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Chapter 1: How to Apply Cover Stick/Concealer

We all would love to have naturally flawless and glowing skin, but we don’t. Like it or not, the stress of hectic work schedules, the build-up of pollution in the environment, poor eating habits and unhealthy lifestyles all take a harmful toll on your skin. Considering how delicate our skin and its complexion are, they are highly sensitive to any and all of these things.

The most common way your skin reacts to such adverse changes in the body and routines is by growing blemishes, pimples and showing discoloration. While nothing can substitute healthy eating, good hygiene and good sleep, most of us look for shortcuts in our daily life to cover these blips on our face, so we can put forward our best face daily. One such popular and safe solution to covering and concealing such facial problems is by applying a cover stick or concealer.

What can it conceal?

Just as its name suggests, this makeup tool helps conceal dark circles, broken veins, black heads, skin discoloration etc., which most of us suffer at some point or another in our lives. Today, such concealer sticks have found a place in almost all women’s vanity kits, who simply swear by its effectiveness and ease of application. Such a cover stick is especially great for women on the go, who either don’t have the time or the inclination to use too much makeup. Since such concealers are creamy and soft, they gently glide on your skin and settle seamlessly on the surface to give it a natural, flawless glow.

In fact, many women prefer using such sticks to spending time applying coats of foundation. Many others use it over their foundations, and some others under their foundation to ensure complete skin coverage. But the best way to use a concealer is to use it as a base and dust some loose powder or blush over it with light brush strokes. Cover sticks are a very useful and versatile makeup product that can be used by themselves or in combination with other makeup products.

Buying the right cover stick

If you too are looking for such a simple and wholesome solution to your ‘on and off’ skin problems, then investing in a good cover stick/concealer is the best bet for you. While shopping for one, always choose
one which is produced by a reputed brand. And even then, never go by the quality alone and always do a spot test or a patch test to ensure that it is compatible with your skin. Here, it is important to try on some concealer in the natural light as well to ensure it blends well with your overall skin tone.

Since most such cover sticks are made of chemicals, a patch test on the underside of your wrist, or on your neck or even on your jaw line would ensure two things. Firstly, it would help you establish that your chosen shade of concealer stick blends well with your skin undertone. Secondly, it would help you establish if it suits the pH balance of your skin or not. Both these things are crucial, as an ill matched cover stick would only serve to highlight your skin flaws, rather than hide them and leave you with itchy, red or in worse cases blotchy looking skin.

**The trick to applying it correctly**

Generally there are two ways of applying such a concealer. The first method is to dot your whole face, especially the areas you want covered, and gently run your concealer brush over your face blending these dots with your skin in outward strokes. This needs to be done with a light hand and many women simply use their index finger to blend the dotted concealer with their skin, in order to give their whole face an even and neat complexion. Many other women use their concealer to only cover their facial flaws, and hence only dab some on their problem areas alone, blending it slightly with their surrounding skin.

Having established that, it is good to know that such concealers also come in various colors and shades to battle specific skin problems. For example, a green cover stick works the best when applied to red areas of your skin, such as on and around pimples and red veins that can be commonly seen around your nose. A purple shade cover stick works the best on yellow or discolored areas of your skin such as pigmentation marks, while an orange concealer stick generally works the best on areas with a bluish tinge such as those dark under eye patches. Your concealer may also have a blue or pink shade. Blue counteracts orange tones typically caused from uneven or excessive tanning or self-tanning where a pink shade covers green areas such as green veins.

When using a corrector concealer with shades of green, purple, orange, pink or blue, then think of the color wheel. To cancel out a certain color you should use the opposite color on the color wheel e.g. you would use green on red areas because the opposite color of red is green on the color wheel.
A word of caution

As easy to use and effective as these cover sticks or concealers are, you need to ensure two things for best results. Firstly, avoid sharing your cover stick with other women, as you could catch contagious skin bacteria and allergies from them such as acne. As a makeup artist you should always clean your brushes after each client. Secondly, avoid using a cover stick beyond its expiry date, as the chemicals in such kind of makeup products break down after that period and are not conducive to delicate skin after that.

Also, when not in use or in warm weather, you can store your concealer in the refrigerator, as it is prone to melting and lasts better when refrigerated. Another must do is to always wash your hands before dotting your face or blending your concealer. If you believe in applying it on your face directly, then keep the stick clean and free of germs by wiping it down with a wet wipe after each application. Also, never sleep with a concealer on, as it may clog your pores, causing more skin eruptions.

As a best practice, always wash your face and gently pat it dry before using a cover stick, and after removing it, to ensure all your pores are breathing. There are numerous kinds of concealers available in the market and you must settle for the one friendliest to your skin. For example, if you have oily skin then a gel based cover stick or water based one would suit you well, and for dry skin a creamier stick would work well.

The hallmark of any good stick concealer is that it should not stretch or dry your skin; instead it should look and feel natural. If applied well and effectively, such a good quality, waterproof cover stick can even do away with the need of foundation, lifting your face and making it look fresh and bright by itself.

How to Apply Cover Stick/Concealer Practical Video

Click Here to Watch the Practical Video

The following items from our Makeup Kit will be used:

- 130 Concealer Brush
- 10 Color Concealer Palette
- Corrector Concealer Quad

Now let’s start with the practical...
First we will show you how to apply concealer using the Corrector Concealer Quad. The Corrector Concealer Quad is used on areas such as dark circles, pigmentation marks, pimples, scars and under-eye circles:

Step 1: Clean the face or wipe it with facial wipes to make sure that the skin is free from any makeup residue.

Step 2: Examine the skin to see if there is any area that needs advanced covering such as dark circles, pigmentation marks, pimples, scars, under-eye circles, etc.

Step 3: Use your green concealer on any red areas such as red veins or pimples.

Step 4: Use your purple concealer on any yellow areas such as pigmentation marks.

Step 5: Finally, use your orange concealer on areas with a bluish color such as dark under eye circles or patches.

Now we will show you how to apply concealer using the 10 Color Concealer Palette. The 10 Color Concealer Palette is used on areas where there are uneven skin tone:

Step 1: Clean the face or wipe it with facial wipes to make sure that the skin is free from any makeup residue.

