply and blend foundation, cream or powder blush, pressed powder, and concealer
_____	May be used to apply shadow, blend eyeliner, apply lip balm, and correct application mistakes; allow for focused and detailed work
_____	Have a wide, flat base; used to dispense makeup from containers

Complementing Face Shapes and Features

SHORT ANSWER

86. What are two overall qualities of your client's face that you, as a makeup artist, should try to create with makeup techniques?

87. How are the techniques and goals of makeup application similar to those of artists?

88. To evaluate the degree of symmetry in a client's face, what are the three horizontal sections that you should visually divide it into? Briefly describe each section.

89. What are three examples of a client's facial components you should examine once you've visually divided their face into the horizontal thirds, in order to determine the symmetry of their face?

90. Which three makeup products can be used to perform highlighting and contouring?

FILL IN THE BLANK

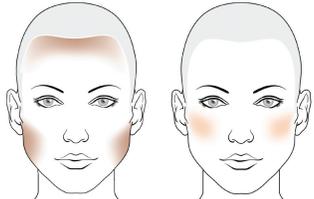
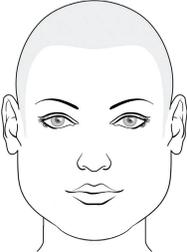
91. Complete the sentences below using words from the word bank. Each word will be used once.

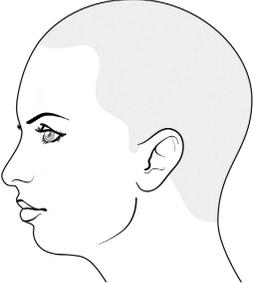
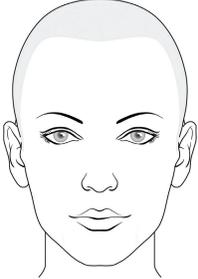
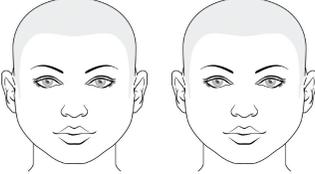
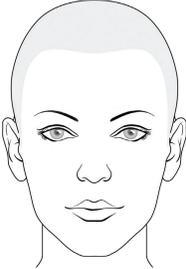
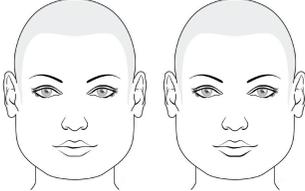
Word bank: lighter, darker, light, highlight, shadow, noticeable, emphasizes, prominent, contour

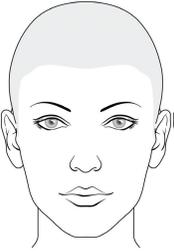
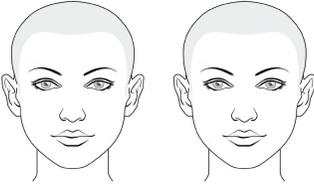
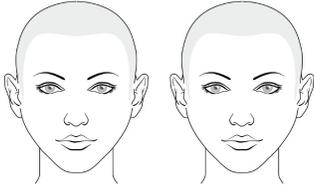
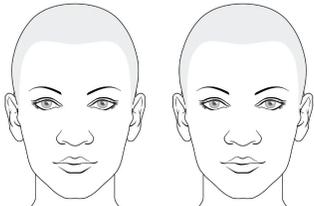
The basic rule when using facial cosmetics is that drawing _____ to an area _____ features, while creating a _____ minimizes them. A _____ is produced when a product _____ than the client's skin tone is placed on the high planes of the face. A _____ is formed when a product _____ than the client's skin tone is used to create shadows over _____ features to make them less _____.

92. Listed below are a variety of objectives that your clients may have regarding their facial shapes and features. They typically want to use makeup to enhance or de-emphasize certain facial features. For each objective, do the following (one example is provided for you):

1. Use colors and shading to indicate how you would bring balance and harmony with your makeup skills to each face below, based on the client's face shape.
2. Write a brief description of what your drawing shows.

