



## *Makeup 101*

Femmestudios.com

### **Welcome to Nikkie's Make-Up 101**

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The purpose of this document is to give those new to applying makeup some basic instruction on what products to use and how to use them. This is for the beginner, so some more advanced techniques are not included here. There's also information regarding colors and determining which you should wear and when. Also, there is a different method for doing night, day, and stage. As well as specialty looks like gothic, faerie, punk, vamp etc. This instruction is just going to cover the basics for a night time look – for a day look just use less, and colors that are not as bright.

One of the key things you will have to do before attempting anything is to analyze your structure of your face, nose, lips, eyes and also know your skin tones. If you're not sure on skin tone and color then the easiest way to do that is go to a makeup counter and try out the testers. If you're too embarrassed to do that or ask for help – then you can guess – but that can be expensive because depending on the products you buy they can get costly.

## Facial Hair Removal

There are several options for facial hair removal. Some methods are more extreme than others. It's important to realize that if you have a particularly thick beard or very dark hairs then it will be difficult to shave in such a way that will not allow for shadow. We will discuss beard cover but there are limits to what this can do in giving you a natural look. Keep in mind that the more makeup you have to apply the less natural you will look – so if you have a heavy beard just remember there's only so much you can achieve with beard cover. Also, a day look requires very little makeup – heavy makeup during the day will be a dead giveaway or even if it doesn't will just not look right in the sunlight.

Even when you shave you are only shaving off the surface area of the hair. Most facial hairs will be buried up to a .25" into the skin to the root. The root is dark and the hair is dark all the way down. This is what creates a shadow. So even if you cut it off at the surface with a really close shave, odds are you'll still have some shadow.

### **Removing hair from the root**

There are a couple of ways to remove the hair from the root. The most preferred method is either electrolysis or laser. Laser is great for the most part but it will not get gray hairs and struggles with lighter hairs all together. So eventually electrolysis will be required to remove those hairs if you want to have permanent hair removal.

Another method a little more painful is plucking. To do this get a very good quality pair of tweezers – let your hair grow out 1/8" at least and then pull it out. This can be very time consuming – usually 2-4 hours to clear your face. But if you just have some areas that are dark you can just focus on those. This is something you can do if you can't afford electrolysis and you want to be smooth for a week or more.

**DO NOT** use wax – even those made for the face. Most of these are for women that have very light hairs. Wax can severely damage your skin if you have a heavy or even light beard.

**DO NOT** use hair removal products – products that are creams for hair removal DO NOT use on your face even though they advertise. These products can leave scars and chemical burns that could take days or longer to recover. There are some popular products out there but my recommendation is to avoid them.

### **Surface Hair Removal**

So if none of those methods work for you then you are left with shaving. If you are going to shave the hairs from your face – the following technique proves to be one of the best methods. Also a choose a razor with 3 or 4 blades if possible – minimum two blades. Single bladed razors tend to cut and nick and not give you as close a shave.

### Method I – Traditional Razor:

Shave your face right after a warm shower. Some like to shave in the shower and that's fine too.

1. Soak your face in hot water – as hot as you can that is safe and not damaging. This will open up the pores and allow for the hairs to
2. Use a thick shaving cream, not a gel and lather up really well.
3. Soak the blade in the hot water and shave with the grain first
4. Once you have shaved your face re-lather your face with shaving cream and shave against the grain.
5. Use your fingers to stretch your skin to raise the stubborn hairs and shave again against the grain
6. Rub your fingers and hands over your face and shave off any missed rough spots
7. Use an alcohol based after shave lotion to disinfect any nicks.
8. Splash your face with cold water or get an ice pack to place on your cheeks to cool it.
9. Lastly if you have some moisturizer or baby oil rub a very light amount to help soften the skin.

### Method II: Electric Razor

Just substitute Steps 1-3 with your electric razor. Some people prefer to get as close as they can with an electric before using a blade. This works if you have a light beard or have already had some hair removal. If you have a thick beard then using a razor is the better method.