Step 2: Examine the skin to see if there is any area that needs advanced covering such as uneven skin tone.

Step 3: Finally, take your concealer brush and dip it into the concealer. The concealer must be one to two shades lighter than the skin tone. Apply the concealer on the areas to create a more even appearance.
Chapter 2: How to Apply Foundation

Makeup experts and cosmetics companies have created a product called foundation. The makeup foundation, as its name suggests, is the base or foundation on which you can build yourself a new face, by adding color to it in the right places and highlighting your best features.

There are many advantages of using a foundation. Laying a good coat of foundation on your face is crucial as it promises to hold your entire eye and cheek makeup together, come sun or rain. Also, using foundation on top of your concealer is a great way to give extra coverage to those under eye dark circles, scars, acne, blemishes and uneven skin tones. It is particularly a great product for ageing women struggling to cope with fine lines, freckles, age spots and wrinkles. Ever since this particular makeup product has been introduced, its popularity and demand has increased manifold.

As a result, foundations of all shades, tints and hues are available in the market today. And not just that, even the texture of foundation has changed over the years. From liquid, cream to gel, matt and powder, foundation is now available in all forms and aims to fulfill the unique skin needs of all women. The versatility of this product is obvious from the fact that it can be applied either with your fingers, by common face sponges or even by specially designed foundation brushes that help you glide it on for a smooth and soft look.

Choosing the right foundation

When it comes to buying the right foundation, there are two main things to consider. First, the foundation that you choose should match your skin undertone. For example, if you have a warm skin tone then you should try on foundations of shades of yellow, for cool skin tones you can try on shades of blues and pinks. If you have a neutral skin tone, then you can try on shades of beige for a foundation. Here, it is best to never go by what someone else uses. This is because two people may have the same skin color, but they cannot have the same skin undertone, as that is something determined by numerous factors including your genetics.
The perfect foundation for you can be found only by trial and error, wherein you do a market research to see what shades the best cosmetic brands in the market are offering. Even then, don’t just settle for anything that looks similar to your skin tone, as your foundation should be an exact match of your skin tone, no less or no more. And the only way to determine that is by trying out various shades of foundation in natural light. The best place to try on foundation is between your lower cheek and your jaw line. Should the foundation blend in perfectly and become invisible, you have a winner.

Once, you have found the correct shade of foundation, the second step is to decide which texture will suit you the best. Makeup artists and skin experts generally advice that should you have an oily skin texture, you should buy a matte-powder foundation (also named as a 2-in-1 foundation) as the powder minerals are known to absorb the excess oil on your face, ensuring that your makeup does not melt away. For dry skin, a cream based stick or liquid foundation is good as these products come with specially created moisturizing ingredients that work to keep your skin hydrated under all that makeup. For combination skin, an oil-free foundation is best, as it will work well on your oily T-zone as well on your dry cheeks.

**Applying your foundation**

When it comes to applying your chosen foundation, always begin by giving your face a light scrub, and then gently pat it dry with a clean towel. Should you want, you can follow this up with a light coat of moisturizer over your face and neck. Women generally choose to apply their foundation in two ways. Some women, who are not inclined to do much makeup, prefer to do spot application only, in which they dab some foundation on their problem areas such as under eye circles, scars and blemishes, and go about blending it with their skin tone. While there is nothing wrong in using your foundation as a concealer, it can become tricky. In such cases, if the foundation is not blended well or if the shade of the foundation is not the same as your overall skin tone, it could make you look really absurd, to say the least.

However, the best and the most popular way of applying foundation is to do a full face coverage to ensure an overall balanced and even skin tone. One method is to start by dotting your face with your chosen foundation and then using a sponge or a foundation brush or even your index finger to blend it well with the skin. The two most important things here are that you need to be gentle and make soft strokes with your chosen tool of application and secondly, never rub in your foundation. Foundation is not moisturizer which needs to be rubbed in to hydrate skin pores, its job is to stay on top of your skin, protecting it and hence it needs to be glided on.

While applying foundation, don’t neglect your neck, nose, jaw line or your hairline. The foundation should be blended starting from your hairline down to your neck; otherwise in natural light your skin will reflect
two or three shades of skin. Once you feel that your face is suitably covered, dust a little translucent powder or blush on it and your foundation shall settle in no time. Once this is done, you can carry on with the rest of your face, eye and lip makeup. Here, it is good to remember that you should always start by applying a thin layer of foundation, put more only if needed, or you may end up with a caked look.

For beginners

If you are looking to apply foundation for the first time, then it is always better to experiment with a powder or cream based foundation, as these are the easiest ones to apply. While a powder foundation needs to be brushed onto the skin in light outward strokes, a cream based foundation has to be simply glided on using a soft makeup brush that may come along with it. These are best for a novice as they are applied and removed easily. Hence, these are the best to experiment with, in terms of realizing how much foundation you actually need for your face.

Also, it is best to keep a soft cloth or a packet of wet wipes handy while applying foundation for the first time, so you can erase and start again. Try putting on your foundation next to a window where there is abundant natural light to ensure you are getting the right skin shading done in the right places. Always apply makeup, like foundation, in a cool room, or under or near an air conditioner. This shall ensure your foundation settles well and fast, and binds with the rest of your makeup well. Going in for a waterproof foundation is also a good idea especially during the monsoon or the winter months, as that ensures that even if your makeup like eye shadow and lipsticks fades or gets washed away, your foundation shall continue to give you an overall flawless skin look.

Once applied, remember to wipe your foundation stick, and clean your sponges and brushes well as they tend to harbor bacteria which could germinate till the next application. Also, your foundation may be skin friendly, but it is still artificial makeup at the end of the day and therefore it needs to be removed before you turn in for the night. Foundations are made up of natural and artificial minerals and ingredients that tend to break down after a certain time period. Once this happens, they too can do damage to your skin.

However, if you apply, use and remove your foundation well, you will actually see a marked improvement in your overall skin tone, because your foundation acts as a shield for your skin protecting it from harsh sun rays, pollution and dust. For this reason, it must be periodically removed to open your pores and let them breathe.