CLIENT'S OBJECTIVE FOR ENHANCING AND DE-EMPHASIZING FACIAL FEATURES	YOUR DRAWING OF CLIENT'S FACIAL SHAPE WITH MAKEUP TO ACHIEVE CLIENT'S OBJECTIVE	YOUR DESCRIPTION
<p>Example: Add width to overall face</p>		<ol style="list-style-type: none"> 1. Applied a darker foundation along the hairline and under the cheekbones to create the illusion of wider cheekbones 2. Blended a light foundation shade over the outer edge of the cheekbones to bring out the sides of the face
<p>Reduce width from jaw area</p>		

CLIENT'S OBJECTIVE FOR ENHANCING AND DE-EMPHASIZING FACIAL FEATURES	YOUR DRAWING OF CLIENT'S FACIAL SHAPE WITH MAKEUP TO ACHIEVE CLIENT'S OBJECTIVE	YOUR DESCRIPTION
Emphasize receding chin		
Reduce prominent forehead		
Reduce width from overall face		
Create illusion of a longer nose length		
Reduce width from lower portion of face		

CLIENT'S OBJECTIVE FOR ENHANCING AND DE-EMPHASIZING FACIAL FEATURES	YOUR DRAWING OF CLIENT'S FACIAL SHAPE WITH MAKEUP TO ACHIEVE CLIENT'S OBJECTIVE	YOUR DESCRIPTION
Add height to forehead		
Reduce width from forehead area		
Minimize width of cheekbone		
Reduce nose width		

FILL IN THE BLANK

Complete the sentences below.

93. Blend eyeshadow color outward to elongate _____.
94. To lift _____ eyes, place a dot of highlighter directly under the brow arch with a thin line of _____ slightly thickened at the outside edge.
95. To soften and define the _____ of the eyelid, create a dense line then blend.

96. To add width to close-set eyes, use a _____ color at the inner corners and blend a _____ shade out to the edge.
97. To minimize the distance between wide-set eyes, apply _____ along the lash line extending toward the _____ then soften by blending with an eyeshadow.
98. _____ eyelashes can open, elongate, and create balance to the face.

SHORT ANSWER

99. What effect do unkept brows have on the eyes?

100. What is the effect of overtweezed brows?

101. When determining the three lines to create a well-balanced eyebrow shape, where should the client look?

PRACTICE

102. Now that you’ve studied techniques for helping clients achieve objectives such as bringing balance to their eye shape, it’s time for you to practice these techniques on yourself. For this activity, you will practice different techniques on your own eyes to see for yourself what the various effects are. Follow the steps below.

1. Take a photo of your own eyes (or work with a partner to make it easier).
2. Describe what you think your eye shape and eye features are. _____
3. Describe one aspect about your eyes that you might want to change with makeup.

4. Apply makeup to make the change you described in step 3.
5. Take a photo of the finished look (or work with a partner to do so).
6. Describe the techniques you used in step 4 to achieve the finished look. _____
7. Remove the eye makeup.

Next, use three different techniques to create three different looks for your eyes. For each of the three applications, be sure to take a photo of the finished look (or have a partner do so) and completely remove the eye makeup after each application. Finally, record the following information about your three applications in the table.

DESCRIBE	EYE MAKEUP APPLICATION #1	EYE MAKEUP APPLICATION #2	EYE MAKEUP APPLICATION #3
Types of eye makeup used (e.g., liners, pencils, shadows, concealers, mascara)			
Color palette of makeup			
Placement of the types of eye makeup (e.g., outer edge of eye, lid, lashes, near nose)			
Effects (e.g., widened eyes, made eyes smaller, rounder, narrower)			
Whether you liked the effects and why			
Your discoveries about the techniques, and color and makeup choices			

LABELING

103. Draw the lines used to determine brow placement and shape on the images below and order them from 1 to 4. Label each line that you've drawn with the appropriate step.
1. Alternative method for determining the arch's highest part
 2. Determine the arch's highest part
 3. Determine where the eyebrow should end
 4. Determine the start of the brow



