



Module 8 : Corrective Makeup Techniques

- How to use corrective makeup
- Tips for corrective makeup applications
- Essential corrective makeup tools
- How to use various products

What you will learn:

- How to use corrective makeup
- Tips for corrective makeup applications
- Essential corrective makeup tools
- How to use various products
- Useful techniques
- Common mistakes
- The art of makeup artists

8.1 Introduction

 **The technique of applying corrective makeup uses dark and light colors and shades to contour and highlight facial features.** It is about creating the illusion that the face is in a better balance or proportion. It is a technique that is used to make that symmetrical look that is seen as beautiful. It can give the eyebrows a more equal look or make the lips fuller. Corrective makeup techniques camouflage imperfections, so that they are less noticeable.

It is also called camouflage makeup because of this. It can be used for scars, areas that are darker, and any other features that people like to hide.

8.2 Tips for Applying Corrective Makeup

Here are some tips that you should be aware of when you are developing this look. The idea is to eliminate imperfections and if you do it correctly, it can make anyone look perfect.

Tips to keep in mind:

- Highlighting emphasizes a feature
- Shadowing makes features less noticeable and minimizes the feature
- Blending is necessary to make the makeup seamless

When you are mastering this technique, you will need to remember these three things.

8.3 Tools

Here is a list of the tools that are required for corrective makeup - it will require a wider selection of supplies and makeup than usual:

- Dark, medium, and light colored lip liners
- Various shades and colors of foundations
- Dark and light shades of concealers
- Eye shadows and eye lining pencils that are in light to dark colors, including grays and browns
- Powder that is translucent
- Brushes, sponges, and applicators
- Angled tip tweezers
- Various brushes of different sizes

8.4 How to Use Products

Concealer

The concealer should match the skin color exactly or as close as possible. This provides good coverage and can be used for a number of imperfections from dark circles to yellow tints to hiding unwelcome blemishes.

Eye brightener

Eye brighteners have become an essential product found in all makeup artists' bags. They help to lighten and widen the eyes. Eye brighteners work well on tired eyes, making them perky and alive.

Foundation

Foundation is an essential product that should be a perfect match to the natural skin tone. This will help you create that perfect finish, highlighting features and hiding imperfections.

Primer

The primer should be seen as your canvas. It is applied first to help smooth the appearance of the makeup and increase how long it lasts.

8.5 Performing the Techniques

These techniques will help correct various imperfections and make them look better. They will address the typical issues that clients complain about, and give you a way to make improvements using corrective makeup techniques.

- **Round eyes:** extend the shadow past the outer corners of the eyes to lengthen them and make them look more oblong. This technique will also make the eyes look bigger. Eyeliner can also be used to obtain the same effect. You will apply the eyeliner along the top eyelash from the middle of the eye to the outer corner. Pass the line of the eye slightly. Now apply the liner to the lower lash line from the middle to the outer edge to meet the other line. Now fill in that triangle shape in between the lines. It will create a longer eye and, in essence, make it look bigger.
- **Close-set eyes:** by applying lighter colored eye shadow on the lids of the eyes near the nose, and darker colored eye shadow near the edges of the lids, it will make the eyes look further apart.
- **Deep-set eyes:** light and reflective colors can be applied into the creases, and darker colors should only be used sparingly.

- **Prominent eyes:** make it harder to notice the eyes by blending a medium shadow over the prominent part of the eyelid and then blending it up towards the eyebrow.
- **Round and Square faces:** use a darker foundation along the outer edges of the temples and blend it. Then blend the same foundation along the jawline and cheekbones. A lighter foundation should then be used in the centre from the chin to the forehead.
- **Narrow face:** a light foundation used along the outer edges of the cheekbones can be used.
- **Wide jaw:** use a darker colored foundation under the cheekbones and on the jawline.
- **Receding chin:** highlight the chin with a lighter colored foundation.
- **Double chin:** Apply a darker foundation to the double chin under the jawline.

8.6 Using Corrective Techniques for Brows

✖ **When the eyebrows have high arches, it can make your face look narrower. Creating high brows can be a perfect technique for people with a round face.** If the face is already narrow, it is not a good idea to have highly arched brows. It will elongate the face even more. You can remove the extra hair on the top of the arch and fill in underneath the arch. This technique will also make a low forehead look bigger.

For your clients whose eyes appear further apart, you can make the distance between the brows wider and then extend the brow out more a bit.

8.7 Corrective Lips Techniques

- **Thinner upper lip:** Line the upper lip with a lip liner. Make sure that you stay on the outermost section of the lip without extending too far. Fill in with lip color.
- **Thinner bottom lip:** Line the lower lip with a lip liner. Make sure that you stay on the outermost section of the lip and don't extend too far. Fill in with the lip color.
- **Thin lips:** Line both of the lower and upper lips with a lip liner. Be sure to stay on the outer section and don't extend too far. Fill in with a lip color that is light and not glossy or frosty.

8.8 Corrective Techniques for the Nose

- **Too long:** To shorten the nose, you will apply a dark shadow underneath the nose and over the tip of the nose. Be sure to blend it very well
- **Too short:** Apply a highlighter right under the nose and on the tip of the nose
- **Too narrow:** Apply a highlighter to either side of the nose and thoroughly blend
- **Too wide:** Apply a shadow on both sides of the nose and then a highlighter down the centre going from top to bottom.

8.9 Corrective Techniques Based on Face Shape

✖ **The face can be described in a host of different shapes from round to square and narrow to diamond, oblong, heart and more.** Your client may not be happy with the shape of their face, wanting to streamline it more. There are corrective techniques you can do to reduce their facial features that they are not happy with - here are some you can try.

