

# Unit-4

## Face and Beauty III

### Learning Outcomes

Session	Topic	Outcome
1	Modern Facial Skin Care Technologies	You will be able to understand <ul style="list-style-type: none"> <li>• Various cosmetic surgeries for face.</li> <li>• Differentiate between CO<sub>2</sub> laser resurfacing and Erbium Laser resurfacing</li> <li>• Benefits of using Laser facial treatment</li> </ul>
2	Make-up application	Students will be able to understand <ul style="list-style-type: none"> <li>• How to give consultation.</li> <li>• Preparation of client and space before make-up.</li> <li>• Cleansing and procedure of make-up</li> </ul>
3	Eyebrow Shaping	Students will be able to understand <ul style="list-style-type: none"> <li>• How to determine, eyebrow length &amp; width</li> <li>• Differentiate between eyebrow shapes</li> <li>• Procedure of eyebrow shaping</li> <li>• Precautions &amp; Reminders of Threading.</li> </ul>

### Assessment Plan (For Teachers)

Session	Topic	Assessment method	Remarks
1.	Modern facial skin care technologies	Exercise: Question and answer. demonstration & practice.	Visit to skin care clinics/Salons
2.	Make-up application	Exercise: Question and answer.	Visit to make-up Studio/Salons
3.	Eyebrow shaping	Exercise: Question and answer.	Visit to Beauty Salons



## Session – 1 : Modern Facial Skin Care Technology

The effects of aging on the skin caused by heredity, lifestyle, and environmental factors no longer have to be accepted as permanent. Today there are many facial rejuvenation options for individuals who would like to reduce wrinkles and fine lines, treat skin problems such as acne and rosacea, or enhance their facial skin care regimen to achieve a look that's healthy and natural.

### 1. Acne Blue Light Therapy

Acne blue light therapy works by targeting the bacteria that causes acne. Moderate acne that has not responded to other facial skin care treatments can be treated with this light-based therapy, which is administered over a span of several weeks. Acne blue light therapy rarely causes side effects, and does not damage skin.

### 2. Chemical Peel

A chemical peel is a popular facial skin care technique in which a chemical solution is applied to facial skin. A chemical peel provides facial rejuvenation benefits by removing the skin's top layers to reduce the appearance of sun damage, uneven pigmentation, and wrinkles. Chemical peels differ according to their ingredients and the strength of their peeling properties. Light peels are administered by a physician or trained clinician to give the skin a fresher look. Stronger peels require a trained physician for application because they remove skin to a greater depth to reduce wrinkles and fine lines.

### 3. IPL Photofacial

Intense Pulsed Light (IPL™) is a facial rejuvenation treatment that can be used to address the effects of sun damage, heredity, and aging on facial skin. Skin imperfections such as wrinkles, uneven pigmentation, freckles, rosacea, facial veins, brown spots, and enlarged pores can be eliminated or greatly improved with IPL™ Photofacial treatments.

### 4. Laser Skin Resurfacing

Laser skin resurfacing removes the outer layers of the skin that are damaged or unevenly pigmented. The laser skin resurfacing procedure stimulates the production of collagen and new skin cells in the underlying layers of the skin. Laser skin resurfacing is also used to eliminate or reduce wrinkles and fine lines on the face and neck. A fresher, smoother, and more evenly colored complexion can be achieved with this procedure.

### 5. Microdermabrasion

Microdermabrasion can effectively remove or diminish age spots and light acne scars. The procedure is often called a "lunchtime" wrinkle treatment because it can be performed quickly in a cosmetic dermatologist's office. In administering a microdermabrasion treatment, the physician uses a handheld instrument to spray tiny crystals onto the surface of the skin. The crystals gently exfoliate the skin's upper layers, while light suction simultaneously removes the crystals and dead skin cells.



## Various Cosmetic Surgeries for Face

**Rhinoplasty** : Surgery of the external and internal nose in which cartilage and bone are restructured and reshaped to improve the appearance and function of the nose.

**Blepharoplasty** : Surgery of the upper and/or lower eyelids to improve the function and/or look of the eyes.

**Rhytidectomy** : Surgery of the skin of the face and neck to tighten the skin and remove excess wrinkles.

**Browlift** : Surgery to improve forehead wrinkles and droopy eyebrows.

**Liposuction** : Surgery to remove excess fat under the chin or in the neck.

**Facial implants** : Surgery to make certain structures of the face (cheek, lips, chin) more prominent and well defined.

**Otoplasty** : Surgery to reshape the cartilage of the ears so they protrude less.

**Skin surface procedures** : Surgery using lasers, chemical peels, or derma-abrasion to improve the smoothness of the skin.

**Facial reconstruction** : Surgery to reconstruct defects in facial skin as a result of prior surgery, injury, or disease. This includes reconstruction of defects resulting from cancer surgery, scar revision, repair of lacerations to the face from prior trauma, removal of birth marks, and correction of congenital abnormalities of the skull, palate, or lips.

**Non-surgical procedures** : Techniques such as chemical peels, microdermabrasion, and injectables. Injectable are medications that can be placed under the skin to improve the appearance of the face, such as Botox and other fillers.

**Laser Resurfacing**: Laser resurfacing is a treatment to reduce facial wrinkles and skin irregularities, such as blemishes or acne scars.

The technique directs short, concentrated pulsating beams of light at irregular skin, precisely removing skin layer by layer. This popular procedure is also called lasabrasion, laser peel, or laser vaporization. If you have fine lines or wrinkles around your eyes or mouth or on your forehead, shallow scars from acne, or non-responsive skin after a facelift, then you may be a good candidate for laser skin resurfacing.

If you have acne or if you have very dark skin, you may not be a candidate. This technique is also not recommended for stretch marks.

**The two types of lasers** most commonly used in laser resurfacing are carbon dioxide (CO<sub>2</sub>) and erbium. Each laser vaporizes skin cells damaged at the surface-level.

**CO<sub>2</sub> Laser Resurfacing** : This method has been used for years to treat different skin issues, including wrinkles, scars, warts, enlarged oil glands on the nose, and other conditions.



The newest version of CO<sub>2</sub> laser resurfacing (fractionated CO<sub>2</sub>) uses very short pulsed light energy (known as ultra pulse) or continuous light beams that are delivered in a scanning pattern to remove thin layers of skin with minimal heat damage. Recovery takes up to two weeks.