MATCHING

104. Match each eyebrow objective with the recommended technique for achieving it.

- | | | |
|-------------------|--------------------------------------|---|
| a. Raise the brow | c. Reduce the width between the eyes | d. Increase the width between the brows |
| b. Lower the brow | | |

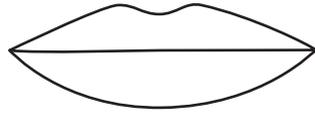
Eyebrow Objective

Recommended Technique to Achieve Objective

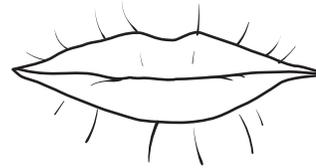
- | | |
|-------|--|
| _____ | Extend the eyebrow lines slightly outward beyond the outer corners of the eyes |
| _____ | Fill in the lower part of the brow with an eyebrow pencil or shadow; outline the area with concealer to define the eyebrow |
| _____ | Extend the eyebrow lines inward toward the inside corners of the eyes but be careful not to give your client a frowning look |
| _____ | Fill in the top part of the brow with a pencil or powder and accent the brow bone |

DRAW

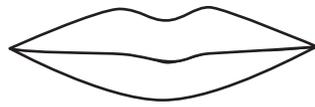
105. On the diagram below, use colored pencils to illustrate how lipstick can be applied to create the illusion of more balanced and proportioned lips.



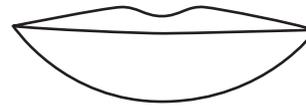
Straight upper lip



Fine lines around lips



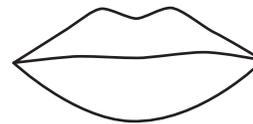
Thin lower lip



Thin upper lip



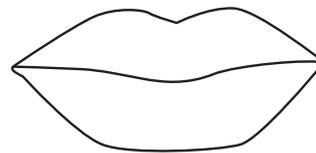
Thin lips



Small mouth



Drooping corners



Large full lips



Cupid's Bow



Uneven lips

MATCHING

106. Match each skin tone with its description and the technique for balancing it. Each skin tone will be used more than once.

a. Ruddy

b. Sallow

c. Hyperpigmented

Skin Tone	Description and Technique for Balancing
_____	Skin that is uneven, or has blemishes or melasma
_____	Avoid red or pink blush
_____	Apply a pink-based foundation, concealer, or primer on the affected areas and blend carefully into the jaw and neck; set with translucent powder
_____	Skin with a yellowish hue
_____	Skin with a reddish hue that may be sensitive, wind-burned, or affected by rosacea
_____	Cancel out brown macules with an orange-color corrector then follow with foundation; set with powder
_____	Apply a green concealer or primer to the affected areas and blend carefully; you may then apply a light foundation layer with a warm yellow tone to balance the complexion; set it with translucent powder
_____	Avoid yellow-based colors for eyes, cheeks, and lips

SHORT ANSWER

107. What are three types of skin issues that camouflage makeup can conceal?

108. What are two possible methods of applying camouflage makeup? Which method is considered advanced and requires much practice to master?

Makeup Consultation and Application

SHORT ANSWER

109. What two things should you do when your client responds to your consultation questions?

110. After completing the makeup service, what kind of form should you fill out and review with your client? Who keeps the form?

111. What is the purpose of the form that you complete after the makeup service is completed?

112. List the top five questions you plan to ask during the client consultation for makeup services. Then compare it with the list in your text. Does your list match? If not, what is missing or different on your list?

TRUE OR FALSE

Indicate whether the statements below are true or false. For any false statements, explain why they are false.

113. When lighting your client's face, use the dark shadows caused by overhead lighting as a guide for where to contour and highlight their features.

T F _____

114. Adequate and flattering lighting is essential for both the consultation and the application portions of the makeup process.

T F _____

115. Artificial light is the best choice when applying makeup but use daylight if necessary.

T F _____

116. If you must choose between fluorescent and incandescent, incandescent light is more flattering.

T F _____

117. LED panels accentuate the face's highlights and contours, while ring lights offer even, balanced light.

T F _____

118. Setting the lights so that they are a balance of fluorescent light (cool industrial light) and incandescent light (warm bulb light) is conducive to makeup application.

