



Module 9 : Beauty Makeup Styles

- Various makeup styles
- How to decide on an angle
- Daytime looks
- Night-time looks

What you will learn:

- Various makeup styles
- How to decide which style to use
- Daytime looks
- Night-time looks
- Styles for special events

9.1 Introduction

 **There are many makeup styles that you can try.** They give the client a specific look. It is good to know the various styles, so that your client can effectively communicate with you when discussing which kind of look they would like. You may be able to do your own thing some of the time, but there will be times when you will have to do what the client wants and create a style that meets their vision. If they want one of these looks, this section will help identify how you can make it happen. It is important that you have a good understanding of the different beauty makeup styles which you can use for different occasions. This can help you provide your client with the best service, providing them with a finished product that they are after and that will meet their unique needs.

9.2 Dewy Look

✖ **In this look, the client will have a healthy-looking glow to their skin without looking too shiny.** You will always start with a moisturizer to give it a good base for an all-day wear. You will use a tinted moisturizer next. This is what will create the look that you are going for and cannot be skipped. Use a foundation brush to apply it smoothly all over the face, including the lips and the eyelids. Tap it into the skin with a sponge. Now powder the lips and the eyelids. A light pink shimmer shadow can be used on the entire lid. Mascara will be applied only to the upper eyelash. Tap on some pink shiny lipstick and a light pink blush and you have a natural look with a slight bit of shine.

Tip: This look is for clients with dry to normal skin. This look will not work for combination skin or oily skin.

Dewy Look



9.3 Nude Makeup

✖ **In this look, the makeup will appear very minimal.** The eyes need to really show out for it to work. The colors that you will use for this look include light sand brown colors, orange or light yellow based browns, pink based light browns. You want to make it look like the client is not wearing any makeup and the lips should be natural looking. Start with a primer if needed to tone down any redness of the skin.

Remember, a green toner will take away the redness.

Apply a light amount of liquid foundation and follow with the powder to the eyelids and lips, along with the entire face. Apply a matte finish eye shadow in a brown or medium brown just along the lash line and then blend it into the upper part of the eyelid. A white eyeliner can be used on the bottom lash line and then some eye shadow on the bottom lash line to create the depth. Swipe the eyebrows with a bit of brown eye shadow and apply some deep brown mascara. Add a nude lipstick and a peach blush. This would work great for a woman with dark hair.

Nude makeup has been a popular choice for many years. The goal of wearing makeup without it being noticed is not easy to achieve. You need to ensure you blend well, making it impossible to see that your client actually has makeup on, while ensuring all blemishes and imperfections are completely hidden and out of sight.

Nude Look



9.4 The Shimmer and Shine Look

 **This is a popular look because the shimmer can be found in foundations, blushes, lipsticks, pencils, shadows, and mascara.** This makeup style requires the use of mica, a light-reflecting crystal. You can add it to any look to highlight your features. That would be areas of the face where light would naturally reflect, like the cheekbones, chin, nose, lips, eyelids, forehead, and on the body. Metallic colors work great on clients with a darker skin tone. Shimmers work for anyone. Cooler shades look great with darker skin tones as well. Don't go overboard and make everything shimmer and shine.

Use matte foundations and then add a little shimmer to the eye shadow. Then use mascara, blush, and a shimmery lipstick or lip gloss.

Shimmer Eyes Look



9.5 Bold Colors

Bright colors are great for spring and summer. Mix and match and make it fun. Choose to do a coral colored lipstick with a turquoise eye shadow. Let the eyes and the lips stand out by keeping everything else very neutral. If you find that you are stuck with how to pull this look off, simply check a magazine. However, just create your own look with the methods that you have learned. You will find that not every look works for every client. Use these as a guide, but create the look for your client that will make them look the best. Think about the final product. Does this method work for your client? Many of the looks work with any skin tone. Use your knowledge of the different colors that you can use to create a look that works for you, the purpose, and the client. Bold colors have become exceptionally popular in recent years, but your client needs to have the confidence to pull this off.

Brilliant orange, staggering greens and outstanding blues can all be used to create a style that suits your client's needs. You can use orange lipstick and help your client find an orange nail polish to match, or you can play around with eye shadows to make a statement.

Bold Look



9.6 Romantic Makeup

✖ **Romantic and soft makeup is the ideal look for a date night or a relaxing weekend.** For this you are going to want to use soft color, such as pastels and neutrals. You can add a slight shimmer to add that romantic touch. It is important when creating a romantic and soft look that you blend the eyeliner very well. Lashes should be curled. Use lengthening mascara to really make an impact and draw attention to the eyes. This look is ideal for all ages and is sultry, romantic and gentle. If your client is dressing for a special date night with their husband or they are attending a family function in the daytime, this can be the perfect choice that will really make an impact. Keep lip color soft and make use of those lighter, pastel colors.

Romantic Look



9.7 Dramatic Look

✖ **When working in the film or modeling industry, you will find that you will be required to create a wide range of different makeup styles.** One of these may be to create a dramatic look that makes a statement. Your client may be planning a night out and ask you to create a look that will set them apart and be dramatic, ensuring that they are noticed. Your client will need to be confident to pull off this look. You will want to use a bold eyeliner for the dramatic look and combine this with curled eyelashes. For a more dramatic finish, don't only apply one or two coats of mascara; instead apply a number of coats to ensure that the eyes really stand out. You can make use of bright colors when it comes to eye shadow, but when it comes to the cheeks and lips, stick to nude tones so that the eyes get the attention they deserve.