Foundation can be simply wiped away by wet wipes, or you could always invest in some good quality makeup remover and use some of that on a cotton ball to remove all traces of foundation from your face.
Once this is done, you must wash your face with a gentle face wash or a soft scrub like papaya scrub and pat dry. Follow this with a night time moisturizer and your skin will look and feel great, both day and night.

**How to Apply Foundation Practical Video**

[Click Here to Watch the Practical Video](#)

The following items from our [Makeup Kit](#) will be used:

- Liquid Foundation
- Foundation Quads
- 125 Foundation Brush
- Wedge Sponge
- Stainless Steel Mixing Palette and Spatula

Now let's start with the practical...

First we'll do a demonstration on how to use the Quad Foundations.

Step 1: Take 3 similar shades of foundation and apply it underneath each other onto the cheekbone. The color that blends in with the normal skin tone is the correct one to apply.

Step 2: Wipe off the 3 foundation colors.

Step 3: Take your 125 Foundation Brush and apply the foundation directly from the quad onto the face.

Step 5: Begin at the one side of the face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If the neck color is hugely different than the color of your face, then you need to apply the same shade foundation onto the neck as well.

Step 6: Finally, take a Wedge Sponge and blend the foundation from the hairline, working downwards towards the jaw line.

Now we'll demonstrate how to apply foundation using the Liquid Foundations.

Step 1: Take 3 similar shades of foundation and apply it underneath each other onto the cheekbone. The color that blends in with the normal skin tone is the correct one to apply.
Step 2: Wipe off the 3 foundation colors.

Step 3: Squeeze the correct foundation color onto your Stainless Steel Mixing Palette and blend it with your 125 Foundation Brush.

Step 4: Begin at the one side of the face and work your way to the other side. Make sure that you apply the foundation in downwards stroking movements. If the neck color is hugely different than the color of your face, then you need to apply the same shade foundation onto the neck as well.

Step 5: Finally, take a Wedge Sponge and blend the foundation from the hairline, working downwards towards the jaw line.
Chapter 3: How to Apply Loose and Pressed Powder

When you think of makeup, there is no one product or cosmetic that stands out from the rest. There are a lot of elements and ingredients that constitute makeup and blend together to give your face a flawless glow. A well applied foundation and nicely blended concealer can work wonders for your patchy and discolored skin, but they alone cannot hold your new face together for very long. This is because no matter how high quality your foundation or concealer is, they need to be held solidly in place with the help of powder.

Powder is a crucial ingredient of good makeup. Powder promises to hold and set your base of foundation in place while you apply other makeup to it such as eye makeup, blush, etc. In the absence of powder dusted on your foundation, applying such makeup is very difficult as in most cases; the blush doesn’t reflect well or gives a patchy look to your skin. Not surprisingly then, world over makeup artists and skin experts have argued the importance of dusting some tinted or translucent powder over your foundation to give your face an ethereal and natural glow that stays on for long.

When buying your powder

Today, there are so many powders being sold in the market that it is, at times, confusing to understand as to which powder would suit you best.

If and when you find yourself in such a confusion, the best thing to do is to take some time out and reflect on why you need such a powder and how do you plan to use it. There are different powders that rectify different skin ailments. For example, if you are prone to dark circles and are looking to conceal them with some concealer and powder then you need to buy some loose powder which can be lightly dabbed in the under eye area to better camouflage your concealer. Similarly, there are different kinds of powders available in the market for oily skin, dry skin and uneven skin tone to name the most popular ones.

That having said, the same shade and brand of powder may not suit all types of skin tones. That is why you should always try on your powder before buying it. Actually, the best thing to do is to buy your powder along with your foundation or concealer, depending on which one you use more often. This way, when you
try on your foundation in the shop, you can blend in different shades of powder as well to see which give you the best coverage or the best glow.

Kinds of powder

Generally there are two kinds of powder available in the market, namely pressed powder and loose powder. Given your complexion and skin ailments, you can choose either one of them.

Pressed powder is just as its name suggests - loose powder pressed well together and set in a portable and convenient container that can be easily and safely carried around in your handbag, vanity kit or even purse. Loose powder is on the other hand, powder that is not packed tightly and comes in a handy canister or a box with a screw lid.

An important thing to consider is the coverage required from the powder. It is generally felt that loose powder offers a more natural look because of its light-as-air quality. Plus, such loose powder goes well with foundation, since its light nature ensures this powder gels well with your chosen foundation and sets immediately. Pressed powder on the other hand, is slightly heavier and hence good for spot application, such as covering or dabbing on pimples and zits. For this reason pressed powder is generally preferred for carrying around and doing quick and easy touch-ups around the clock.

The last thing to remember is that if you are buying loose powder, then you also need to invest in a good quality, thick brush to ensure natural and full coverage. Should you be buying pressed powder, then you need to look for a good powder pad or sponge. Using a sponge to dab your pressed powder will give the best results if you are looking to cover your problem areas such as under eye dark circles.

Applying your powder

A best practice that most makeup experts swear by when it comes to powder in particular is ‘less is more’. Always keep this in mind while applying your powder over the foundation. To begin with, apply your matching foundation and concealer in a cool room and allow it a minute or two to settle down. Next, carefully open your pressed powder or your loose powder container and dip your brush or sponge in it. Always remember to gently tap your brush or sponge against the container to dust off all that extra powder clinging to the brush or pad. Some women prefer to wet their sponge in a bit of water and then dab it in powder before applying it on their face for better coverage.

If you are using a powder brush, then the next step is to hold your brush very softly and press it over your whole face and neck, making sure that you cover your whole face. Here you can start from your cheek
bones and go up till your hairline. You can also apply it on your neck area to ensure that in natural light, different shades of skin are not visible. Should you be using a powder pad or sponge, then you must lightly dab and press in onto your face. Begin by applying it along the cheek bones and the jaw line. This helps refine and sharpen your facial features.

Lastly, always use little powder at a time, or else you would end up with an unnatural look. Once you've applied your powder remember to wash and dry your brush and sponge well before the next use.

How to Apply Loose and Pressed Powder Practical Video
Click Here to Watch the Practical Video

A well applied foundation and nicely blended concealer alone cannot hold your new look together for very long. This is where powder comes in to hold your makeup together. Generally there are two kinds of powder available in the market, namely pressed powder and loose powder.