T F _____

SHORT ANSWER

119. What is the main purpose of bracing during makeup application?

120. When working around the face, how do you position your dominant hand or fingers on the client's face? Which hand do you use to manipulate the applicator, brush, or pencil?

121. Does your state require you to demonstrate bracing techniques during your practical exam?

SEQUENCE

122. Number the steps for choosing and applying foundation, from 1 to 7.

- _____ Use a cotton swab to apply a small amount of three different skin-matching shades to the jawline, hairline, or collar bone.
- _____ If you see obvious lines of demarcation (where the foundation begins and ends), gently blend those line until they are no longer visible.
- _____ Place the foundation on a palette to avoid contaminating the container.
- _____ To choose the correct foundation—one that is closest to the client's natural skin tone—seat the client in a well-lit area.
- _____ Use a sponge, your fingertips, or a brush to blend the foundation downward using short strokes.
- _____ Start at the area requiring the greatest amount of coverage, such as the center of the face, over hyperpigmented cheeks, or along the hairline.
- _____ After choosing the correct color—the color that disappears is the right choice—use a spatula to remove the makeup from its container.

FILL IN THE BLANK

Complete the sentences below.

123. Under the eyes, apply concealer with a _____ and focus on concealing _____ areas and discoloration. Be sure to use a concealer that is only _____ shade(s) _____ than the client's skin tone.

124. Applying concealer in a _____ from nose to the temple will lift the _____ for a more dramatic look.
125. A _____ fiber concealer brush produces the most natural result.
126. When hiding a blemish, avoid applying a color _____ than your client's skin tone, as this will draw attention to the concealed area.

SHORT ANSWER

127. Why is it suggested that you select one area of the face as your focal point when applying makeup?

128. What is the resulting effect if the foundation color is too light? What is the effect if it is too dark?

129. What three tools or single-use items can you use to apply loose powder?

130. What are some signs that your powder application was less than ideal?

131. Why should you avoid using pressed powder in compacts (usually accompanied by a powder puff applicator) in the salon?

132. How should you prepare the eyebrow pencil for use in application?

133. Describe the application technique that is used with both eyebrow pencils and eyebrow powders. What is the difference between the techniques?

134. Which eyebrow makeup is often paired with eyebrow wax?

135. Where do you apply powder eyeshadow?

136. How and where do you apply cream eyeshadow?

MATCHING

137. Match each type of eyeshadow color with its description.

- a. Highlight color
- b. Base color
- c. Contour color
- d. Transition color

Type of Eyeshadow Color	Description
_____	Darker than the client’s skin tone
_____	Generally a medium shade close to the client’s skin tone
_____	Used to diffuse the contour color
_____	Usually applied across the lid, up to the crease to make the eyes appear larger
_____	Accents specific areas, such as the brow bone or the inner corners to add width between the eyes
_____	Applied to minimize unwanted fullness/puffiness or elongate the eye
_____	Blended into the area between the crease and brow bone
_____	Lighter than the client’s skin tone and may have a matte or iridescent finish

SHORT ANSWER

138. What should you do once you’ve applied cream eyeshadow if it’s not waterproof?

139. Should you attempt to coat all the hairs of the eyelashes with mascara? Can you use mascara on both top and bottom lashes?

140. If planning to curl the lashes, when should you do so? Why?

141. What type of wand should you use for mascara application? How many mascara wands should you use on a client?

FILL IN THE BLANK

Complete the sentences below using the words from the word bank. Each word will be used once.

Word bank: angle, dramatic, inner, lash, lid, outer, powder, sharpen, sharpener, short, tissue, wet, wipe

142. To minimize the chance of cross-contamination, _____ the eyeliner pencil and _____ it clean before each use, and also clean the _____ before each use.

143. With the client's eyes closed, hold the _____ taut and apply liner along the _____ line from the _____ corner to the _____ corner with _____ strokes and gentle pressure.