**Erbium Laser Resurfacing** : Erbium laser resurfacing is designed to remove surface-level and moderately deep lines and wrinkles on the face, hands, neck, or chest. One of the benefits of erbium laser resurfacing is minimal burning of surrounding tissue. This laser causes fewer side effects — such as swelling, bruising, and redness — so your recovery time should be faster than with CO<sub>2</sub> laser resurfacing. In some cases, recovery may only take one week

If you have a darker skin tone, erbium laser resurfacing may work better for you.

### **Difference Between CO<sub>2</sub> Laser And Erbium Laser**

While the CO<sub>2</sub> laser successfully provides a more thorough treatment for moderate to deep facial lines and wrinkles, it does require a more extensive recovery period. Recovery time for treatment with the CO<sub>2</sub> laser is typically two weeks; the erbium laser requires a recovery of only about one week. For many patients, this extra recovery time is a small price to pay for successfully treating their damaged skin and providing them with a younger, more vibrant appearance. However, others who have less severe facial lines and wrinkles will want to explore their treatment options with the erbium laser.

## **Session – 2 : Make-up Application**

**Client consultation:** The first step in the make-up procedure is the client consultation. As make-up is linked to how people would like to see themselves and also how they would like others to see them. Make-up service should always start with a small introduction. By seeing the client you can assess her personal choice and way to dress up. This will help in continuing your consultation with her. Every client comes with their specific needs and expectations. Listen to what client wants to say, give her suggestions but don't impose your opinion, as every client is different. Encourage the client to raise any concerns so that you can discuss with her and give the appropriate solutions.

Collect as much as possible information about client skin conditions, what cosmetics she uses, her choice of colors, any allergy to any particular cosmetic or product, as all this will help in selecting the right kind of products for her. Ask her to fill up a questionnaire to get in sight into her make-up needs.





### Ask questions like:

- a) Does she normally wear make-up? If yes, what colors and products she uses.
- b) What is the occasion for which she is taking the make-up services:-
  - (i) Business
  - (ii) Pleasure
  - (iii) Social occasion
  - (iv) Special occasion like wedding/engagement.
- c) What are her expectations from make-up?
- d) What look she is anticipating from make-up?

Taking time to discuss client's expectations and involving her in entire process will promote confidence and trust. She would feel more comfortable during the make-up service.

After completing the service always record the information acquired, this will help in future services for the same client.

Make-up questionnaire	
First name _____	Last name _____
Date of birth _____	Anniversary _____
Residential _____	
Occupation _____	
Phone (res.) _____ Mobile no. _____	
Q1. Have you ever had a professional makeover? <span style="float: right;">Yes/no</span>	
Q2. If yes, what did you like or dislike about the session? _____	
Q3. Do you normally wear make-up? <span style="float: right;">Yes/no</span>	
Q4. Do you have any health conditions that may cause sensitivity in your skin or eyes? If yes, please specify.	



**Q5. Do you have any known allergies to any cosmetic products? If yes, please specify.**\_\_\_\_\_

**Q6. What special areas of concern do you have?**

\_\_\_\_\_

**Q8. What is the color and style of your dress which you are going to wear for the occasion?**

\_\_\_\_\_

**Q9. Do you wear contact lenses?** **Yes/no**

**Q10. Describe an ideal look for your make-up?**







**Client signature**

**Date**

### Determining skin type and color

In order to design a make-up plan for a client, you must understand the:

- Skin type & condition
- Skin color

SKIN TYPE	ETHNICITY
 FAIR	Very Light Caucasian
 LIGHT	Caucasian Light Asian
 MEDIUM LIGHT	Ten Caucasian Light Hispanic
 MEDIUM DARK	Hispanic Deeply tanned Caucasian Medium Asian
 DARK	Islander Native American Mulatto Light African-American
 DEEP	African-American





**Skin type & color:** As part of providing a make-up service, it is essential for the make-up artist to first analyze the skin type and its condition. The basic structure of skin doesn't vary from person to person but the physiological functioning of every person's skin is different, which gives us our skin type. Information on the skin type and condition is essential in order to select the right cosmetics and products for make-up. There are three ways to identify the skin type and condition-

- (1) Initial observation (by asking questions from the client).
- (2) Visual analysis (by seeing the skin of the client).
- (3) Analysis by touch (by touching & feeling the skin of the client).

Skin is basically of four main types -

- a) Normal
- b) Dry
- c) Greasy/oily skin
- d) Combination skin

While doing make-up you may come across more skin types like-Sensitive, mature skin.

### **Determining skin color**

Human gets its color from different sources -

- Melanin produced by melanocytes gives us dark brown pigment. The amount and type of melanin present gives color not only to the skin but also to the hair and the eyes.
- Haem in the haemoglobin gives red blood cells their red color. Right amount of haemoglobin gives the skin its healthy color.
- Carotenes give yellow tones to the skin color.
- Lack of oxygen gives the skin a bluish tinges specially the lips, toes and finger tips.

While determining skin color, first decide if the skin is light, medium or dark. Then determine whether the tone is warm and cool tone.

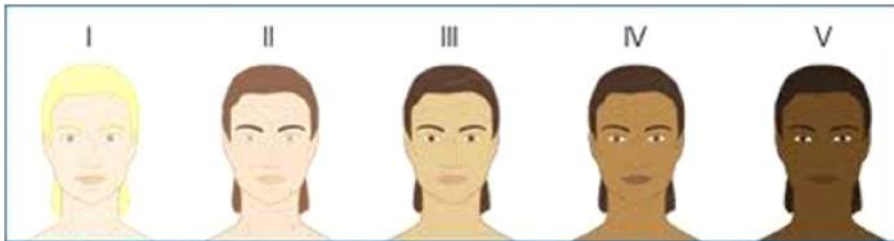
Once you are sure about the skin color, match your foundation, choose eye, cheek and lip colors to match the skin color.

- If skin color is light, use light colors for soft natural look.
- If skin color is medium, medium tones will create an understated look.
- If skin color is dark, dark tones will be most suitable.

People in different part of the world have general difference in their skin tones and are broadly divided into three groups:



- Caucasian from European and English origin (white races).
- Asian origin with yellow or golden undertones (oriental races).
- African with ebony or bluish undertones (black races).



This is a broad division and it is not possible to fit every individual into a category.