Loose powder offers a more natural look because of its light as air quality. Plus, such loose powder goes well with foundation, since its light nature ensures this powder gels well with your chosen foundation and sets immediately.

Pressed powder on the other hand, is slightly heavier and hence good for spot application. For this reason pressed powder is generally preferred for carrying around and doing quick and easy touch-ups around the clock.

The following items from our Makeup Kit will be used:

- HD Translucent Powder
- 6 Color Pressed Powder
- 126 Powder Brush

Now let's start with the practical...

First we'll demonstrate how to use the HD Loose Translucent Powder:

Step 1: Take your HD Loose Translucent Powder and dip your 126 Powder Brush into it. You may shake off the excess powder by gently dusting the powder brush on the top of your hand. Begin by pressing the powder onto the face, working from the hairline downwards to the jaw line.

Step 2: Wipe your powder brush with a clean tissue to remove any excess powder from it.
Step 3: Finally, take your powder brush and remove any excess powder from the face by brushing over it while making stroking movements.

Now we’ll demonstrate how to use the 6 Color Pressed Powder:

Step 1: Take your 6 Color Pressed Powder and use your 126 Powder Brush and dip it into the powder.

Step 2: Take your powder brush and begin by pressing the powder onto the face, working from the hairline downwards to the jaw line.

Step 3: Wipe your powder brush with a clean tissue to remove any excess powder from it.

Step 4: Finally, take your powder brush and remove any excess powder from the face by brushing over it while making stroking movements.
Chapter 4: How to Apply Eye Shadow and Eyeliner

A woman’s eyes are perhaps the most beautiful feature of her face. They have a life of their own, they express emotions and feelings and when light up, they put a glow on your whole face. While we are all gifted with beautiful eyes, our fast lifestyles, poor habits and irregular routines tend to take a toll on our delicate eyes, leaving them dull and sometimes even with dark circles under them. This is where eye makeup can do wonders for your eyes, by highlighting them and correcting their flaws.

However, unlike face makeup, eye makeup is not easy. This is because while doing face makeup your canvas is vast, giving you ample scope and space to experiment, but when it comes to eye makeup you have to be extra careful as eyes are a comparatively smaller and delicate canvas. Overdoing your eye makeup should certainly be avoided but knowing what is too much only comes from regular practice. Try to invest in good quality makeup products. Quality products will make the task much easier and a lot more fun.

Choosing the right eyeliner and eye shadow

It is important to carefully select your eyeliner and eye shadow. Here it is important to select colors in the same color combination or color range.

You could also match your eye makeup to your overall skin tone. For example, if you are not particularly fond of heavy makeup and normally just wear tinted moisturizer or concealer, then the best eye shadow colors would be nude, beige or shades of brown for day wear, if you are fair and plum. Use tan or berry if you are whitish in complexion.

For such women who like to wear minimal eye makeup or wear subtle makeup to the office, a plain black, brown or tan eye liner is the best as it will open up your eyes and give them a defined shape. Experts also feel that matching your eye makeup to make it contrast with your iris color brings out the best results.
Applying eye makeup

First things, first! Always tweeze and shape your eyebrows before starting your eye makeup. Then wash your face well, especially around the eyes and pat dry. Never scrub the area under and around your eyes too harshly, as it is bound to backfire and in worst cases lead to skin breakage. Next, apply your foundation and blend it well from your hairline to your jaw line, including around your eyes and over your eye area. Now, delicately dab some matching concealer in your under eye and surrounding area. Next, dust some tinted or translucent finishing powder on your face and let it set for a moment. I always recommend applying primer, concealer, foundation and powder and then work my way downwards towards the rest of my face.

Experts generally believe that layered eye makeup gives the best results as it blends really well. To achieve such a flattering look, you need to apply three shades of complimentary eye shadow colors. This is where an eye shadow palette comes to your rescue as it offers you the best similar shades along with a convenient brush designed to apply them. Start by choosing a light base color eye shadow (such as white, cream, beige or champagne, etc.) that is almost similar to your eyelid color. Apply it on one eye and then the next.

Once the base is applied, you can apply different shades of eye shadow depending on your requirement. For example, if you have small eyes and you want to make them look bigger, then you can apply a medium color eye shadow such as light brown or lavender, etc. in the crease of your eye and take the eye shadow upwards at the end of the eyes. Dark shades of color generally look the best when applied in the outer corners of your eyes as it gives your eyes a smoky, smoldering look. Apply a highlighting color like champagne just underneath your eyebrow.

Since eye makeup is all about blending the shades well, you need to put minimum pressure and keep your strokes short and delicate. Here, it also helps if you keep a wet wipe or cotton swab ready should something spill out or not blend well. Once blended, you can always dust some setting powder on your eyes as well, to hold it and help it set better.

Applying eyeliner

Once your eye shadow is done and set, you can start with applying your eyeliner. Eyeliner is a must for eye makeup, because irrespective of the size and shape of your eyes, it can ensure that your eyes stand out and look stunning. In fact, many women don’t fuss with eye shadow and go straight away for eyeliner. The best way to apply an eyeliner pencil is to line your upper and lower eye lashes at their very base. Do the top first,
working from the outside to the inside corner of the eyes. Here you can use a thin or a thick line depending on the look you are going for.

However, the best approach is to begin by drawing a thin line, and draw a thick line on top of it. If you want the wide eye effect then it is best to draw a line from the iris to the outer eyelashes only. For a more softer and natural look gently and deliberately smudge your eyeliner towards the lashes and do this along the shape of the whole eye. And should you want to make your eyes appear bigger than they are, then you have to extend the eyeliner pencil a little past the corners of your eyes. However, there is no fixed rule as to how and where to apply your eyeliner and each eye has a different shape and size. So, you need to practice and experiment before zooming in on a preferred style of eye makeup.

**Dos and don’ts of eye makeup**

Since eyes are such a delicate part of the body, every form of makeup you apply on or near them has to be of good quality and tested first. While using an eyeliner pencil, ensure that it is not too sharp or too blunt. If you don't have an eye pencil sharpener handy, and have to choose between a sharp and a comparatively blunt pencil, always go in for the blunter one. This is because using such a sharp eye pencil is always a hazard, to the extent that even experts with practiced hands, blunt them on a tissue or surface before applying them. This will make the application easier where the eyeliner is soft enough to simply glide on.