144. You can also use _____ shadow as eyeliner; simply place a small amount onto a _____ and apply to the eyes with a clean _____ brush. For a more _____ look, _____ the brush before the application.

SEQUENCE

145. Number the steps for applying lip color, from 1 to 11.

- _____ Connect the center peaks with rounded strokes, following the natural lip line with the pencil.
- _____ Select a lip pencil that coordinates well with the chosen lipstick; the liner color should match the shade of either the natural lip or the lipstick.
- _____ Apply the lip color with a clean brush; begin by applying color at the outer corners of each side of the top lip and work toward the middle.
- _____ Outline the lower lip by moving from the outer corners of either side to the center of the lip.
- _____ Connect the center peaks (the Cupid's bow) using rounded strokes.
- _____ After lining the lips, remove the lip color with a spatula.
- _____ Ask the client to relax their lips and part them slightly; then ask them to smile slightly so that you can fill in the corners.
- _____ Rest your ring finger on the client's chin to steady your hand as you prepare to apply the lip color.
- _____ Beginning at the outer corner of the upper lip and working toward the middle, trace the natural lip line with the pencil.
- _____ Then, using the same technique, fill in the bottom lip with lip color.
- _____ Repeat on the opposite side of the upper lip.

TRUE OR FALSE

Indicate whether the statements below are true or false. For any false statements, explain why they are false.

146. Use a clean blush brush to apply color to the cheeks before foundation and face powder are applied.

T F _____

147. Sweeping blush just below the cheekbones results in a more chiseled, sophisticated look.

T F _____

148. A more vertical application of blush will tend to widen the face, whereas a more horizontal application will make it look narrower.

T F _____

149. Apply cream blush before powder so that it blends into the foundation and looks soft and natural.

T F _____

150. Never apply blush in a solid circle on the apple of the cheek, beyond the corner of the eye, or blended inward between the cheekbone and the nose.

T F _____

151. For a fresh look, apply color to the apples of the cheeks, blending outward towards the temples, and right into the hairline.

T F _____

152. Cream and gel blush result in a sheer finish that simulates naturally flushed cheeks.

T F _____

FILL IN THE BLANK

153. For each topic related to performing makeup services, write the safety guideline for maintaining infection controls.

TOPICS RELATED TO MAKEUP SERVICES	SAFETY GUIDELINES FOR MAINTAINING INFECTION CONTROLS
Eye pencils, per eye	
Lip color tubes or containers	
Powder makeup materials	
Multi-use utensils, chairs, and counters	
Clients with suspected eye or other infections on the face	
Eye pencils, per client	
Possibly contaminated products	
Your hands	

REFLECTION

154. Now that you've practiced the procedures for the basic professional makeup application, consider what you knew about these services before you began this section compared to what you've studied. (And if you haven't practiced these techniques yet, be sure to partner with a classmate, willing friend, or relative and, under your instructor's supervision, practice.) Write a few sentences in which you reflect on and answer the following questions:

- Can you picture yourself confidently performing the basic professional makeup application techniques for a client?
- Which makeup techniques do you excel at? Which ones are you uncertain about?
- Are you comfortable with the array of products, colors, and tools available?
- Do you feel that you can perform makeup application services safely for you and your clients?
- Overall, how can you make your professional makeup services flawless for your clients?

When you're finished, meet with a classmate and discuss your responses. As you do so, look for opportunities to fill in each other's gaps and help each other master the makeup application techniques and specifics.

Eyelash Enhancements

SHORT ANSWER

155. What are three ways that artificial lashes can benefit your clients?

156. What are the three types of materials that eyelashes can be made from?

157. Can clients wear their contact lenses when receiving artificial lash services?

158. Describe how to position and light your client for the lash services.

159. If the lash services are being performed as part of a makeup application, at what point do you perform the lash services? Where does the mascara application fit into the process?