## **Tools & Products**

### **High End versus Low End Products**

Let me just start by saying that for the most part, cosmetic companies often make pretty lofty claims about what their products can do. So many of them promise the sun, moon and stars, but those claims often are terribly inflated. We all want to look our best, so we get sucked in and start to believe that a miracle cream or potion might really exist - it doesn't !

Having said that, there are plenty of quality products at your local drugstore that are just as effective (just ignore the hype) as department store brands for a lot less money.

Okay for all the Mac fans out there I love Mac products; however, if you are just starting out I would suggest getting proficient on cheaper brands before purchasing the more expensive products. Also, in many cases, as previously stated, the drugstore products are just as good as the higher end products. I know that comment makes some people gasp and suddenly stop reading but in some cases this is true.

There is a difference clearly – however, does the product make you look 3x better 4x better etc.? Well I’m not sure. I could make over someone in drugstore products and take some pictures and then use the same colors and shades with a high end product and most people wouldn’t be able to tell. But if that’s true then why do people like the higher end products and are they really any better?

The answer is a mix. There are some areas in which the drugstore products fall a little short. I will attempt to provide some of the differences in a chart below. The premise is comparing the best possible alternative at a drugstore versus any of the higher end products found in department stores or independent labels. I’ve also included an average price tag so you can sort of compare the differences and the cost for those differences.

The other bit of information that is worth mentioning is that you will usually get more help from a department store sales person than someone at a drugstore. The exception for example would be at an Ulta or Sephora, where I have found the sales ladies to be very helpful. But it may be more difficult to find testers at most drugstores where you can freely try anything at most department stores. So there is some additional value to that imbedded in these costs.

<b>Product Type</b>	<b>Avg.High End Cost</b>	<b>Avg. Low End Cost</b>	<b>Difference</b>
<b>Foundation</b>	\$30	\$8	The major difference in foundations is that they are much smoother and tend to cover better. There are also usually more shades to choose from to get a more exact match. If you are going to spend more on foundation then going with a department store brand in this area would give you an overall better look and definition. Especially if you have a thick beard it’s probably better to go for the department store brand.
<b>Loose Powder</b>	\$35	\$8	Loose powder is another type of product that you may want to go with a department store brand. The reason is that the grains of the powder are much more fine. What this does is gives you a smoother look and provides a less “cakey” type of effect. The differences are very subtle but there is clearly a difference.
<b>Eye-Brow Pencil</b>	\$8	\$2	Eye Brow pencils on the higher end products may be softer and will glide on better with more definition. But if that’s something you’re looking for you can always use an eye liner on your brow as well. I personally don’t see any measurable

			difference.
<b>Eye-Liner</b>	\$15	\$6	Liquid or pencil – the upper end drugstore brands work just fine. I don't see any reason to go for a department store brand unless there is a particular color they are offering that you really want.
<b>Eye-Shadow</b>	\$15	\$4	The eye shadows are again finer grain usually and provide a little stronger definition. However, with a good drugstore brand and an eye shadow primer you can achieve the same results.
<b>Mascara</b>	\$15	\$8	Mascara – well none of them deliver on the promises. I've found that either you have eyelashes or you don't. Mascara will define what you already have and maybe give you 1/8" more in length. I really have not found a mascara I've fallen in love with yet – still trying – if you know of a good one please let me know. You do want to find a mascara that has medium type of bristles – not too many and not too few – something in between seems to work best. I've also tried the mascara with the eyelash primer and really have not noticed a significant difference.
<b>Blush/Bronzer</b>	\$18	\$5	Blush is usually a better quality from a grain perspective in a powder. Blush comes in two forms cream and powder. Cream is much more harsh a little more difficult to work with but can give some very nice dramatic effects. Most people will use a powder because you can more slowly add more for more definition. I don't see much differences in the two and there are so many good drugstore brands that you should be able to find the shade that you want.
<b>Concealer</b>	\$15	\$8	There is no reason to pay a lot for a Concealer unless there is one that you just like for a particular reason. I've used the cheapest concealers and they seem to work just fine.
<b>Lipstick</b>	\$20	\$8	The higher end drugstore brands run in the \$8 range. The higher end department store brands