Also, if possible, explore the idea of liquid eyeliner as these are great alternatives to using a pencil. Such eyeliners are soft and silky smooth so they can never hurt your eyes, should your hand occasionally slip or slide. Plus, such eyeliners have an added advantage where they offer more variety of metallic shades from which to choose from. You should sharpen your pencils and clean your brushes after every client to keep it clean. Never use a wet makeup brush, as that would never give the desired matte look you need.

Lastly, whichever eye makeup you choose to buy, you should ensure that it goes well with your overall skin type. Pencil eyeliners tend to smudge often on oily skin, so instead, try liquid eyeliners. Gel or cream eyeliners also work good on such skin types and fare equally well on dry and combination skin. Powder eyeliners are trickier to apply because of their nature and hence not good for amateurs.
How to Apply Eye Shadow and Eyeliner Practical Video

**Click Here to Watch the Practical Video**

The following items from our [Makeup Kit](#) will be used:

- 15 Color Eye Shadow Palette – Neutral
- 221 All Over Eye Blender Brush
- 204 Crease Brush
- 219 Precision Crease Brush
- Brown, Black or Grey Eyeliner Pencil

Now let’s start with the practical...

**Step 1:** Take a highlighting color like white, champagne, gold or beige. Apply this color with your 221 All Over Eye Blender Brush, starting just underneath the eyebrows till the eyelids.

**Step 2:** Take your 219 Precision Crease Brush and apply a medium eye shadow in the crease of the eyes.

**Step 3:** Take your 204 Crease Brush and dip it into the darker eye shadow. Apply this color on the outside corners of the eyes, in the crease. Create a “v” shaped curve. Blend this color so that it blends in with the rest of the eye makeup.

**Step 4:** Take a brown, black or grey eyeliner pencil or liquid eyeliner. Start by lining your eyes with the eyeliner pencil or liquid eyeliner that you have chosen. Always do the top first, working from the outside to the inside corner of the eyes. Make sure that you draw the line almost into the eyelashes; otherwise there will be a gap between the eyelashes and the eyeliner line. Do the same underneath the eyes. If you’re using eye shadow color instead, then apply the color with your 207 Angled Eyeliner Brush.

If you want the wide eye effect then it is best to draw a line from the iris to the outer eyelashes only. For a more softer and natural look gently and deliberately smudge your eyeliner towards the lashes and do this along the shape of the whole eye. And should you want to make your eyes appear bigger than they are, then you have to extend the eyeliner pencil a little past the corners of your eyes.
Chapter 5: How to Apply Mascara

The best thing about makeup is that it is like trick photography; you can play with it and experiment with it wholeheartedly, till you get a look that flatters you. Makeup, especially eye makeup, is most commonly used to do two things. It is either used to highlight or enhance the best attributes of your face and eyes, or it is carefully applied to draw attention away from your facial flaws. In both cases, it can work to your advantage if done right. A good example of such helpful makeup is mascara.

Mascara is generally considered the most popular form of eye makeup as it today falls in the unisex makeup category, with both men and women using it to play up their eyes. The main purpose of mascara is to visually extend the appearance of your lashes. So who should use mascara? Everyone, because it is such a nifty makeup product, that it can do wonders for any and all eye shapes and sizes.

Using a lash curler and mascara

Once your overall face and eye makeup is set, you can turn your attention to applying mascara. Here it must be mentioned that while buying your mascara, you must always invest in a good quality lash curler as well, as the two (lash curler and mascara) give the best results when applied one after the other. The biggest advantage of lash curlers is that they gently curl your eyelashes temporarily and open up your eyes to give the impression that they are bigger in size.

While using a lash curler, the trick is to be gentle but firm. Put your open lash curler on your upper eyelash and squeeze gently for about 10 to 20 seconds and then leave. Once done, you can start applying your mascara by opening it and dabbing the lash liner brush against the rim of the tube. This ensures there is just the right amount of mascara on your brush. Next, position yourself in front of a mirror with an overhead light and put the mascara brush at the base of the upper eyelid, making zigzag movements till the end of the lash. Do this two or three times, looking in the mirror, ensuring that your eye lashes are separating and not clumping together. Short and light strokes give the best results.

Some mascara kits come with a handy lash comb as well. Once you have one coat of your mascara on, use this small brush to comb out your lashes, preventing them from sticking to one another. Here it is good to remember that this exercise of combing your eyelashes should always be done while they are still damp.
from the freshly applied mascara. Should you attempt to comb your eyelashes once they are dry, the chances are high that the mascara might peel or flake off into your eyes and on your face.

Using your mascara stick on the lower eyelashes is generally more difficult, as most of us have thin hair or hardly any hair there. The best way to go about this is to look into the mirror, pull your face down a bit and hold your mascara stick perpendicular to your eyes and lightly start running it over the eyelashes you can see in the lower row. If you are one of those gifted people who have thick lower lashes as well, then you can apply your mascara exactly the same way and in the same quantity as your upper lashes.

While applying your mascara, it is best to have some cotton buds or wet wipes handy. Should your mascara crack or spill, you can always wipe it away immediately. If you have applied a bit of mascara onto your eyelid by mistake, then you can just use a cotton bud containing makeup remover and remove the spilled mascara. Here, remember to do only a small spot application or else you may end up smudging all your eye makeup and may have to start from scratch again.

Mascaras now come in all shades but the best ones are those in dark colors (black, brown and tan) as a nice thick coat of such makeup can make your eyes look big and deep. Companies have now started taking out transparent mascara as well for people who already have thick eyelashes and only want to comb them and highlight them. Such mascara is also great as it leaves you with a bright eyed, fresh look and can be worn day and night since it has no color. However, it is important to never sleep with mascara on. Ensure that you always wipe or wash it off before going to bed.