From a cosmetologist point of view the skin is divided into two categories-

- Cool or blue undertones.
- Warm or orange skin undertones

### **Preparing the work space**



- 1) The make-up room should be decorated in light, neutral color to avoid the creation of unnecessary shadows.
- 2) The room should be well ventilated.
- 3) There should be a mirror, a table and lights for each make-up artist.
- 4) Electricity points must be adequate and checked prior to use.
- 5) There should be a wash basin with hot and cold running water.
- 6) The temperature and humidity must be comfortable for working and stable for the storage of make-up material.





- 7) The make-up room should be well lit, ideally with the same kind of light as that in which the make-up will be seen, because the appearance of color may change according to the type of light.
- 8) It is important to create a comfortable space for make-up application. As make-up containers are generally difficult to keep clean, get into the habit of unpacking all the products you need; and opening all the lids before you begin applying anything. When you have completed your application wash your hands and close the containers.

### **Preparing the client for make-up**

Take the client to the make-up room. Before you start the make-up discuss the plan with the client, record important details on her record card.

1. Wash your hands.
2. Offer client a gown or drape her in a clean towel or cape to protect her clothes.
3. Place a headband or hairclip around the hairline to protect the hair.
4. Any jewelry on face and neck should be removed and kept in a safe place.
5. Refer to record card again for any known allergies to cosmetic products.
6. Cleansing: Skin cleansing is the first essential requirement for a make-up procedure, because it prepares the skin for make-up.

The cleanser should be chosen as per the client's skin type. Many types of cleansers are available nowadays-

- Cleansing milk
- Foaming cleanser
- Cleansing bar
- Medicated cleanser
- Cleansing granules
- Eye make-up removers

**Remove eye make-up:** Ensure the client's eyes are closed, take eye make-up remover on dampened cotton wool and wipe down the eye make-up outward over the upper eye lid. Discard the soiled cotton. Use fresh cotton for the other eye.





**Remove lip make-up:** Apply suitable cleanser on dampened cotton wool, Remove the lipstick completely. Discard soiled cotton.



**Cleanse the face and neck** thoroughly with suitable cleanser. Apply a small amount of cleanser on face & neck, massage lightly and remove with moistened cotton wool swabs till all the traces of cleanser are removed. With moistened cotton pads apply astringent (for oily skin) and toner (for dry skin) on face and neck.



7. Inspect the skin using magnifying lamp, Identify the areas that require specific attention.



8. Apply moisturizer (if required).

### **Preparation for make-up**

Once you have collected all the information at the consultation session, you will need to select an appropriate make-up plan for the client.

Think carefully about the basic and important requirements while doing the make-up. While planning the make-up take the following into consideration:



- The context the client is planning make-up for.
- Areas that need special attention.
- Color of clothes, eyes and hair.
- Type of skin and accordingly select make-up products.
- Facial shape, facial features, age and profession of the client.
- Order of application.
- Lighting requirement.
- Asses the time needed to apply the make-up. Be realistic in estimating the time required.

Discuss the make-up plan with the client. Make any necessary adjustments.

### **Application of make-up**

1. Cleanse your hands with antiseptic soap.
2. Drape the client. Use neck cape and head band.



3. Cleanse the face and neck thoroughly with appropriate cleanser.
4. Apply toner and moisturizer.
5. Apply Base



- a) Primer: Take a small amount of primer and apply evenly on the face.
- b) Concealer: Choose a color one or two shade lighter than the foundation. Apply it for concealing minor blemishes or dark circles under the eye. Concealer can contain pigments to help correct skin tone:



- I. Green-Helps to counteract high coloring (red marks).
- II. Lilac-Counteracts a sallow (yellow) skin.
- III. Orange-Counteracts bluish/black marks like dark circles.

Apply it with brush, sponge or finger.

- c) Highlighter: Apply white or light color to highlight the features along brow line, the temples, chin and cheek bone. Blend it evenly with sponge or finger.
  - d) Contouring: Apply a darker shade under the cheek bones and to other features you want to make appear smaller. Blend it properly to avoid demarcation lines.
6. Apply Foundation



- Choose the exact shade of foundation to match client's skin.
- Check the color of foundation on client's jaw line or forehead.
- Apply foundation to cover the entire face, including lips and eyelids.
- Avoid clogging the eyebrows with foundation.

Foundation may be applied with soft brush, or cosmetic sponge. The extent of coverage can be different, if the wedge sponge is damp the coverage would be light and if the dry sponge has been used the coverage would be heavier.

Blend in foundation well to avoid any demarcation line around hairline and jaw line.

## 7. Apply Powder



Take out a small amount of powder on a tissue to avoid cross-infection. Use a powder brush or puff to apply. Apply translucent powder for better results. Ask the client to keep the eyes closed. Use powder puff, press the powder all over the face and then use large powder brush to dust off extra powder. Use downward sweeping strokes at the end to flatten the facial hair.



## 8. Apply Blusher



If using powder blusher, use face powder before that. If using cream blusher apply blusher first and then apply face powder. It will help in setting the blusher and also offset the shine of cream blusher.

- Place a cheek color, beginning at least 1.5 inch (two fingers) away from the nose.
- Do not blend cheek color into the eye socket area.
- The direction of brush stroke should be upward and outward towards the hairline.
- Blusher should not extend the temple bone.

## 9. Apply Eye Make-up



- a) Eyebrow color: Select an appropriate color of eyebrow shadow or pencil. Brush the eyebrows, to remove excess foundation or powder. Apply the eyebrow color with light hair like strokes to give shape and color.
- b) Eye shadow
  - Choose a light base color and apply all over the eyelid.
  - Apply a medium shade to the crease of the eyelid as a shading color.
  - Apply a dark shade from the outside corner of the eye to the area above the inside of the iris to frame the eyes. Blend it well.
- c) Eye liner
  - If using pencil liner, sharpen the liner before and after use.
  - Liquid liner can also be used to create a neat line.

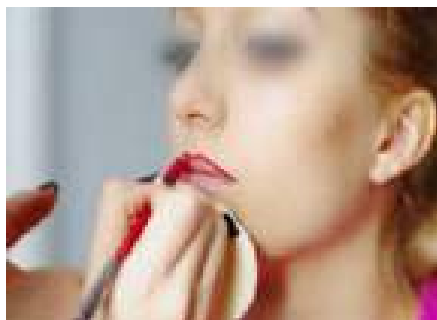


- Eye shadow (matte) can be applied as liner with their brush dipped in water.
  - Apply the liner as close to the eyelashes as possible.
- d) Mascara: Ask the client to look forward down. Comb the lashes. Apply mascara brush to the upper lashes by stroking from underneath.