			run in the \$20 range. There is very little difference on the surface for lipsticks. However, in the higher end they will usually stay on better, feel lighter and come in more defined colors. Typically if there is a color I just love then I will go for the higher end – otherwise I’m usually content with the higher end drugstore brands.
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So hopefully that is helpful – this information is based on personal experience – I have used most products from most brands. Much of it is actually just personal preference and what seems to work best for you. My recommendation is if you’re just starting out to go for the drugstore brands and practice the techniques then go to the upper end products once you have the application down. The reason is that if you don’t have the application technique down then it won’t matter how much you spend on the products. The products aren’t the magic that makes you beautiful – you are what makes you beautiful.

So which products should you start with? Here are the products I recommend to get started with. These products will get you close to the higher end products. However, feel free to substitute other brands if you can’t find the right shade color or if you just have a preference. Makeup is more about personal choice than anything else.

I chose these brands because they have decent every day quality and are available in most Walgreens, Ulta, CVS, Target or Walmart.

## Makeup:



**Foundation:** L'oreal True Match Makeup. Est. Cost: \$8.79  
You will need a shade that closely matches your skin tone and one that is slightly darker. Here are a few suggestions if you're unsure about which colors would be best for you. The L'oreal True match display will sometimes have plastic translucent sheets that you can use to help determine your color. IF they don't, and you're bold enough you can ask a store clerk. Lastly you can take a guess by holding the bottle up to your face and look in a mirror or up to your arm. Almay and Revlon also make good foundation. There are also powder and mousse foundations that work extremely well. I do not recommend the sticks because there is a tendency for people just starting out to use too much from a stick.



**Loose Powder:** Maybelline Shine Free Oil Control Est. Cost: \$5.99  
Unless you have very dark skin or very light skin the medium will work for most complexions. If you're unsure go lighter.

**Concealer:** CoverGirl Concealer Est. Cost: \$5.99  
Lighter Concealer is fine. Should be at least a shade or two lighter than your foundation.



**Pressed Powder:** CoverGirl Pressed Powder Est. Cost: \$5.99  
Pressed powder should be roughly the same as your loose powder. We'll use it for finishing touches and you can carry it with you in your purse.

**Bronzer:** CoverGirl Bronzer Est. Cost: \$4.79  
The bronzer will be darker and will be used for contouring.



**Eye-liner:** L'oreal Wear Infinite Powder Eye Liner Est. Cost: \$7.49  
Or L'oreal Lineur Intense Defining Est. Cost: \$8.49

Depending on the look you are going for and your level of experience will determine whether you want to choose a pencil or liquid. Also if you have small eyes or darker eyes you may not want to use a liquid. Liquid is more difficult to apply than a pencil – but in some cases it can yield a very dramatic effect. If you want a harsh or hard look then the liquid would be a good choice. Also the color you choose will depend mostly on the color of your brows and hair. If you are wearing blonde or brown hair I would stay with the lighter colors but if you are burgundy or black you can go darker. Lastly, if you get a pencil be sure to get a sharpener that fits the pencil. I also like Revlon's liquid liner a lot – it goes on smooth and is very well defined.



**Mascara:** Any Brand will work Est. Cost: \$8.00

Everyone has an opinion on which brands work better – none of them are perfect – so pick one that works for you. The thinner / closer bristles are easiest to work with. Also need to choose a similar color to your eye liner if you chose brown or black. Note: We all have bacteria that live in our lashes. We live harmoniously with them provided they don't get out of control. Every time you use mascara, you take off some of those bacteria and put them in a dark warm environment hospitable to bacteria - the mascara tube. Eventually, their numbers will break down the preservatives. So don't keep your mascara longer than three months.

**Eyebrow Pencil:** Any Brand will work Est. Cost: \$5.00

The eyebrow pencil color should be similar to your hair color – easy way is to choose the same basic color as your eyeliner if you chose black or brown. An eyebrow pencil is different than an eyeliner pencil even though they may look the same. There is a different texture to them both.