Lastly, using waterproof mascara is a good idea because eyes generally do water occasionally and the sweat factor adds to the dangers of your mascara going into your eyes. Also, too much of mascara can backfire and give your lashes an artificial look. Since the idea of using mascara is to create a subtle, thick, long-lash look with big eyes, just two or three coats of any mascara is enough. After its application you should immediately put your mascara brush back in its tube or else it will dry and become crumbly, to the extent that you would not be able to use it again.
How to Apply Mascara Practical Video

**Click Here to Watch the Practical Video**

The following items from our Makeup Kit will be used:

- Eyelash Curler
- Mascara

Now let’s start with the practical...

**Step 1:** Take your eyelash curler and ask your client to open the eyes and look straight ahead.

**Step 2:** Place the open eyelash curler on the upper eyelashes and gently squeeze for a few seconds.

**Step 3:** Take your mascara and ask your client to keep the eyes closed. Use your other hand’s thumb and gently lift the eyelid up. Put the mascara brush at the base of the upper eyelid and make zigzag movements till the end of the eyelashes. This movement will prevent the eyelashes from clumping and will give them a fuller look.

**Step 5:** Repeat this process 2-3 times until you get the desired look.

**Step 6:** Finally, apply mascara onto the lower lashes with straight downward movements.

Always remember that mascara should only be used to give your eyes a subtle, thick and long-lash look and therefore you mustn’t overdo it. Another important thing to remember is to immediately put your mascara brush back into its container after use, otherwise it can dry out.
Chapter 6: How to Apply Blush

We all would love to have rosy red or pink shell colored cheeks, but only a few of us are gifted with these in real life. For the rest of us, we can only find solace in makeup such as blush to give us that perfect look. Blush is usually applied after you have applied concealer, foundation, powder, eye shadow and eyeliner. However, many women who don’t like to go in for full face makeup prefer to use blush after a tinted moisturizer or foundation.

The first step in choosing a good and flattering blush is to match it with your skin tone or complexion. Experts believe since blush is used to create an artificial flush of color on your cheeks, it is best to match it with the real color of your flush. For this, you can always try giving your cheeks a little pat to see the color that appears after, or you can do something strenuous like taking a quick brisk walk around the corner to work up a face flush and then match your blush on to that particular hue of your skin tone.

Once you know your complimentary color of blush, you can then go about looking for a texture that suits you best. Since there are numerous blush cosmetics available in the market, it is best to take your time and find one that suits your skin type well. Generally, powder blushes work very well on oily skin, as the powder absorbs the extra oil. However, if you have dry skin then a cream based blush is a good idea. For combination skin, a gel based preparation works well.

While some blushes come with their own brush, you should invest in a quality blush brush with natural hair. This brush covers the maximum area and also ensures that it is evenly distributed on your cheeks giving it the natural glowing look.

Applying blush

While there is no hard and fast rule as to how to apply blush, you should never apply too much of it. Rather start with a small amount and add more if needed. For this, begin by completing all your other makeup (concealer, foundation, powder and eye makeup) and allow it to set. Next, run your blush brush in your chosen shade and dab it slightly on the rim of the container, to dust off extra or excess blush. You may also rub the brush over your hand to remove the excess.
Once your brush has the correct amount of blush on it, look in a well-lit mirror and smile pulling your lips apart. This process helps you locate your cheekbones or the ‘apple’ of your cheeks. However, some experts say that making a fish face works even better as it exposes the round rises or mounts of your cheeks that naturally tend to flush.

Once located, you need to target this particular area and glide your blush brush across this zone in broad, outward strokes. Another way of applying it is to locate the apple of your cheeks and place your brush right in its center and from there start brushing outwards and in circular movements, as this gives a more natural looking coverage. Similarly, if you are using a liquid, gel or cream based blush then start by dotting the core of your cheek mounts and lightly blend the blush outwards with your middle or index finger. Use another clean finger or sponge to remove any excess blush that could not get blended.

If you have facial hair, then using downward brush strokes is a good idea as it would ensure these small hair stay down, rather than be combed in the opposite direction which would make them stand up, resulting in uneven application.

**Tips for amateurs**

While applying blush, should you suddenly realize it is too much or not well applied then keep a box of translucent powder handy to apply on the area. This ensures two things. Firstly, it would help tone down whichever shade of blush you have generously applied, and secondly it would also help settle and set your overall makeup. Since this setting powder is translucent, it would not interfere with the overall color of your makeup. Another great tip that I normally use is to take your foundation sponge and lightly swipe it over your applied blush color. If too much pink or red blush has been accidentally brushed on, then you could always use some sober natural looking tinted powder as well, to bring your cheeks closer to their natural color.

However, if you used a cream or liquid based blush and have overdone it then the only solution is to keep some blotting paper handy and dab it to your cheeks where needed, as this would ensure all the excess blush is absorbed on to the tissue.
How to Apply Makeup Professionally

How to Apply Blush Practical Video
Click Here to Watch the Practical Video

The following items from our **Makeup Kit** will be used:

- 127 Blush Brush
- 10 Color Blush Palette - Bright
- 15 Color Eye Shadow Palette - Neutral

Now let’s start with the practical...

If you or your client has no visible cheekbones, then the following method must be used.

Step 1: Take your finger and determine where the cheekbones are. This then is the area that needs to be contoured or shaded.

Step 2: Take your 127 Blush Brush and apply a dark shade of powder, bronzer or blush just underneath the natural cheekbones.

Step 3: Finally, take the same brush and dip it into a light cream, beige or white eye shadow color. Apply this color just above the natural cheekbones.

By doing this, you will create the illusion that she has nice accentuated cheekbones.

If you simply want to have a natural glowing look no matter if you do or don’t have visible cheekbones, then you can apply the blush in the following way.

Step 1: Take your blush brush and dip it either into the bright or neutral color blush palette. Shake off any excess blush onto your hand or dab it slightly on the rim of the blush box.

Step 2: Ask your model or client to smile and apply the blush upwards in a straight line, beginning opposite to the nose and taking it upwards till the outside corner of the eyes.

Step 3: Take the same brush and make circular movements over that line that you have drawn. This will ensure that there are no visible streaks on your cheeks.

Please Note That:

- If too much blush color has been used, then you can take your foundation sponge and lightly swipe it over the applied blush color. If the previous method is not for you, then you could dab your powder brush into translucent powder and lightly go over that area.