Use eye lash curler before or after applying mascara to give natural curl to the lashes.

#### 1. Apply Lip Make up

- a) Lip primer/balm: Use brush to apply lip primer on balm.
- b) Lip liner: Ask the client to stretch the lips. Line the outer edges of the lips first, then fill in and use liner as lipstick. This keeps the lipstick and color for a longer period.
- c) Lipstick: Apply the lipstick with lip brush. Ask the client to relax her lips and part them slightly. Apply lipstick in vertical strokes. Blot off excess lipstick with a tissue. Apply lipstick again.
- d) Lip gloss: If required, apply a small amount using brush.



### Portfolio Make-up

Make-up for Portfolio is a skill that you may develop as an adjunct to your beauty therapy career, or it may be the beginning of further study and an exciting career as a make-up artist. Either way you will be working with clients on special days in their lives and working with them so that the 'look' that you create is captured as photographic images. When working on photographic shoots you will be a member of a team – a photographer and stylist will probably be working with you. Exceptional make-up skills and team-work will ensure your success.

In most situations, the client will have a lot of say in how they want to look. It is your job to interpret their requirements into an actual make-up plan to create the desired effect. In other situations, the photographer, stylist or others will have a say in the make-up look. You will need to bring all these ideas together so that everyone's make-up expectations are met.

If the make-up is for a one-off occasion such as a wedding, you need to find out the details of the dress and the other clothes worn by the bride after the ceremony; time of day of the ceremony, photographs and wedding celebrations; how long the make-up has to last; what changes the make-up has to go through for each stage; what lighting will be used at the various stages of the day; what photography is expected.





If you are working with a photographer and model they will be more experienced in describing the context and the look they want to achieve.

The following table provides examples of looks or images, which can be created for photography.

The Look	Make-up Application
Youthful	<ul style="list-style-type: none"> <li>• A good deal of colour in the face.</li> <li>• A delicately curved mouth.</li> <li>• Smooth brows following the shape of the eye. Natural 'no make-up' look</li> <li>• Even out the skin colour with a very light foundation.</li> <li>• Use concealer to cover darker skin under the eyes.</li> <li>• Lighten the bridge of the nose and area around the mouth with a highlighter.</li> </ul>
Dramatic, smoky eyes	<ul style="list-style-type: none"> <li>• Apply dark colour – possibly black – in the eye creases and along the lashes. Then shade outward in gradations of black or grey.</li> </ul>
Sophisticated (sultry) look	<ul style="list-style-type: none"> <li>• Keep the eyelid and brow bone pale.</li> <li>• Line the inside of the eye with a black eyeliner pencil and smudge into lashes for a smoky effect.</li> <li>• Use a pale lipstick shade, such as a pinkish beige, to create impact.</li> <li>• Mix lip pencil and lipstick together to get creamy pale finish.</li> <li>• Line the lips in slightly darker shade of pinky beige then smudge into the rest of the lip before filling in.</li> </ul>
Natural look for evening	<ul style="list-style-type: none"> <li>• Focus on the eyes, and deepen the lip colour.</li> <li>• Face: Apply concealer where needed. Intensify blush from daytime by sweeping two coats of a neutral shade on the cheeks and in the T-zone area.</li> <li>• Eyes: Brush the brows. Apply moss-green shadow along the lashes as eyeliner. Next, apply brown shadow to the lids. (Applying a shadow that's a shade darker than the client's skin always gives depth to the eyes.)</li> <li>• Lips: Apply lipstick that is a shade deeper than the lip shade, and cover with gloss.</li> </ul>
Classic look for evening	<ul style="list-style-type: none"> <li>• Face: Apply a translucent foundation all over. Next, apply translucent powder. (No need for blush because of red lipstick, and you don't want too much red on the face.)</li> </ul>



	<ul style="list-style-type: none"> <li>● Eyes: Add a few discreet individual false eyelashes to the outer corners of the eyes. Apply a nude eye-shadow powder to lids up to brow bone. Brush the brows and fill them in lightly with a brow pencil. Apply mascara to lashes.</li> <li>● Lips: Apply a classic red lipstick. To make it last longer, fill in lips with a matching lip pencil first.</li> </ul>
Romantic for evening	<ul style="list-style-type: none"> <li>● Face: Apply sheer foundation all over the face. Blend cream blush into cheeks. Next, apply translucent powder all over the face.</li> <li>● Eyes: Curl lashes, or apply dramatic spidery false eyelashes.</li> <li>● Apply auburn shadow as liner along lashes. Allow them to smudge slightly for a soft, romantic look. Apply an iridescent, white powder shadow to the lids up to the brow bone.</li> <li>● Lips: Apply gold lipstick over entire mouth. Next, add a red lip stain pressed into the centre of the lips.</li> </ul>
Bridal	<ul style="list-style-type: none"> <li>● Foundation: If client is wearing strapless dress select colour that is same as the upper body. A darker foundation will be obvious in photos.</li> <li>● Eyes: Use base colour that has a slight sheen. Frosted eye shadows can reflect the flash in photos.</li> <li>● Blush: Avoid blue/pink because it can look cold in photos. Pale peach does not show up well in black and white photos.</li> </ul>

### Time of day and location

In order to design a make-up plan, it is important that you know under what conditions the make-up is expected to last. For example, indoor salon, outdoor location, time of day and weather conditions. You may not always know all of these factors but it is important that you gather as much information as possible to assist in creating an appropriate make-up plan.

### Type of context

In the initial consultation it is important for you to establish the context for which you need to design the make-up. The type of context or image you design must be directly related to the actual type of event for which the make-up is being designed. It may be for business, pleasure, social, wedding, a special occasion, fashion or catwalk photography. All require different make-up approaches.



## **Identify the relationship of photographic procedures and techniques to make-up design**

You need to familiarize yourself with a large range of photographic procedures and techniques and how they relate to make-up design. Lighting, reflectors, cameras, film stock, shutter speed, focus and printing processes all have an impact on the look, feel and quality of the image produced.