**Eye-Shadow:** Any Brand will work (3 color combo) Est. Cost: \$5.50

Find three colors that sort of can go and blend together. You should have one light tone, one medium tone and one dark tone. They don't all have to match, they just have to "go" together. Also, if you can find a cream shadow that is also a good way to go instead of a powder. We can work with either one. The difference is that a cream is usually easier to work with, but we have tricks to keep the powder on as well.

**Brow-highlight:** Any Brand will work (white eye shadow) Est. Cost: \$3.00

You just need some white cream shadow or white eye shadow powder for this.

**Lipstick:** Revlon (black tube not green) Est. Cost: \$7.99

You will want to get one shade then find either a liner pencil or even just another darker lipstick will work. We can show you how to use lipstick as your blush so everything matches or you can select a blush. Lighter color lipsticks with lighter hair and you can go darker with darker hair. Probably stay away from cinnamon and orange tones all together.

**Blush:** Any Brand (Powder or Cream) Est. Cost: \$7.99

Just find a soft red that matches the lipstick color you want to wear. I've even used my lipstick I'm wearing so it matches. Although, the style now is not to use red as blush but more of a bronzer or brown to give definition and provide a more natural look

Beard Cover: Use either a heavy Concealer, or Mac or Dermablend is perfect for this.

You should be able to find everything for less than \$100.00 all in if you choose to go this route. If you go all high end it's probably going to be anywhere from \$250-\$350. So if you look at it one product at a time it doesn't seem like a big deal but it all adds up.

## Tools & applicators

There are some tools you will need in order to apply your makeup properly. I usually don't use the applicators that come with the products except for where it makes sense (e.g. mascara, liners, pencils, etc.). At a minimum I would recommend the following:

**Queue Tips:** These are important because they will help you clean up smudges or mistakes – always have a good supply of these handy.

**Tweezers:** Tweezers are great to remove unwanted hairs – either to pluck your beard or to shape your eyebrows. We're not going to talk about eye brow shaping there are plenty of resources on the internet to help with that – I recommend just making an appointment at your local salon and have someone do it the first time. You'll pay around \$20 and just ask for a wax and shape. Shaping should take no more than 15min for someone to do this for you and it's worth it. Please do not shave off your brows – this is not the way to go – shaping looks much more natural.

**Makeup Sponges:** These are not the kitchen sponges. These are usually white and are in triangular wedges that are found in the makeup department. If you are using a liquid foundation then get the triangle sponges. These will allow your foundation to go on much more smoothly. You can also use a foundation brush but I recommend for new people to start with the sponge.

**Eye Lash Curler:** This will help define your lashes a little more – to curl the upper lashes. This tool looks a little scary at first but it actually can make a difference. They come in different flavors – steamers and just the manual ones that crease the eye lashes. I think they all work fine – just a matter of how much you want to spend to have pretty lashes.

**Loose Powder Brush:** This is a large brush – and it's used to remove excess powder – not to apply powder

**Eye Shadow Brushes:** there are many eye shadow brushes – there are those that blend, smokey, thick, narrow etc. if you are new then I would just find an eye shadow brush that is firm to the touch and is no more than .25" in width. Please do not use the applicators that come with eyeshadows. They are horrible and difficult to use – especially if you don't know what you're doing with them. Once you get more proficient you'll figure out creative ways to use them – but throw them away for now.

**Blush Brush:** This is very necessary – find one that is soft to the touch and is about the quarter the size of the apple of your cheek.

**Lipstick brush:** You want your lipstick brush to be soft but yet very firm with a nice edge. The edge can be used to outline your lips and if it's firm then it will apply the lipstick nicely. If it's scratchy or harsh look for another one that is softer to the touch. If you look around you can find lipstick brushes that are

retractable so you can carry them in your purse with out getting the residual lipstick from the brush on all your personal effects.

