



Module 14 : Cheek Color Application

- How to apply cheek color
- What you need to know about cheek color
- Types of blush and when to use them
- Cheek color based on face shape

What you will learn:

- How to apply cheek color
- What you need to know about cheek color
- Types of blush and when to use them
- Cheek color based on face shape
- How to create high cheekbones
- Essential tools and proper tool care
- Important things to remember when applying cheek color

14.1 Introduction

 **Blush is used to help make the face glow.** It is an important part of the process because it exemplifies the part of the face that emulates femininity. As girls reach puberty and become women, their cheekbones become more prominent. Some cheekbones tend to be more naturally prominent than others, and prominent cheekbones have been associated with beauty for centuries. You can effectively use shadowing to hollow or recede areas, while using lighting to highlight areas. This can

help you accentuate the features to create the perfect finish. Here is how to properly apply cheek color.

14.2 How to Apply Cheek Color Effectively

✖ **There are both gel and powder blushes to use on oily faces and cream blush for dry or normal faces.** The blush should look natural. You should match the color that the client's skin color becomes when they blush. You may not know what that color is, so just choose a color that will accent the natural features of the face. You don't want it to stand out too much, so don't choose a bright red, unless that person has a bronzed brown colored skin tone. Choosing a color is an important part that you will need to work out. For clients with very fair skin, a soft pink or a tan color with pink in it is perfect. The blush that you choose will be determined by the client's skin tone. A person with dark skin will need a lighter colored blush. A person with a lighter skin tone will need a natural color like a brown or a tan.

Tip: If you are stuck, ask your client to clench their fist and hold it for ten seconds. The color of the skin once they open their hand is the one that you want to match. That will be the color to look for.

This is the area where you won't want to skimp on the brush. You want to find a really good blush brush because if you buy a cheap one, you will really be able to tell. With the other brushes, the quality is not even close to as important as it is for blush. There really isn't a substitute because things like the powder puffs or cotton wool balls will work against the pigment in the blush. Blush will be the last thing that you add to your masterpiece. Start by lightly sweeping a fluffy blush brush through your color and then tapping it to remove any excess. Start out with a little blush and add to it if you have to. Ask your client to suck in their cheeks so that you can see the apple of the cheeks well. If the client is smiling when you apply the blush, it will go on too low. Start in the center to the apple and then blend the color along their cheekbone. Dot a cream or gel first and then use a sponge to blend it in. Make sure to only put the blush on the apple of the cheekbone and then blend it very well. Make sure to first dust off any excess, so that you are not giving them super rosy cheeks. You will make the strokes back and forth from the side of the face along the apple towards the nose and back. If there is any excess blush, blend it towards the corner of the eye or the ear. Make sure that you are always using a clean brush when you are blending and to brush downward at the end, when everything is blended in, and that will let the hairs on the face lie along the skin. If there is too much blush, then use a translucent powder that can tame the color. If you are using cream then just use your blotting papers or a tissue to remove the excess blush. If you are using a gel and put too much on, just remove it and start over.

Symmetry of the face is important and you need to keep that in mind while you are applying the blush to the other cheek.

14.3 Types of blush - Which one should you use?

✖ **Blush can be one of the secret weapons in your makeup bag, it can help you make your client look radiant and beautiful, but at the same time it can result in disaster.** It is imperative that you use the right type of blush based on your client's skin, which means using the color closest to their natural flush. You can try and get your client to blush or ask them for a photograph of them looking flushed, so you can use this as a color match. Cream-based blush is the perfect choice for anyone with a dry skin. The cream-based blush helps to keep the skin looking

radiant throughout the day. Powder blush is ideal for anyone with an oily or natural skin. It is easily applied and can provide you with the perfect end result. Gel blush is best used on those with oily skin, helping to reduce shine and to create the perfect flush.

14.4 Applying Blush Based on Face Shape

If you are working with a client with an oval-shaped face, then you should apply blush to the apple of the cheeks only. This will help reduce the face from looking elongated and enhance the client's beauty.

Round face

Working with a client with a round face, you want to narrow the face effectively. This means applying blush to the apples of the cheekbones and then blending it out towards the temples. Remember, the color must not be as dramatic all the way through so blend, blend and then blend some more to create the desired finish.

Square face or strong jaw line

When working with clients who have a square face or strong jaw line you want to apply blush to the upper part of the cheek only. Start inches from the nose and work out towards the temples. Remember to blend to make the flush look as natural as possible while softening the features effectively.