Dramatic Look



9.8 The Alternative Look

✖ **When asked to create an alternative look for a special event, show, film, or photographic shoot, you can have some fun with the eyes.** You can go darker, using grey and black eye shadow. Ensure when creating this style that you cover the entire lid to achieve the results you want to achieve. The next step is to blend. You should blend the black eye shadow to the brow bone before adding a thin line of eyeliner in the inner eye to make the style more dramatic. From here you will want to add liner to the corner of the eye and the lower eye line. Add black eyeliner to the top lid

and then use heavy mascara. You can go over the mascara a number of times, just watch for clumping. Finally, use a bold eye shadow to complete the alternative look.

Alternative Look



9.9 Some Vintage/Retro Ideas to Try

There will be times when you are asked to recreate the makeup from the 1920s or the 1960s. If you know the background, you will be able to recreate these makeup styles quickly and effectively. You will also be aware that how makeup has been worn has changed over the years from the overall style to the colors used. Here are some ideas for inspiration.

1920s

The 1920s makeup styles were very simple and to the point. You should use eyeliner on both the upper and lower lids, not too thick. Ensure you use a black eyeliner as that is all that was available back in those days. The eye shadows that were used included turquoise, greens and dark grays. Use mascara to lengthen the lashes, but again not too thick. The women in the 1920s were very feminine and this makeup style was used to ensure that their eyes made a statement.

1930s

1930s was a time where deep set eyes made an impact. Women worked hard on their eye makeup to make their eyes darker and deeper set. You can easily recreate this makeup style using dark eye shadows along the crease of the upper eyelid. You will want to top that with bright green, blue or violet eye shadows and finish it with false eyelashes and medium eyeliner.

1950/60s

1950/1960 was a time for that winged look, which has become popular again today. To create this you will want to use liquid eyeliner. Apply the eyeliner thickly and add a wing to the outer edge of each eye. It's getting the wings the same length that you may have trouble with at first. Once you have achieved this you can complete this style with blue, grey or turquoise eye shadow which was very popular back in those days.

1970s

The 1970s were a time of lighter colors, nude tones and natural finishes. To recreate this makeup style you can use light and pastel colors. Blue was exceptionally popular, so you can easily recreate the 1970s style with a pale or pastel blue as the basis for your eye design.

1980s

1980s stayed with the blues, but this is when colored eyeliners were introduced. This gives you the freedom to be creative, play around with different colors to find the colors that is going to make the best impact on your client's eyes and overall makeup design.

9.10 Deciding on a Style

✖ **If you are not quite sure which way to go, find out where your client is going, get to know their personality, and discover what colors work for them.** They can give you clues as to what colors they normally work with. You can use this as a base and go from there. Just remember how the products play together to give you various looks. You can interchange the colors to fit what you are working on and that will make it a lot easier for you. As a makeup artist it is important for you to identify with your client, whether you are working with a film director, a photographer or directly with a client who is about to attend a special event. Getting an idea of what they would like to achieve can help you decide on the right angle to use and how to proceed to provide them with a look that they can be proud of.

If you are doing wedding makeup and you are responsible for completing the makeup for the bride and the bridesmaids, try and keep the style similar. You may need to vary slightly when it comes to the eye shadow color, but try and keep the overall style the same, so that it blends in seamlessly with their dresses and makes an impact as they walk down the aisle in front of the bride.

9.11 Daytime Look

✖ **When you are designing daytime looks, you will want to make sure that you are choosing lighter, warm colors.** During the day, you don't really want to look like you have any makeup on at all. The dewy look would be great for time outdoors, like the beach, and the nude look can virtually work anywhere. It can go for indoor or outdoor activities. You can use the nude look for daytime, giving the impression that your client isn't wearing any makeup at all. Stick to softer colors, pastel colors and light colors to provide a more relaxed design.

Daytime Look



9.12 Night-time

✖ **When you are applying makeup for night-time, you can start to get a little deeper with the colors and the styles.** It is okay to use the darker eye shadows and do the smoky eye look.

These looks work great for night-time activities. You will be able to try your various techniques of contouring and creating depth in the face and around the eyes.

Remember, the makeup style you use for a client attending a formal dinner party at night will vary from the makeup you provide to a client who is attending a huge party and just wants to look their best. Learning about your client, getting to understand their personality and what they like can help you create a design that they will enjoy and feel confident with.

Night-time Look



9.13 Special Events

 **There are many times when you will be asked to create a look for a special event.** If that is the case, you may have some direction. If you are dealing with a wedding, you want to work with the dresses. If you are doing a photo shoot, concentrate on getting a matte finish. There are so many different ways that you can mix and match colors and finishes to create just the right look. You are the artist. You have to make up your mind about what colors to use and what techniques to use. That part of the job will be up to you and the clients that you are working with. These ideas will get you started so that you can at least learn how the products play together to give you a look.

Go and Practise

Estimated time: 30 minutes Spend some time understanding the different styles mentioned in this module - Buy some fashion and beauty magazines and identify the looks that we discussed. We suggest that you take before and after pictures to effectively analyze the results. Once completed come back and continue the course.

Module Summary

In this module, you got some ideas of the various makeup styles that you can use for different occasions. You should now be able to cater to your client's unique requests and identify the best angle to work with. From daytime looks to special occasions, this module provided you with valuable information on tried-and-tested beauty makeup styles. We explored different makeup styles through the ages, along with modern-day tips and advice to help you achieve success.

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