

BEAUTY THERAPY TOOLKIT
VIDEO DEMONSTRATION

APPLYING EVERYDAY MAKE UP FOR BEGINNERS

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The following will provide you with the correct procedure to apply everyday make up for beginners

The demonstration can be viewed by visiting <https://www.youtube.com/watch?v=mjIHR-SHlzo>

PROCEDURE

	Applying foundation
Step 1	Pick the foundation of choice and place some on the back of your hand (1 pump)
Step 2	With either your finger or a foundation brush, transfer the foundation from the back of your hand onto the face
Step 3	Using a foundation brush, starting at the centre of face, pull the foundation downwards until it spreads foundation evenly over the face
	Applying concealer
Step 4	Apply a filled in V shape under each eye using the concealer wand or by using a make up brush. Add a little to the chin, bridge of the nose, the centre of the forehead and the jawline. Blend in the concealer by using the foundation brush used for applying the foundation.
	Setting the foundation & concealer
Step 5	Using a translucent powder, use a brush to dab the powder over the face. This will ensure that the foundation and concealer has been set.
Step 6	Use a fluffy brush and move over face to remove any excess powder
	Contouring & highlighting
Step 7	Using a pressed power (3 shades darker than normal skin tone), use an angled brush and apply product in a slant direction (top of the ear to the corner of the mouth direction). You should blend this in so there is no harsh lines. Apply more product to the jawline and around top of the forehead.
Step 8	Getting the highlighter compact, you should use a fan brush to transfer the product and tap off the excess powder before applying to the face. You should apply above the cheek bones (above the contour), the bridge of the nose and the centre of the forehead
	Applying eyeshadow
Step 9	Take a shade of choice and apply the colour across the whole eyelid in a gliding motion, back and forwards blending it in using a shader brush.

Step 10	Now take a darker shade and apply to the crease area with shader brush and blend with the lid shade
Step 11	Take a smaller shader brush and apply the darker colour to the lower lashline
	Applying eyeliner
Step 12	Use a kohl eyeliner in your choice of colour and line the lower and upper waterlines
	Applying Mascara
Step 13	To curl the eyelashes (optional) you should use an eyelash curler. Place the eyelashes between the curler and gently squeeze for 5-10seconds
Step 14	It's now time to apply mascara to the now curled eyelashes. Have your client keep their eyes open whilst you do this. Gently brush the mascara wand through each set of lashes ensuring that they do not clump together.
	Eyebrows
Step 15	Taking a shade similar to the eyebrow colour. Using an angled brush go over the natural shape of the eyebrow filling in any gaps in the hair and giving them a general tidy up.
	Lips
Note 1	Using a lip liner prevents colour feathering, prevent colour bleeding, provide more definition to the lips, and enhance or hide lip features
Step 16	Use a lip liner in a choice of your colour and carefully line the client's lips.
Step 17	Choose a lipstick colour close or the same colour as the lip liner and fill in the remainder of the lips. You can do this by using a lip brush