### **Lighting**

In the photographic studio or salon, most make-up is seen under artificial lighting. In outdoor locations during daylight hours, there is much more reliance on natural lighting. The make-up and lighting must work together for a successful effect.

Here are some of the main points to consider about lighting and its effects on make-up.

- Daylight is the clearest but most revealing of lighting conditions. The colour blue dominates.
- Australian daylight is very bright, compared with European and North American daylight conditions for which most make-up is designed.
- Filament bulbs produce a warm, yellow/orange light.
- Fluorescent globes produce a cold, blue/green light.
- Spotlights produce a blue/white light, which makes everything appear pale.
- Halogen bulbs produce a very white light, bleaching out colours.
- Different intensities of light can cause make-up to fade, darken or change colour.
- The use of different filters and reflectors also alter the lighting effect.
- The direction of the light source also creates different effects on the make-up design. Lighting from above, from ground level, from the sides and any combination of these as well as backlighting, all create completely different effects by highlighting and shadowing different parts of the bone structure.
- The distance of the light source from the client also has an impact on the make-up design.

### **Studio portrait**

To create a studio portrait to resemble daylight, a very pale blue reflector is used to cool the shadow colour enough to look more like an outdoor photo.

### **Impact of lighting on make-up**

It is essential to be familiar with the general effects of certain colours and types of light on certain colours of make-up.

### **Generally the following principles apply**

- Colour value is the darkness or lightness of a colour in relation to other colours. Light colours have high value and dark colours have low value. Colours of low value will have a maximum effect upon make-up and colours of high value, a minimum effect.



- A given colour of light will cause a similar colour of pigment to become higher in intensity, whereas a complementary colour of pigment will be lower in both value and intensity.
- The darker the colour medium, the stronger the effect upon the make-up.
- Side lighting may wash out features on one side of the face and place the other side in shadow - this can add mystery and sensuality to a photo.
- Lighting from below produces an effect of unnatural shadows. If the primary source of light is to be from below rather than from above, the make-up should be done, or at least looked at, with light coming from below so any adjustments can be made.
- Overhead lighting creates unflattering shadows in the eye, nose and mouth areas.
- Any colour of pigment will appear grey or black if it does not contain any of the colours composing a given ray of light that falls upon it.
- To accurately observe the impact of lighting, try to apply the make-up under lighting similar to that under which it will be photographed.

The following table outlines the effects of particular lighting shades on make-up colours.

Lighting Shade	Effect on Make-up Colour
Pink	<ul style="list-style-type: none"> <li>● Tends to grey the cool colours and intensify the warm ones.</li> <li>● Yellow becomes more orange.</li> </ul>
Flesh pink	<ul style="list-style-type: none"> <li>● Affects make-up less strongly than the deeper shades.</li> <li>● Has a flattering effect on most make-ups.</li> </ul>
Fire red	<ul style="list-style-type: none"> <li>● Will ruin nearly any make-up.</li> <li>● All but the darker flesh tones virtually disappear.</li> <li>● Light and medium blusher become a pale orange and fade imperceptibly into the foundation.</li> <li>● Dark reds turn a reddish brown. Yellow becomes orange.</li> <li>● Cool shading colours become shades of grey and black. Deep green turns to a yellowish tone and natural foundation becomes pale orange.</li> </ul>
Amber and orange	<ul style="list-style-type: none"> <li>● A similar effect to red but less severe.</li> <li>● Blusher turns orange or fades away completely. Brown takes on a darker tone.</li> <li>● Blue turns green.</li> <li>● Deep green changes to light brown. Blue grey turns to deep slate.</li> <li>● Natural foundation appears pasty.</li> </ul>



Bastard amber	<ul style="list-style-type: none"> <li>● One of the most flattering colours to make-up.</li> <li>● It picks up warm pinks and flesh tones and adds life to make-up. It may grey the cool shading colours.</li> </ul>
Light straw	<ul style="list-style-type: none"> <li>● Very little effect on make-up, except to make colours somewhat warmer.</li> <li>● Cool colours may be greyed a little.</li> </ul>
Lemon and yellow	<ul style="list-style-type: none"> <li>● Make warm colours more yellow, blues more green and violets somewhat grey.</li> </ul>
Green	<ul style="list-style-type: none"> <li>● Greys all flesh tones and blusher, in proportion to its intensity.</li> <li>● Violet also turns grey.</li> <li>● Yellow and blue become greener. Green is intensified.</li> <li>● Red turns brown. Brown becomes black.</li> <li>● Light and dark foundations become greenish.</li> </ul>
Light blue-green	<ul style="list-style-type: none"> <li>● Lowers the intensity of the foundation colours.</li> <li>● Light red becomes darker. Dark red becomes brown.</li> <li>● Greys medium and dark flesh tones as well as reds. Washes out pale flesh tones.</li> <li>● Use very little blusher under blue-green light.</li> </ul>
Blue	<ul style="list-style-type: none"> <li>● Greys mostly flesh tones and causes them to appear more red or purple.</li> <li>● Pale blusher turns to dark violet.</li> <li>● Dark blusher turns into black violet and at times, depending on its tone, it can even turn to dirty spots on the cheeks.</li> <li>● Lipstick turns to black.</li> <li>● Natural foundations generally turn purple. Blues and greens become higher in value. Violets become bluer.</li> <li>● Purples become more violet.</li> <li>● The darker the blue, the stronger the effect.</li> </ul>
Violet	<ul style="list-style-type: none"> <li>● Causes orange, flame, and scarlet to become more red.</li> <li>● Blusher may seem more intense.</li> <li>● Be careful not to use too intense a red in either foundation or blusher.</li> </ul>
Purple	<ul style="list-style-type: none"> <li>● Has an effect similar to that of violet, except that the reds and oranges are intensified to a much greater degree.</li> <li>● Most blues will tend to look violet.</li> </ul>



## Bridal Make-up

The bridal make-up is a special occasion make-up used in Indian marriage. In India bridal make-up differs from state to state as per their costume, rituals and religion. Bridal make-up can be done during the daytime or evening, indoors or outdoors, keeping one very important aspect in mind is type of lighting the make-up will be viewed whether it is artificial or natural.

The selection of colors should coordinate with what the bride is wearing for the occasion. Make-up products can be then selected and appropriately applied to suit the occasion.