**Powder puff:** A soft powder puff that is more cloth than fuzzy will be necessary. Don't find a poofy one that is meant to apply scented powder – find one that is about palm size that is soft yet firm. Many times the applicator that comes with the loose powder is sufficient.

**Magnified Mirror:** You will need to get a magnified mirror so that you can be more meticulous about applying eye makeup.

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## Application

This application is for a night time look that will work with most colors and outfits. There are several variants that you can do to create different looks. However, this instructional guide is meant for the beginner with some basic steps to get started.

### **Step 1. Liner**

For the beginner I recommend starting with eyeliner first. The reason is because liner takes the most practice and most skill and therefore is prone for mistakes early on. Therefore, if you make a mistake in the first step it's easy to clean up and start over. If you wait until everything else is done you may end up having to start over.

With Liquid liner - a brush or felt. Do you're the top of your eye first and cover from the inner corner to the outer corner of your eyes. If you are not accustomed to liners then try just doing little dots and then filling in rather than a brush stroke. If you are apt to blink it will be much easier to dot than to stroke. Keep your eye open and or close it slightly to let it dry – If you open your eye so the liner goes in the crease of the eye it will smudge.

Next do the same with the lower lid of the eye.

With a pencil liner – If you choose to use a pencil then you may want to stretch your eye. With your index finger place it at the outer corner and then pull to stretch your eyelid. Then use your other hand to apply the pencil. The reason for the stretching is to make sure that the pencil liner fills in any holes. This isn't as much of an issue with liquid. This will give you a smoother look and it will help you blink less if you are new.

Next to the same with the lower lid of the eye

In both cases use a damp queue tip if you make a mistake or smudge in the wrong place.

### **Step 2. Mascara**

Mascara is next the reason again is to avoid a mess. If you've applied eye shadow and foundation first and you accidentally smudge then again there's a bigger mess to clean up. In your right hand apply mascara to both eyes then switch the applicator to your left hand and apply to both eyes. You'll notice that you'll get different angles on each eye by using this method.

You also can use your eyelash curler both before and after. If you use the curler after the mascara is applied then just be careful that your lashes don't stick to the curler because you can easily yank them off. It's for this reason most people recommend curling before you apply the mascara – but I've done it both ways successfully.

### **Step 3. Eye-brows**

Take your eye brow pencil and use it to better define your brows. In order to do this pretend your drawing in little hairs to your brow. Don't make a line or arch – but rather use quick sort strokes as if you were drawing little hairs. This will give a much more natural look to your brow.

### **Step 4. Beard Cover**

This step is to help cover your beard. Take a lipstick tube – use your index finger to get some color on it and then smudge it on your face where ever you think you have a shadow. This should leave a rosey hue to those areas. Only do this in the areas you are looking to cover a beard shadow.

Next take your beard cover (recommend dermablend) or a Concealer and place it over the lipstick and blend in very well.

The reason for the lipstick is that the reds will neutralize the blues then the concealer will cover up the red spots.

### **Step 5. Foundation**

Take your liquid foundation and open it. Then take your triangle sponge and place it over the opening shake the foundation while holding the triangle applicator to the opening. You're just trying to get a dot on the applicator then use the sponge to spread on your face. In this way you use the foundation sparingly and minimize what actually goes on your face. The goal is to use a little foundation as possible. But continue to apply more to cover any concealer and smooth out your skin tone.

Be sure to cover you eye lids, nose, under your jaw and slowly blend into the neck. Some people will do their ears as well – just depends on the type of hair you wear and how uneven your tone is on your ears.

### **Step 6. Loose Powder**

Now we want to set the foundation with the loose powder. Open the loose powder – remove the applicator. Close the loose powder lid again. Turn it upside down and tap it several times. Now turn it back right side up and open. Use the applicator to get some powder on it.

Next take the applicator with the powder on it and press it into your foundation. Use a little force here. Don't primp and dab – really press it in and do this all over your face where ever you have placed foundation – except on the eyelids.

Once the face is covered – you'll see where it maybe uneven – take your foundation powder brush (the big one) and use it to brush off any excess. If you still have some trouble areas go ahead and use the applicator to rub and smudge so that the face looks even.