- If your client has a round or square shaped face, then you can reduce these features and narrow the face considerably with the use of foundation. Use a darker foundation along the outer edges of their temple, along the cheekbone and the jawline. You can then use a lighter foundation down the centre of the face all the way from the forehead to the chin.
- In the event your client has a narrow face, you can hide this elongated and narrow feature by simply using a lighter foundation along the outer edges of the cheekbone.
- Some of your clients may come to you to hide their double chin. This is easier to correct than you may realize. A double chin can be corrected by using darker foundation under the jaw and over the double chin.
- When dealing with a wide jaw, simply use a darker foundation under the cheekbones and on the jawline.

Makeup can really be used to fix many of the imperfections and make anyone look great.

These techniques are a little more advanced and may take a longer time to really master. However, you can start to create great looks, if you remember that the lighter colors enhance and the darker

colors hide. It is a good idea to accentuate your client's best features. Your client may express the fact that they think that their nose is too big or too small. You can use these cues to choose how to apply their makeup. Ask them directly if there is anything that they don't like about their appearance. Let them tell you what they are unhappy with and then you apply the techniques to fix it.

Try not to let your client see their face until it is all done because then it will really accentuate the changes that you made.

You can even explain to them what you are doing while you are doing it. However, it is probably best to keep your secrets to yourself so that you can book that next appointment. If you are having trouble remembering exactly what to do, think about how a highlight attracts your eyes to it and it is hard to see things in a shadow. The lighter foundation is your highlighter and the darker is your shadow.

8.10 Common Corrective Makeup Mistakes

 **When you are first starting out in the makeup industry, it is understandable that you are going to make some basic mistakes from time to time.** Practice makes perfect. Make use of your friends and practice your corrective techniques on them as often as possible to ensure you master this art. Knowing what the most common mistakes are can also help you avoid them at all costs.

Below are the eleven most common mistakes that can happen when doing corrective makeup:

1. Eyebrows look unnatural, this is often because you have used too much color to correct them in the first place.
2. The eyebrows are too arched or too thin, immediately making them look unnatural.
3. False eyelashes not placed correctly or wrong ones used, making them look fake. Remember, even with false eyelashes you want them to look as natural as possible.
4. Using too much mascara to try and correct the eyes, which result in unwelcome and clumped lashes.
5. Eye shadow which is too heavy and not blended properly. Again, this will look unnatural and can have a negative impact on your final product.
6. Not blending in the shading, making it look completely unnatural.
7. Using too much cheek color or putting it in the wrong place so that it doesn't highlight the cheeks properly.
8. Using too much lipstick when trying to correct the lips.
9. Using the wrong color foundation. The foundation should be as close a match to the natural skin tone as possible, and be well blended into the neck line. Remember, the neck is a lighter shade, so using the wrong color on the face will show up in photographs, on film or even under heavy lights.

10. When you have finished, the face appears shiny.
11. Highlighting the wrong or puffy areas of the face, therefore, not hiding them, but rather making them stand out and be noticed.

8.11 Makeup artist art

 **You know how an artist can create pictures that pop out at you like an optical illusion.** They look like they are three dimensional even though they aren't. They use the contrast between the light and the dark and the shadows to create the illusion that things are different to how they really are. This is what you will be doing. You will be applying art to the canvas of the face. You will create the illusion that the eyes are closer together and that the nose is thinner than it actually is. A great makeup artist can transform the face into anything that they want it to look like. This is a great way for you to really start turning some heads. When you have mastered this technique, you should see if some of your clients will let you get a before and after photograph for your portfolio.

Create the most dramatic transformation where you change almost every feature. You can even use this technique as a promotional tool. When you can transform someone's look with just makeup alone, you are giving them everything that they desire and they don't even have to go under the knife for it. That gives something to them that they will really appreciate. Remember that you will have to have a wider selection of products to create these techniques, so it may be something that you master later on.

What tools do I use?

When you are creating these looks, you will apply the makeup just like you apply regular makeup. The only difference is in the colors that you choose. In addition, there are sets of contouring brushes available that you can use as well. Any tool that allows you to apply and blend is likely to work for you. Make sure that you apply the makeup the same way though. That way you don't create areas with a lot more makeup. You will want to know useful corrective techniques, what colors to use, where to achieve results, such as what color foundation to use, when to use light foundation and when to rely on darker foundation.

Blending

Make sure that you blend it in. This is the most important part. You can get the makeup in the right spots, but if you don't blend it, the look is not natural-looking. By blending, you are making it look convincingly natural. The rule of thumb with corrective makeup techniques is to blend, blend and then blend again. The finished product should be smooth and seamless. Dark foundation should blend into lighter foundation without it looking streaky.

Go and Practise

Estimated time: 60 minutes Find two friends or family members. Look for something that can be "corrected", for example deep-set eyes, and using the suggestions in this module see if you can fix the imperfection. Try and perform a different corrective technique on each of your volunteers. We suggest that you take before and after pictures to effectively analyze the results. Once completed come back and continue the course.

Module Summary

This section explained how to use makeup to correct various aspects of the face that people are unhappy with, like eyes that are too close or too far apart, lips that are too thin, and noses that are too long or short. You were also provided with details of the essential tools and products you need, along with how to use them. This module gave you valuable advice on corrective techniques for various aspects of the face, helping you to ensure your client's good features are pronounced and imperfections are hidden. You also gained an idea of the most common mistakes when it comes to corrective makeup techniques.

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