As during the wedding ceremony photography is very important so while doing make-up for the bride, consider the effect brightness of lighting used. The brighter the lighting is, the lighter the make-up pigment will appear. Make-up will therefore need to be applied strongly. As the lighting of camera and videography can make the make-up melt especially if it is oil based, it is advisable to use water resistant base as of pancake, supra color etc. For eye make-up also to emphasis use matt finish color and add a dab of glitters to highlight. Bridal sequences on forehead are generally applied as per the prevalent custom and as per the state.

## Make-up Sequence

1. Prepare the client.
2. Conceal any blemishes.
3. Apply pancake/foundation/base as per the skin.
4. Contour the face.
5. Apply blusher/cheek color,
6. Make up the eyebrows/highlight under the brow line area.
7. Fix artificial eyelashes if desired
8. Apply eye make-up (eye shadow and eye liner)
9. Apply bridal sequences
10. Apply mascara
11. Apply lip color.

**Fantasy Make-up** is any look designed to help create an *experience*. It's not about blending in; it's about standing out. Fantasy make-up can help wearers pretend to be anything, whether it's a mermaid, witch, insect, musical instrument or animal. You may also simply paint your face in a freeform fashion as you would a picture — you don't necessarily need to be a character.





Instead of using make-up to enhance your look, use it to transform yourself into anything you can think up. Some fantasy Make-up creations you might consider:

- Fairy
- Vampire
- Tiger
- Kitty cat
- Butterfly
- Ice queen
- Peacock

These are only a few suggestions. While skillful make-up application can be the basis of a whimsical look, feel free to embellish your face even more with accessories like adhesive rhinestones, temporary tattoos, appliques, metallic accents and even feathers. The sky's the limit when you're going for fantasy

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### **What you need**

- Foundation sponge or brush
- Mineral, cream or liquid foundation
- Eye shadow colors
- Fake fantasy eyelashes
- Brushes

### **Instructions**

1. Use the sponge to apply foundation on your face, eyes and neck. For powdered foundation, use a brush. Make-up artists advise that instead of applying one thick layer, it is best to apply several thinner layers.
2. Brush some white eye shadow from your cheekbones to the lower lashes and from the top lashes to the brow to create the illusion of enormous eyes. This illusion will be very useful, especially if you want to impersonate characters with unnaturally large eyes. Such as Anime and Manga. Apply the fantasy lashes or just some glittery mascara to your natural lashes.
3. Use a variety of eye shadow to make a mask. Apply deeper colors on your eyelids. To create a butterfly-wing effect, apply brightly colored eye shadow in a V shape to the outer



areas of your eyes. To deepen the color, wet the brush before dipping it in the eye shadow.

4. For a perfect fantasy make-up, use a make-up pencil to outline the areas to be colored. For example, use black, brown and white pencils to draw curved lines for feathers, cat eyes or butterfly wings. Line your eyes if the look requires it.
5. Apply some rouge, pink or mauve blush on your cheeks. Make sure you darken the blush towards the cheeks. Because the eyes are the centre piece of a fantasy make-up, don't highlight your cheeks to much.
6. Finish the fantasy make-up with some lipstick in dark tones, deep purples, bright pink or something completely different from your everyday style. Neon color will surely draw attention; just one that matches you outfit. For a fantasy effect, paint the edges of your lips darker and apply a lighter color on the inside.

### Body Art and Tattooing



Body art where the body of the model becomes the artist's canvas can be one of the most expressive and creative form of make-up. From the beginning of history human beings have been tattooing and painting their bodies as part of conscious efforts to express themselves, to show off their social status, religious preferences political interests etc. traditionally colors has always played an important part in the decoration process and hence decorating body with colors become a major part of rituals and ceremonies for many tribes across the world.

Traditional technique of body decoration is henna painting. Henna is traditionally applied to hands and feet but designs vary from religion to religion. Permanent tattoos are another form of body decoration which is very popular now days. It is for those people who want to express their individuality or make a statement about their identity.





## Techniques of Body Art

Body art is art form where sky is the limit as far as imagination is concerned. Almost any make-up medium can be used for body art as water colors grease paints, camouflaged products silicon pains, air brush make up etc. Other than colors, try experimentation with the use of feathers, buttons, flowers, zips etc with suitable skin adhesives.



## Applying a Temporary Tattoo

- 1 Clear the skin using surgical spirit. This will remove the grease from the skin surface.
- 2 Choose the design and sketch it on to paper. Design can be drawn free hand on the area or carbon paper can be used to transfer the design or stencil technique can be used to trace the design to trace the design on the body
- 3 Fill in the colors using your chosen medium
- 4 Powder the tattoo when dry or use fixing spray so that tattoo last for a longer duration.

## Camouflage Make-up



Art of concealing or disguising unwanted or undesirable marks on the surface of the skin using specialized products is called camouflaged.



Areas that may be required to be camouflaged include:

S.No.	Problem Area
1	Birth Marks
2	Colasma
3	Vitiligo
4	Port Wine Stain
5	Strawberry Mark
6	Varicose Veins
7	Psoriasis
8	Acne Marks
9	Pigmentation Stains
10	Burns
11	Bruising
12	Tattoos

Camouflaged can be very effective, in restoring the coloration of the affected area to that of the surrounding skin tone. When covering up skin conditions and marks it is important to use correct products to produce optimum results.

Camouflaged creams differ from ordinary cosmetics because they posses following qualities -

- They are hypo allergic
- They contain SPF
- They are opaque giving 75% coverage
- When correctly applied and fixed they are water resistant.

Some of the camouflaged products that are available are as under -

- 1 Cover Mark – Provides daylong cover at 15 SPF
- 2 Dermablend – Lasts 24 hrs, easier to blend when a thin layer of moisturizer is applied first.
- 3 Derma Color – Lasts 24 hrs water resistant when powdered.
- 4 Keromask – Last for 08 hrs
- 5 Veil – Lasts 24 hrs, tends to slide on the skin in high temperature. Easy to blend on dry skin type.



### **Applying Camouflaged**

1. Cleanse and wipe the area with cotton wool dipped in toner to remove surface oil.
2. Study the area to be treated.
3. Set with powder using powder puff. Wait for few minutes before dusting of excess powder.
4. Blot with damp cotton wool and leave for 10 Minutes. Begin mixing the colors to match the surrounding skin tone on Make-up pallet.
5. Apply using brush or sponge a thin layer of camouflage cream.
6. Blend well to avoid any demarcation lines.
7. Set with powder.
8. Apply further layers if required.
9. Spray the area lightly with water to eliminate the powdery look.
10. Apply fixing spray.