MATCHING

160. Match each type of lashes with its description.

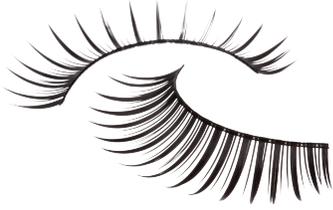
a. Strip lashes

b. Individual lashes

Type of Lashes	Description
_____	Eyelash hairs on a strip applied with adhesive to the natural lash line
_____	Type of lashes that create a full, natural-looking lash line; the result generally lasts longer than the other type
_____	Also known as band lashes
_____	Can be clustered or flared; clustered versions also referred to as tabs
_____	Separate artificial eyelashes applied one at a time on top of the client's lashes
_____	Can trim the outside edge of this type of lash if it's too long to fit the curve of the upper eyelid
_____	Term <i>eye tabbing</i> sometimes used to describe the process of applying groups of this type along the lash line
_____	Before application, need to be bent (with your fingers) into a horseshoe shape to make them more flexible so they fit the contour of the eyelid
_____	Not to be confused with synthetic eyelash extensions that last six to eight weeks

LABELING

161. Label the types of artificial lashes depicted below.

		
<hr/>	<hr/>	<hr/>

SHORT ANSWER

162. Describe the two types of allergy patch tests that you can perform on clients who might be allergic to eyelash adhesive.

163. How long do you need to wait for the allergy patch test results on the adhesive?

SEQUENCE

164. Number the steps for removing artificial eyelashes, from 1 to 5.

_____ Hold the eye pads or cloth over the eyes for a few seconds to soften the adhesive.

_____ Use wet cotton pads or swabs to remove any makeup and adhesive remaining on the eyelid.

_____ Starting from the outer corner, remove the lashes carefully to avoid pulling out the client's own lashes.

_____ Saturate eye pads with an oil-based eye makeup remover formulated to remove waterproof mascara. Or saturate a facecloth or cotton pad with warm water and a gentle cleanser.

_____ While removing strip lashes, pull them off parallel to the skin, not straight out.

SHORT ANSWER

165. List the tools and equipment needed to perform lash extension services.

166. What are lash extensions made of? How are they applied?

167. How long does the process of applying lash extensions take? How long will the bond last?

168. Why are fills (or touch-ups) needed for lash extensions?

169. What kind of setting in the salon is recommended for performing lash extension services?

170. Briefly describe eyelash perming.

171. Does your state allow you to perform lash perming services?

FILL IN THE BLANK

Complete the sentences below using the words from the word bank. Not all words will be used.

Word bank: add-on, brow, client, cosmetologist, days, effective, excess, expensive, mascara, penciling, physician, precisely, quick, quickly, regulatory agency, skin, sparse, weeks

172. Rather than _____ in brows or wearing _____ every day, tinting darkens the brows and lashes for a few _____. In addition to the convenience for the _____, tinting eyelashes and eyebrows is a _____ procedure that is a great _____ service from the perspective of the _____. However, consider that if hair is _____, tinting may not show up enough to be _____.
173. When tinting the eyebrows, keep the tint off of the _____. The application must _____ define the _____ shape. Color takes very _____, so any _____ tint must be removed immediately. Finally, always check with your _____ before performing any lash or brow tinting services.

REFLECTION

174. Now that you've practiced the procedures for applying artificial eyelashes, consider what you knew about these services before you began this section compared to what you've studied. Write a few sentences in which you reflect on and answer the following questions:
- Can you picture yourself confidently applying artificial lashes for a client?
 - Which parts of the lash application procedure do you feel comfortable with? What aspects are you uncertain about?
 - Do you feel that you can perform lash application services safely for your clients?
 - Overall, how can you make your lash application technique flawless for your clients?

When you're finished, meet with a classmate and discuss your responses. As you do so, look for opportunities to fill in each other's gaps and help each other master the lash application techniques and specifics.

DISCOVERIES AND ACCOMPLISHMENTS

In the space below, write notes about key concepts discussed in this chapter. Share your discoveries with some of the other students in your class and ask them if your notes are helpful. You may want to revise your notes based on good ideas shared by your peers.

Discoveries:

List at least three things you have accomplished since you decided to enroll in school.