- If your client has no visible cheekbones, then it is best the feel where the cheekbones are and apply the blush color just underneath that. Take a highlighting color and apply it on top of the cheekbones.
The darker shade of blush will in fact make the area appear as if it’s “pushed-in”, creating a prominent cheekbone. The highlighting color will bring an area forward.

- If your client has very high and prominent cheekbones, then the darker shade of blush should be applied on top of the prominent cheekbone, creating a softer appearance. The highlighting color should be applied just underneath the cheekbone.

- If you have facial hair, then using downward brush strokes is a good idea as it would ensure these small hairs stay down and are covered.

- Blush is a wonderful makeup accessory that accentuates your natural cheekbones, but it’s important to never overdo it.
Chapter 7: How to Apply Lip Liner, Lipstick and Lip Gloss

After a woman's eyes her lips usually draw the most attention. Good lip makeup such as a well applied lip liner, a good color lipstick and a flattering lip gloss can really liven up your whole face and give it a sultry and fetching look. However, like eye makeup, lip makeup too is tricky as there is always the danger of going overboard given the small area of application.

Having said that, lip makeup is not all about colorful pouts, instead it is about filling in the right lip color in the right way so you don’t end up with very artificial looking lips. Here are a few step by step suggestions to make your task easier and fun.

How to apply lip liner

To begin with, always apply all your face makeup and eye makeup, leaving your lip makeup for last. This is because if you do it first, there are always chances that your hand may brush against your lips, staining your hands and removing all your lipstick. It is also easier to choose the right lip color after you've chosen your eye makeup and blush color.

Start your lip makeup by applying a lip liner. There are many shades of lip liners available on the market. To play safe, go with a shade that is the natural color of your lips or matches the shade of your lipstick. Many women who are into punk and Goth styles actually use black or deep blue or darker shades of lip liners as these help them look different and dramatic.

You can apply a little lip balm on your lips to moisturize them. This ensures the lipstick doesn’t directly come on to your skin or leave it dry and chaffed. Once this is done, just run a smooth tissue on your lips to absorb all the extra stickiness from the balm. Now using the liner, trace the shape of your lips starting at your upper lip and drawing the line outwards towards the corners of your mouth. Follow the same process on your lower lip as well. And finally when both lips are traced, fill in your lips gently with the liner. Take your powder sponge and lightly dip it into your translucent powder. The powder will act as a holding base for your lipstick, ensuring that it stays on longer and also preventing it from flaking.
How to Apply Makeup Professionally

How to apply lipstick

The next step is applying lipstick. There are two general ways of doing this. One, you can directly tilt the lipstick out of its case and apply it or you could use a delicate lipstick brush and use it to paint the lipstick onto your lips. If you use a lip brush you will get a nice even coat of lipstick, and therefore it is always recommended you use one.

Even in lipsticks, there are various textures. It is advisable that you always go in for one that has moisturizing ingredients as these are the best for keeping your lips soft and looking smooth. For daytime, matte finish lipsticks are the best and for night time, glossy or shiny lipsticks generally do the trick. Generally speaking, lipsticks too should be matched with your skin undertone or skin color for best results. For example, if you are fair, then lipstick shades of pink, red, rose and orange are bound to look good on you. For slightly darker skin tones, shades of beige, plum, wine, rose and dark shades of magenta usually look good. Apply a bit of translucent powder over your lipstick and apply another layer of lipstick. This sets your lipstick well.

How to apply lip gloss

After your lipstick has dried and rested, use a lip gloss to make them look fuller and softer. Lip glosses generally come in transparent or light, pastel shades as they are designed to go on top of your lipstick to give it a refined shine and polish. However, a good quality, fruity flavored lip gloss can be used on nude lips as well, to just bring out the real color of your lips or just lend them a slight pinkish tint.

Once you apply your gloss, always press your lips together to ensure the gloss covers the whole area. Many people prefer making an ‘O’ shaped mouth to pull their lips apart, so that both the lip gloss and lipstick can be applied in all those tough nooks and crannies of your mouth.

How to ensure your lipstick stays on for long

The trick to making your lipstick last the whole day is in layering your lip balm, liner, lip color and gloss well so that it is even all throughout and smooth. It is generally unevenly applied lipstick that comes off the first chance it gets and gets transferred to anything you get near your mouth.
Always gently dab your colored lips with a soft tissue that can absorb the extra color. The best way to have it stay on for longer is if you apply translucent powder over your lip liner and also over the first coat of your lipstick application. Also, the market today has special non-transferable lipsticks which are great for parties as they stay locked onto your lips for 24 hrs and more, not staining your glass or cutlery when you eat and drink.

Lastly, it is helpful if you carry a lip gloss or lipstick in your purse and re-apply a coat of it every time you eat or drink something, because a layer of your lipstick is bound to come off at some time.

How to apply lip liner and lipstick on different shaped lips

Just like no two pairs of eyes are of the same shape and size, so is the case with your lips. Women have different shaped lips and often a combination of two lip shapes even. In such cases the upper lip maybe really broad but the lower lip will be really thin, or in some case both lips will be equally thin. This is where well applied lip makeup can make a world of difference to the way your lips look and feel.

To make your lips appear fuller, you can use a good lip liner and a matching shade of lipstick. Such women should avoid darker color lipsticks at all costs. If you have really thick lips, to make them appear thin, always apply lipstick till the ends of your lips and a little towards the inside of your lips as well.

- For thin lips, you must work on increasing the size of your upper as well as lower lip. You can do this by creating a gentle curving line.
- If your upper lip is thinner than your lower lip, balance the curve of your upper lip to create an even and full look.
- For thin lower lips, you should extent the lower lip curve to even out the difference in size between the lips.
- If you have full lips in the center that taper sharply at the corners, you can extend the sides of both lips while minimizing curving towards the corners.
- If you have narrow corners and full lips in the center, you have a Cupid's bow. The best way to apply lip liner is to widen the sides of your lower and upper lips until they are balanced.
- For small mouths, you should build the sides of your lips and extend the corners of your mouth.
- If you have large, luscious and full lips, ensure that you keep your lipstick inside the lip to create a clean and sharp look.
- Should your lips droop on the corners, you must build the sides of your upper lip and extend the corners of your mouth.
Choosing the right shade of lipstick is half the battle. When you combine your great choice in color with the knowledge of correcting your lip shape, you can master the art of applying lip liners, lipstick and lip gloss.