### **Precautions**

- Do not use any oil based product on the camouflaged area.
- Do not use soap or shower on camouflaged area.
- The camouflages make up is generally water resistant but need to be gently patted dry with towel or tissues.

### **Party/cocktail Make-up**

The principle of party make-up is the same as for day make-up. However, more color can be used on cheeks and lips and around the eyes to counteract the effect of artificial lighting on the face. Emphasize the facial features with the careful placement of contouring cosmetics. Frosted colors may be used on the cheeks and around the eyes. Artificial eye lashes may be applied to emphasize the eyes. Fashion shades or mascara may be applied to complement the eye color. Lip gloss or frosted lipstick can add glamour to the face for evening look. For cocktail Make-up smoky eyes can be created.

### **Make-up sequence:**

1. Prepare the client.
2. Conceal any blemishes.
3. Apply pancake/foundation/base as per the skin.
4. Contour the face.
5. Apply blusher/cheek color,



6. Make up the eyebrows/highlight under the brow line area.
7. Fix artificial eyelashes if desired
8. Apply eye make-up as per the occasion (eye shadow and eye liner)
9. Apply mascara
10. Apply lip color.

### **Health and hygiene and make-up products**

Infection can spread from client to client or from the client to you if you do not use make-up products correctly.

To eliminate the risk of cross-infection you should follow these simple rules:

- use disposable tools and equipment where possible, for example, disposable mascara wands
- clean all tools and equipment according to workplace policies and health regulations
- have a number of brush sets so that you have time to clean and dry them between clients
- dispense product onto a clean wooden spatula or a pallet for each client, do not work directly from the product container
- throw away the spatulas and clean pallets after each use
- wash your hands thoroughly between each client
- wash your hands before you commence work on a client
- if you are interrupted during a make-up application wash your hands before you commence the make-up

### **Review Questions**

- Q1. Write the procedure of paraffin wax mask?
- Q2. Write any four precaution of paraffin wax mask?
- Q3. Write the procedure of disincrustation?
- Q4. Write the precaution while performing disincrustation and ionization?
- Q5. Describe with two examples of looks or images which can be created for Portfolio make-up?
- Q6. Define fantasy make-up?
- Q7. Write the procedure of applying a temporary tattoo?
- Q8. Write the qualities of camouflaged cream?
- Q9. List the areas that can be camouflaged?





Q10. Fill in the blanks

- Paraffin wax is blended with \_\_\_\_\_ or \_\_\_\_\_ which improves its spreading properties.
- Paraffin wax is heated to \_\_\_\_\_ °C.
- The negative pole is the active electrode in \_\_\_\_\_.
- In portfolio make-up for successful effect \_\_\_\_\_ and \_\_\_\_\_ must work together.
- \_\_\_\_\_ and \_\_\_\_\_ camouflaged products are available in market.Q

Q11. Match the following

Column A	Column B
1. Paraffin wax	1. 'no make-up' look smoky eyes, Bridal
2. Disincrustation	2. Negative pole is active electrode.
3. Ionization	3. Fairy, Vampire, Butterfly.
4. Photography make-up	4. Heated up to 37° C
5. Fantasy make-up	5. Birth mark, colasma, Acne marks.
6. Camouflage make-up	6. Positive pole is active electrodes.

## Session – 3 : Eyebrow Shaping

### Eyebrow Threading

Threading, also known as banding, is method of hair removal in which the technician maneuvers a looped and twisted cotton thread with his or her fingers. The most common area for threading is on the face.

Threading is used mostly to shape eyebrows and is considered one of the method that involve less damage to the skin. It is a method of hair removal worth considering for individuals who have skin treatments or use products that prohibit waxing. Threading is a technique that is difficult to self-teach, and hands-on training is recommended.



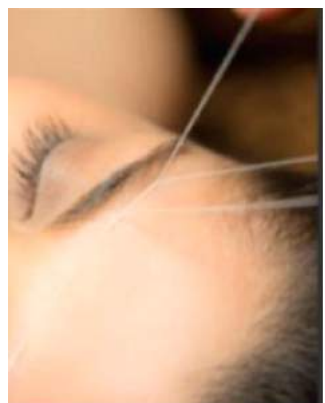
Thread No. 40

### Contraindications

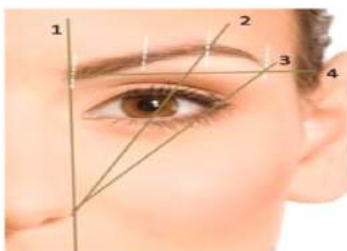
- Conjunctivits
- Style
- Blepharitis



**Scissors**



**Preparing the client  
for threading**



**Determining eyebrow width**

### Threading Tools, Materials and Equipment

- Thread No. 40
- Talcum Powder
- Cotton
- Astringent
- Scissors

### Tools you need for Threading Eyebrows

- Thin Thread (about 24 inches long) of strong and good quality
- Thick thread is not good for removing thread effectively.
- Eyebrow brush : Used to brush the eyebrow in whichever direction you prefer.
- Scissors : Used for cutting/trimming the eyebrows.

### Preparation of the Client for Eyebrow Threading

- Protect the client's hair by wrapping it to avoid snagging hairs on his or her head.
- Then wash your hands.
- If the client is wearing make-up, clean it up.
- Do not apply any cream before threading.
- Use a new and clean thread.

### Determine the Eyebrow Width

- An orange stick is used for determining eyebrow width. Place the orange stick against the widest part of the nose and inner corner of the eye. Move the stick to form a diagonal line from the nose across the outer corner of eye.



## Various Eyebrow Shapes

Since all human beings are unique their eyebrow shapes also vary along with their face shapes. It is necessary to determine the shape of eyebrows before shaping it. Before shaping the eyebrows suitable shape has to be given to the clients based on their facial features.

Few eyebrow shapes are given below



**High Forehead**

### High Forehead

Here the width of the forehead is just about the same as below the cheekbones. Long faces usually have a very narrow chin or a very high forehead. A flat brow will be well suitable for such faces. Here the arch should be slightly elevated.



**Low Forehead**

### Low Forehead

First the length of the brows has to be measured and later on based on the length of an individual the arch should be shaped such that it deviated at lower level.