### **Step 7. Eye Shadow**

We're going to do a very simple eye shadow technique that'll give you a nice effect. If you have a 3 color eye shadow use the the lightest color all over your eye lid all the way up to your brow. This is called an eye "wash" which gives an even tone all over. Next take the mid tone color and place on the

eye lid just above your liner. Last take the darker color and dab it on the outer eye corners and then shade where your eye crease is.

Lastly take an eye shadow blending brush and blend it all together so that you don't see a change in color tones - it just all blends together naturally.

### **Step 8. Blush**

As men we don't usually have defined cheeks. So therefore we need to create them. The first thing you need to do is smile and look at where your cheek lines should be. Now what we are going to do is take either lip liner or our lipstick to create cheeks. Just draw a line like a Nike Swoosh to define your cheeks on both sides. Then either take your foundation sponge or your finger and smudge it upwards not down. Don't smudge it upwards more than a half inch or so. Next take a lighter blush and fill in the apples of your cheeks all the way to the temples of your ears.

You want the lower part of your cheeks to be darker and the upper parts to be lighter. If you look at yourself in the mirror and think that the blush is too harsh then you can tone it down with your pressed powder. Just powder over it and it will slowly subside.

### **Step 9. Contouring**

There are some complex techniques for contouring. Contouring is basically taking your bronzer to shade darker in areas of your face you want to "hide". For example if you think your nose is too wide then apply the bronzer on either side of your nose and it will create an illusion of a smaller nose. You can use this on the edges of your chin to make it appear thinner. If you have a prominent jaw you can use it along the jaw line to hide it. Also it works well on adams apples and anything else you want to minimize.

### **Step 10. Lipstick**

Apply your lipstick to your lips directly from the tube then use a lip brush to smooth it out and define it. If you have thin lips its okay to go over your natural lip to create an illusion of thicker lips. You can also experiment with applying a darker or a lighter color in the center of your lip to give a nice shimmer effect. This also works well with some lip glosses.

## Conclusion

So hopefully this guide has given you some ideas on how to get started. There is so much more you can do but again this guide was meant for someone just starting to learn to apply makeup themselves. There are a few advanced techniques here but there are so many more ways to create different looks and effects. I highly recommend watching Youtube videos – just do a search on the type of application you are looking for – for example you can search on “smokey eye” or “goth makeup” to find different styles of eye makeup. I also recommend the book Making Faces by Kevyn Aucoin as a great place to start learning about makeup.

When I first started with makeup and trying to get it on correctly it was so frustrating because there were very few guides and no one to help. Also making someone with masculine features look feminine is an art in itself that most women have no experience in – in fact most can barely get themselves together. So you’re much better off learning this on your own or finding someone to instruct you. It took me years on my own to figure out products and techniques that you can now learn in a few minutes on the internet.

The key though is that you still have to practice. You can read and get instruction but you just need to try, experiment and practice. Do what works for you not what someone says to do. If you find something that is too difficult – look for an alternative way to achieve the same effect. For example one night I wanted a deep red on the outer portion of my eye. I couldn’t get my eye shadow to give me that effect – so I tried my lip liner to get the color I wanted on my eye – it was perfect. So don’t let the product names dictate how to use them as you become more adventuresome. Just try it – worse case just erase and re-do it if it doesn’t work.

So practice as often as you can and try new things – don’t be afraid or intimidated – just do it and see what happens. And most of all set your expectations that make up is there to enhance your better features – so focus on those areas that are your strengths. For example – I’m told all the time that one of the nicest features I have is my smile – so I really work to make my lips look inviting. If someone says you have long lashes or pretty eyes – then down play your lips to draw even more attention to your eyes.

The last piece of advice I’ll share is to always smile and have a twinkle in your eye – because your beauty is inside you – not on the outside. But in order for people to see “you” they need to see your personality, charm, smile and energy. This level of energy, posture and demeanor will enhance your beauty 10 fold. So be the best “You” you can be!

Now go make yourself pretty!