How to Apply Lip Liner, Lipstick and Lip Gloss Practical Video

Click Here to Watch the Practical Video

The following items from our Makeup Kit will be used:

- Lip liner Pencil
- HD Translucent Powder
- 10 Color Lip Palette - Bright
- 316 Lip Brush
- Lip Gloss

Now let’s start with the practical...

Step 1: Take your lip liner pencil and begin to line the lips on the upper or lower lip, taking the line outwards to the corners of the mouth. Repeat this at the top or bottom as well.

Step 2: Take the same lip liner and gently fill in the lips with it.

Step 3: Take your 126 Powder Brush and apply your HD Translucent Powder onto the lips. The powder acts as a holding base for the lipstick, ensuring that it stays on longer.

Step 4: Take your lipstick brush and wipe it over your chosen lipstick color. Apply it all over the lips. For daytime, matte finish lipsticks are best to use whereas for night time, glossy or shiny lipsticks work well.

Step 5: Pat another layer of HD Translucent Powder over the lipstick.

Step 6: Finally, take your lip gloss tube and apply either a colored lip gloss or light pastel shade over the lipstick.

Please Note That:

- For thin lips, you must work on increasing the size of your upper as well as lower lip. You can do this by creating a gentle curving line.
• If your upper lip is thinner than your lower lip, balance the curve of your upper lip to create an even and full look.

• For thin lower lips, you should extent the lower lip curve to even out the difference in size between the lips.

• For full lips in the center that taper sharply at the corners, you can extend the sides of both lips while minimizing curving towards the corners.

• For lips with narrow corners and full lips in the center, it is called a Cupid’s bow. The best way to apply lip liner is to widen the sides of your lower and upper lips until they are balanced.

• For small mouths, you should build the sides of your lips and extend the corners of your mouth.

• For very large, luscious and full lips, ensure that you keep the lipstick inside the lip to create a clean and sharp look.

• Should the lips droop on the corners, you must build the sides of the upper lip and extend the corners of the mouth.

• Choosing the right shade of lipstick is half the battle. When you combine your great choice in color with the knowledge of correcting your lip shape, you can master the art of applying lip liners, lipstick and lip gloss.
Chapter 8: How to Apply False Eyelashes

Long lashes frame your irises and make them stand out with stunning effect. You can achieve a picture perfect look by using false eyelashes. You can even create different looks, for example the sultry look with long curving eyelashes or the innocent look with thick short lashes and much more.

Different Types of False Eyelashes

You can choose between strip (full) lashes and individual ones. The strip lashes add density to your entire lash line. They make your lashes look fuller and thicker all through. These lashes are ideal for those who have sparse or very delicate lashes which are practically invisible. Full lashes are an excellent addition to your overall look as they draw the attention to your eyes instantly.

Individual lashes can help you even out your own sparse eyelash line and make it look thicker. These open up the eye area which makes them an excellent addition for women with small or narrow eyes. Always add the false lashes after you have completed your face and eye makeup.

Applying False Eyelashes

Applying false eye lashes for that perfect look requires a lot of patience and a steady hand. Of course, the results are better the more you practice. Before applying false eyelashes you should know how to make them appear as natural and as attractive as possible. Keep these facts in mind:

- False eyelashes appear natural only when the individual lashes are of varying lengths.
- The longest clusters should always be positioned at the outer corner of the eye.
- Always apply individual lashes, one at a time and check the effects before going on to the next. This will help you avoid the ‘obviously made-up’ look.

Before you apply false strip eye lashes, ensure that they are trimmed to fit your lash line length correctly. Apply a very small portion of glue to the strip lash. You can apply the glue to the back of your hand or a clean, disinfected hard surface and run the lash strip across it for an even spread of the glue.
Blow on the false lash for a few seconds to get the glue to start hardening. Applying the lash at this stage keeps it from shifting position once you have placed it the way you want. Position the lash exactly over your natural eyelash line (using a tweezer) to get a seamless full eyelash that looks and feels most natural. Use the backside of your tweezer and softly run it over the strip lash to make sure that it sits tightly.

Individual lashes need trimming so that they are not unnaturally long when compared with your own lashes. Use shorter lashes towards the inner corner of your eye and leave longer ones for the opposite end for the most spectacular effects. Make sure that the gap between the real lashes and the fake ones are even so that they look most natural. At the outer end you can position a cluster of lashes or a couple of clusters for that attractive sultry look.

The method for application of these lashes is the same as strip lashes except that you take each one at a time, apply the glue and position it where your natural lashes are sparse. Always start applying individual lashes from the outer corner of the eye and work your way inwards.

You may use an eyelash curler over your lashes both natural and false and then apply your mascara to complete the look. I recommend that you don’t use a lash curler when applying false lashes because the curler may shift the applied lashes and then you it will be difficult for the glue to set again.

How to Apply False Eyelashes Practical Video
Click Here to Watch the Practical Video

The following items will be used:

- Adhesive for False Lashes
- Strip Lashes
- Individual Lashes
- Mascara
- Tweezers

Now let’s start with the practical...

Firstly we’ll demonstrate how to apply individual lashes:

Step 1: Take your tweezers and dip the individual lashes in the eyelash glue and position it where the natural lashes are sparse.
Step 2: Start by applying the lashes from the outer corner of the eyes and work your way inwards.

Step 3: Use the backside of your tweezers and softly run it over the lashes to make sure that the position is correct and that it sits tightly.

You can use shorter lashes towards the inner corner of the eyes but most of the times you will only use a cluster of individual lashes at the outer corners for that attractive sultry look.

Make sure that the gap between the real and false lashes is even so that they look natural.

Now we'll demonstrate how to apply strip lashes:

Step 1: Take your eyelash glue and apply a small portion of it onto the back of the eyelash strip.

Step 2: Position the lash exactly over the natural eyelash line to get a seamlessly full eyelash.

Step 4: Use the backside of your tweezers and softly run it over the strip lash to make sure that the position is correct and that it sits tightly.

Step 5: Finally, apply mascara to the strip lashes. This is an optional step and therefore you may choose not to do so.