Accomplishments:



REVIEW

- Which of the following is a reason why cosmetologists should have a comprehensive understanding of makeup?
 - because makeup services are listed under a medical license and performing procedures that are listed under any medical license is a primary responsibility of cosmetologists
 - because it will help them diagnose, prescribe medications for, and provide treatment for irregular skin conditions, illnesses, or diseases
 - because contouring, highlighting, and other face shape-enhancing techniques will help them emphasize the best features of their clients
 - because cosmetologists are physicians specialized in a medical branch of science that involves the study of the skin and its nature, structure, and functions
- Which of the following statements is true of cool colors?
 - They range from yellow and gold through oranges and red-oranges, most reds, and even some yellow-greens.
 - They represent natural, soft colors that complement any skin tone.
 - They are dominated by blues, greens, violets, and blue-reds.
 - They do not contrast with any other color.
- In makeup, _____ represent natural, soft colors that complement any skin tone, eye color, or hair color.
 - warm colors
 - complementary colors
 - cool colors
 - neutral colors
- In the context of factors affecting makeup color selection, the term _____ refers to the color of the skin's surface, and it can be affected by heredity, food habits, and sun exposure, so it may vary at different times of the year.
 - undertone
 - base color
 - transition color
 - skin tone
- In the context of complementary color choices, _____ are neutral, and therefore, any color can be applied to highlight them.
 - brown eyes
 - green eyes
 - blue eyes
 - purple eyes

continued →



REVIEW

6. Identify a true statement about everyday makeup.
 - A) It excludes camouflaging techniques to cover dark circles, rosacea, acne, in-grown facial hair, and hyperpigmentation.
 - B) It is exclusively for wealthy clients.
 - C) It usually requires a full coverage look including a tinted moisturizer, lip balm, eyebrow gel, and a little setting powder.
 - D) It is exclusively for women.

7. Which of the following guidelines should you follow when applying makeup on mature skin?
 - A) Use heavy powders instead of a light-weight formula.
 - B) Hold the skin loosely when applying makeup.
 - C) Use glitter or frosted colors to conceal age spots and skin tags typical of mature skin.
 - D) Nourish the skin with a hydrating serum to reduce the appearance of wrinkles.

8. When applying makeup on textured skin, you should use a _____ blush color to avoid enhancing the uneven texture.
 - A) shiny
 - B) bright
 - C) glossy
 - D) matte

9. In the context of facial makeup, identify a function of foundation.
 - A) It is primarily used to fill in uneven skin surfaces.
 - B) It is used to cleanse, hydrate, detoxify, and nourish the skin.
 - C) It can conceal acne, hyperpigmentation, and birthmarks.
 - D) It is used to add color to the cheeks.

10. It is recommended that people with oily skin use products that are _____, which means that they do not include ingredients that will block the follicles and worsen acne-prone skin.
 - A) alipidic
 - B) comedogenic
 - C) noncomedogenic
 - D) inflammatory

continued →



REVIEW

11. Which of the following is usually applied before lip color to define the lip's shape and keep color from bleeding?
 - A) lipstick
 - B) rouge
 - C) lip gloss
 - D) lip liner

12. Which of the following steps should you take to clean and disinfect makeup brushes?
 - A) Always place the brush into still or running water with the ferrule pointing upward.
 - B) Reshape the wet bristles of the brush after cleansing and disinfecting them.
 - C) Disinfect all brushes with wooden handles after each use.
 - D) Clean synthetic brushes only with water as they cannot be disinfected.

13. Which of the following statements is true of a spoolie?
 - A) It is used to lift and curl the upper eyelashes.
 - B) It is used to brush brows into place.
 - C) It is used to apply powder on the eyebrows.
 - D) It is used to apply liquid liner on the lash line.