14.5 How to Create the Perfect High Cheekbones

Most women will be jealous when they see anyone with high cheekbones. This is because high cheekbones have been seen as beautiful for years, but the good news is that these are relatively easy to achieve. In the event your client asks you for higher cheekbones, there are four simple steps you can follow to achieve these results.

1. Use bronzer to contour the area. You can apply bronzer under the cheekbones using a diagonal motion and work towards the ear to create a contoured effect. Find the hollows of the cheeks and then move along an imaginary line all the way to the upper ear from the corner of the mouth. Don't go applying blush from the mouth to the ear, you only want to apply under the cheekbone in this step. The easiest way to find the hollow is to get your client to suck in their cheeks to identify the right area to work with.
2. Shade in the temples. You should use bronzer for this step and work from the edge of the brow. Remember to blend and blend to ensure it looks as natural as possible.
3. Apply the blush. Use a round brush and then apply the blush based on your client's facial shape. The round brush will make it easier to apply with gentle strokes, while ensuring a smooth finish.

4. The final step is to add the highlights. You want to add highlights along the top of the cheekbones, under the temples and below the shading line under the cheekbones to create perfect high cheekbones.

14.6 Essential Tools and Proper Tool Care

There are four essential brushes you will need to create the perfect cheek color. These brushes can be used on all facial shapes to make the cheekbones prominent and create a beautiful and lasting finish.

Powder brush

The powder brush is ideal for applying translucent powder under and over your blush. This is a larger brush with rounded edges and long bristles. It provides precise application which is soft and gentle.

Blush brush

The blush brush is an absolute must when applying cheek color. This brush is available as soft or dense, both of which provide a different effect. Softer brushes tend to be more delicate, applying the color gently and lightly, which is the ideal choice. Dense brushes provide more color. These brushes usually have a slight angle and are large fanned brushes.

Blending brush

The blending brush is another essential tool to ensure that you blend in the colors to provide a natural finish. They are fluffy and tapered. These brushes are also smaller than the powder and blush brushes.

Bronzer brush

You don't have to have a separate bronzer brush - you can use your powder brush, though it is important to ensure you clean it effectively after each application to reduce the risk of mixing colors. Your bronzer brush is a larger brush which is domed in shape. It has soft and long bristles which is designed not to disturb the foundation during application.

Caring for your brushes

Brush care is as important as having the right kit. Looking after your brushes will ensure that they provide you with good use for a long time. It is important that you clean your brushes daily. This is a simple task of rubbing them back and forth on some tissue to ensure the color is removed before packing them away.

Good brush care includes cleaning, sanitizing and drying. This means that you should use an

effective brush cleaner each week. This is sprayed onto a tissue and then the brush is rubbed back and forth over the cleaner to remove color and clean the bristles effectively.

You can also wash your brushes using a drop of shampoo in a cup of water. Place the brushes in the solution and swish them around a bit. Rinse off the shampoo and lie them flat to dry. Standing them upright will result in the water running down the handle and can cause damage in the long run.

14.7 Important Things to Remember When Applying Cheek Color

- You should only use blush to create a healthy glow. Using too much blush can give your client a cartoon look, completely unnatural and very unflattering. Which is why you want to start sparingly and add a little more if needed.
- Choose the right formula based on skin type. Cream for dry skin and powder for oily or natural skin will help you create the best long-lasting finish.
- The tools you use are essential to the success of applying cheek color effectively. Use a fan brush to create a bright and even tone, while a fluffy brush can provide you with the ability to apply to a larger area while blending in the color for a natural tone.
- Use primer to create a base for your blush. Translucent powder is ideal under and over the blush. Placing it under the blush acts as a primer and placing it on top of the blush makes it longer-lasting.
- Take your time and ensure placement is correct based on facial shape.
- Don't overdo it. It's so easy to put on too much blush. Rather, apply small amounts and add more if necessary. Always remember to blend, blend and then blend some more to achieve a natural finish.

14.8 Video Tutorial

Cheek Color Application - 2min 53sec

In this video Olivia will show you how to some color to the cheeks.

Go and Practise

Estimated time: 30+ minutes Find some volunteers and practise applying color to the cheeks. Follow the instructions that Olivia gives in the tutorial video. Once completed come back and continue the course.

Module Summary

In this module, you learned how to apply the color to the cheeks. You also learned about cheek color and the types of blush, helping you identify which ones to use. We explained the kinds of brushes you need, and how to care for them. You found out about effective techniques based on facial shapes along with advice on creating the perfect high cheekbones. In addition to this, you were provided with a list of important things to always remember when applying cheek color.

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