**Wide Set eyes**

### Wide Set eyes

People with wide set eyes are the most normal looking with unique features of brows. Perfect shaping can make the wide set eyes to look closer, the slightly angled shape can be given while shaping. This shape will make the eyes to appear inward and smaller.



**Close Set eyes**

### Close Set eyes

For shaping the individuals having closed set of eyes first draw an imaginary straight line from the outer side of the eye ball in parallel to the nose. To make the eyes to appear wider pluck more from the inner corner and slightly decrease towards the outer corner.



**Round face**

### **Round face**

A round face will be wide and long with round edges. The nose is the center guide and the widest point is at the cheeks and ears. To shape the client with round face, we have to shape high arched eyebrows with the peak towards the end of the brow and a short tail.



**Oblong face**

### **Oblong face**

People with oblong face have stretched type of eye brows with lengthy hair growth. So the horizontal shaping would well fit their. Shaping has to be almost done in parallel to their forehead. To make their forehead. To make their brows look more beautiful.



**Square face**

### **Square face**

For the clients with square face we should consider the jaw line and hairline. To balance jaw line we have to angle the brows with high peak close to being directly above the square of the jaw.

## **Eyebrow Shaping**

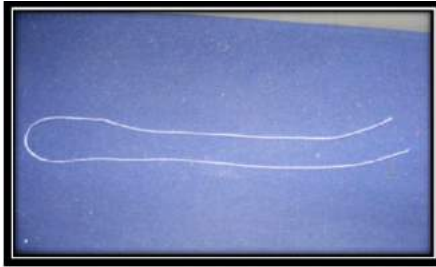
Eyes are said to be the main part of our face to have an attractive eyes eyebrow shapes will enhance the grace of the eyes. It is said that the perfect eyebrow shape would give an overall admirable look for your face. To obtain a perfect eyebrow is the desire of every client, in order to satisfy client requirement we must know about exact techniques of shaping eyebrows with relevant to the facial features.

### **The following points has to be considered before shaping**

- Face shape of the client.
- Spacing values of the eyes.
- State of the existing eyebrow.
- Ask clients about which shape they want.
- Age of client.



## Threading Procedure



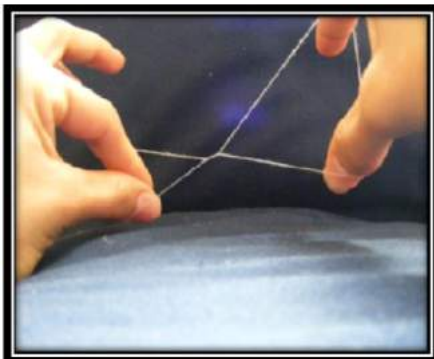
**Step 1**

**Step 1 :** First cut a thread into 11 inches long and make a loop with the thread by tying it. Ensure that the thread is strong, clean and knot free.



**Step 2**

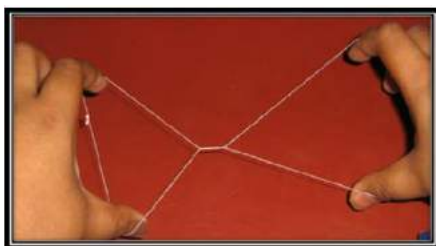
**Step 2 :** Insert the thumb and pointer of both hands inside the loop. Twist the fingers on one hand forming an 'X'. A few more times twist your fingers in the same direction (say, 4 twists)



**Step 3**

**Step 3 :** Now keeping fingers of one hand steady open and close the fingers of the other hand so that the twisted part slides back and forth. This movement is for the thread to grip the hair and to pull it out.

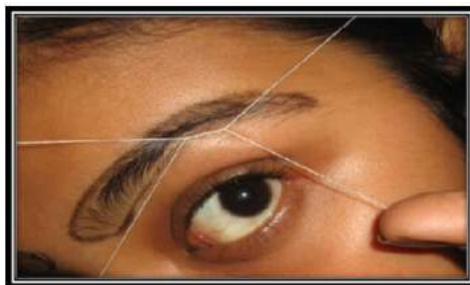
**Step 4 :** Apply little powder to the eyebrow area this will help in easy and harmless threading. Also by applying powder the extra grown hairs are highlighted so that can be trimmed easily without much difficulty.



**Step 5**

**Step 5 :** Now in one hand take the knotted side of the string and the other side in the other hand. Now keep the twisted section on the hairy area and move your fingers of one hand up and down to create this sliding motion of the twist. This will remove the excess hair.





**Step 6**

**Step 6 :** Make sure your fingers do not touch the face of the client while you are threading. Lace the winded section of the thread on the area where the hair needs to be removed. Then perform the open-close movement on one hand. This will trap and remove the hair along with the root.



**Step 7**

**Step 7 :** Repeat step 7 unless all the unwanted hair is removed ensure that line of eyebrow is maintained correctly according to the shape.

You can then brush the eyebrow to see if any trimming is required. Then trim the unnecessary hairs using a scissors. Make sure that the trimmers are of tiny size and maintain similarity between two sides.



**Step 8**

**Step 8:** A cold cream or Aloe-Vera or ice can be applied after threading. Also gently massage the surrounding area of the eyebrow for few seconds. This will reduce the stress and pain occurred while threading.

### **Precaution & Reminders**

It is inexpensive treatment and discomfort level is usually less than the waxing/tweezing but it is ineffective for the large parts of the body.

It can be uncomfortable because the hair are snagged out of the skin faster than tweezing but more slowly than waxing.

- Preceding Contraindications
- Broken, irritated skin
- Active eczema and psoriasis
- Active herpes lesion
- Sunburned skin





### Review Questions

- Q1. Write down the procedure to measure the eyebrow width.
- Q2. Mention some important points to be considered before threading.
- Q3. List all the types of eyebrow shapes and explain each in one sentence.
- Q4. List the steps involved in basic eyebrow threading.
- Q5. What are the different steps to determine eyebrow width?
- Q6. How a client must be treated after threading is completed?
- Q7. Match the following

Column A	Column B
1. Round face	1. Horizontal shaping
2. Oblong face	2. Slightly angled shape
3. High forehead	3. High arched eyebrows shape with the peak toward the end of the brow and a short tail
4. Wide set eyes	4. Lightly elevated arch shape