14. Which of the following is a single-use makeup implement that may be used to apply lip balm, blend eyeliner, apply shadow, and correct application mistakes?
 - A) cotton swabs
 - B) spoolies
 - C) sponges
 - D) powder puffs

15. The basic rule when using facial cosmetics is that _____.
 - A) redefining every facial feature of your client can make the client look naturally beautiful
 - B) a highlight is produced when a product darker than the client's skin tone is placed on the high planes of the face
 - C) the face can be divided into five equal horizontal sections
 - D) drawing light to an area emphasizes features, while creating a shadow minimizes them

continued 



REVIEW

16. Identify a reshaping technique to reduce width from the overall face.
- A) Apply and blend a darker foundation shade from the center of the forehead down the center of the face to the tip of the chin.
 - B) Apply and blend a light foundation shade over the outer edges of the cheekbones to bring out the sides of the face.
 - C) Apply and blend a lighter foundation over the chin and neck.
 - D) Apply and blend a darker foundation shade on the outer edges of the temples, cheekbones, and jawline.
17. Identify a reshaping technique to enlarge small lips and mouth.
- A) Use a medium-color liner to draw a soft curve inside the peaks of the Cupid's bow.
 - B) Draw a thin line just inside the natural lip line and use soft, flat lipstick colors.
 - C) Outline upper and lower lips with a soft color to create proportion and fill in with flattering color.
 - D) Outline both the upper and lower lips and fill in the lips with soft or shimmery colors.
18. In the context of balancing skin tones, for ruddy skin (skin with a reddish hue that may be sensitive, wind-burned, or affected by rosacea), you should apply a _____ concealer or primer on the affected areas and blend carefully.
- A) green
 - B) orange
 - C) pink
 - D) blue
19. During a makeup consultation with a client, you should _____.
- A) gather important information about the client, including skin condition and sensitivities
 - B) prepare the tools that will be required for the makeup application process
 - C) determine whether the client will be able to pay for the makeup service
 - D) check if the client is fine with the use of a curette
20. Which of the following statements is true of lighting in the context of makeup application?
- A) Artificial lighting is the best choice for makeup application.
 - B) Ring lights enhance the contours and highlights of the face.

continued →



REVIEW

- C) Overhead lighting should create a pattern of light and dark shadows on the face.
- D) Fluorescent light is more flattering than incandescent light.
21. Which of the following guidelines should you follow during blush application?
- A) A vertical application of blush will make the face look wider, whereas a horizontal application of blush will tend to make the face look narrower.
- B) Blush should blend into the hairline.
- C) Apply cream blush before powder so it blends into the foundation.
- D) Always apply blush in a solid circle on the apple of the cheek, beyond the corner of the eye, or blended outward between the cheekbone and the nose.
22. Identify a guideline that you should follow to avoid the spread of infection during makeup application.
- A) Perform a makeup service on a client with a suspected eye infection only after performing a thorough medical exam.
- B) Wash your hands properly before any service.
- C) Never sharpen the eye pencil once you start applying eye makeup on a client.
- D) Apply gloss or lipstick directly to the lips from the tube or container.
23. In the context of types of lashes, _____ are eyelash hairs on a strip applied with adhesive to the natural lash line.
- A) flared lashes C) individual lashes
- B) clustered lashes D) band lashes
24. Which of the following terms is sometimes used to describe the process of applying groups of individual eyelashes along the lash line?
- A) eye tabbing C) eyelash tinting
- B) eyelash perming D) eye curling
25. The process of chemically curling the lashes is known as _____.
- A) eye curling C) eye tabbing
- B) eyelash perming D) eyelash tinting

finished!

Practical Skills

Self-Evaluation Checklist

Regular self-assessment helps you to improve your technical skills and achieve success. After performing each procedure, review the procedure steps in the textbook and rate yourself as "Competent" or "Needs Work," and write in comments on how you were successful or where you can improve. Rating yourself helps you identify your strengths and weaknesses and develop your own plan for improvement.

CRITERIA	COMPETENT	NEEDS WORK	COMMENTS
PROCEDURE 19-1 BASIC PROFESSIONAL MAKEUP APPLICATION			
Preparation			
Procedure			
Post-Service			
Timing			
PROCEDURE 19-2 FALSE EYELASH APPLICATION			
Preparation			
Procedure			
Post-Service			
Timing			