



Module 15 : Lip Color Application

- How to apply lip color
- Tips for lip color application
- Benefits of using lip color
- Common mistakes when applying lip color

What you will learn:

- How to apply lip color
- Tips for lip color application
- Benefits of using lip color
- Common mistakes when applying lip color
- How to fix smudges
- Interesting and fun facts you may not know

15.1 Introduction

 **One feature that can really grab people's attention is your lip makeup.** A set of pretty, pouty lips can get you just about anywhere. You can give your clients perfect lips that will definitely turn some heads using these techniques. By using lip gloss and lipstick properly, you can make your client's lips look glossier, better, and fuller every time. You can make them look bigger than they are and present that intoxicating look. Lip color can enhance a face, improve features and direct focus to the center of the face. It can boost confidence and self-esteem; with the right application a woman can feel better about herself.

15.2 How to Apply Lip Color

First, you will need to get an idea of what look the client is going for and where they will be going.

They may want a shimmery look or a sheer look. They may need a matte look for the big screen or a colored look for a dance. Get a wide selection of options, so that you can create just the right look for just the right occasion.

Lipstick is usually thicker than lip gloss and comes in more of an opaque color.

Lip gloss is usually transparent; however, it can come with a hint of color. It can be used by itself for a more natural look. Or it can be paired with a lipstick to turn that opaque color into a glimmering design. There are also lip balms. These are usually transparent as well and their main goal is to protect and moisturize the lips. Lip stains are like pens with strong colors that change the color of the lip without your lips looking like you are wearing anything at all. Look for options with SPF/UVA/UVB protection.

Second, apply the lip color.

Choose a color to complement your client's skin tone and overall look. Start with a color that is subtle or something that is a few shades darker than their natural color for an everyday look, and hugely contrasted colors for evening looks.

Third, apply a lip liner all the way around the lips.

Be sure to start in the middle and then draw the line out on the upper lip and then out on the other side. Start in the middle of the bottom lip and draw out to the corners on each side as well. The liner prevents the lipstick from running over onto the skin and it is easier to draw the lines that you want to make with an eyeliner than it is with the lipstick.

Fourth, use a cotton bud or small blotting brush and fill in the rest of the lip dotting the areas where you want the makeup to be.

Never apply the stick directly to the lips, especially when you work on various clients.

Fifth, if you are looking for a glossy look, apply a lip gloss.

It will add shine and help the color from running.

15.3 Tips for Lip Color Application:

- Make sure to check the client consultation card for allergies and the products for ingredients. That way you are sure to know what things you can't use on certain clients.
- If you are using a red lipstick, try to keep the rest of the look simple. That means that you should only apply light eye makeup.
- During the summer months or places where it is hot and dry, a creamy lipstick can help keep the lips from drying out. It is a good way to keep the lips soft and prevent damage from the weather.
- Apply a lip moisturizer when you are applying long wear lipstick because it can dry out the lips and you want your client to have a look that will last all day.
- When you are trying to create a subtle look, you can match your lips to the client's outfit. For example, you can match a pink lipstick with a pink blouse.
- Apply a clear lip balm with SPF/UVA/UVB protection.
- There are a large variety of red lipsticks to choose from. They come in different tints and brightness. Choose the ones that match the client's skin tone, if you are applying red lipstick.
- A lip gloss is a great choice over a lip stain as well. Just be sure to apply it thinly so that you are not giving a fake look.

15.4 Benefits of Using Lip Color

While makeup is used to enhance beauty and boost confidence in women, it also comes with a number of benefits. All makeup we use today comes with a host of benefits and lip color is no different.

The benefits of lip color include:

- What you may not know is using the right lip color can intensify your eye color. It enhances the natural color of the eyes, making them stand out.
- Lip color will also make the eyes look bigger, though the right color option is essential to achieve results.
- Lip color defines the mouth, it can make the lips look fuller or it can even be used to narrow the lips. It ensures the lips are seen and noticed.
- It also protects and moisturizes the lips. So many people don't realize the importance of moisturizing their lips to reduce dryness, cracking and flaking, all of which cannot be covered with lip color.

- Using a lip color can make you or your client look healthier. Pale lips without color can leave the face looking pasty and unwell.
- Lip color can help make a face look slimmer, drawing attention to the centre of the face.

15.5 Common Lip Color Application Mistakes to Avoid

 **As with all makeup applications, you will find that you will make unwelcome mistakes from time to time.** Until you perfect this art, mistakes are bound to happen. Knowing the most common mistakes can give you the stepping stone to reduce the risk of them happening and ensure that you apply lip color perfectly each and every time.

The most common lip color mistakes include:

- One of the biggest mistakes you can make is using the wrong shade of lip color based on skin tone. Pinks, corals and brighter colors are the perfect choice for those with a light skin tone, while plums, browns and softer pinks should be used on those with darker skin tones. Red can be used on any skin tone, though take careful note of the shade of red before application.
- Glitters are not to be used on older clients. Stay away from glitters on clients over thirty five years of age. With younger clients, you can add glitter, but do it subtly so it's not overpowering.
- Don't make the mistake of using dark shades on thin lips. Darker shades of lip color will only make lips look thinner; this is better used on fuller lips that you want to make look smaller.
- At the same time don't use light colors on fuller lips, this is only going to make them look fuller. Again, keep the lighter colors on narrow or thin lips that you want to plump out.
- Don't ever apply lipstick to the outer edges of the lips, this is only going to make them look bigger. You can consider this if you are working with a client who has very thin lips and adding lighter tones doesn't plump them up enough.
- Be careful when applying gloss over lipstick. The most common mistake is applying too much, making it look completely unnatural.
- A dark line around the outer lips is unattractive and outdated. Don't do it.
- Not looking after the lips is another big mistake. It is important that you educate your clients on the importance of exfoliating and moisturizing their lips as a lip color cannot cover flaky lips.
- Not using a primer is another mistake that you may be making. Primer provides you with a smooth base to ensure even application at all times.

- Applying lip color incorrectly is another common mistake and not many people know how to correctly apply it. Always start in the middle to apply the lip color evenly.

15.6 How to Fix Smudges

✖ **Smudges can sometimes be impossible to avoid.** Everyone will experience smudged lip color at some point, whether you are applying lip color to your own lips or to your clients. The important thing is to know how to quickly and effectively fix the smudge without having to start the entire makeup application from scratch. You can use a damp cotton bud or you can make use of concealer, this is down to personal preference, both are just as effective. Trace the smudge, removing it around the lip line, if needed reapply the lip color to get a smooth and even finish.

15.7 Facts About Lip Color You Can Share with Your Clients

As you can imagine lip color isn't a modern-day thing; it has been used for centuries.

Though there is probably quite a lot you don't know about lip color.

Here are some fun and interesting facts you may not know.

- In pre-historic times, lip color was made using plant and fruit juices. It was mostly used for religious ceremonies.
- It was also used for medicinal purposes and was often applied to protect the lips from wind and the sun.
- Egypt was fundamental in modern lipstick making, using cochineal insect pigment to make red lipstick and seaweed to make purple lip color.
- Hazel Bishop, a chemist after World War II, was responsible for developing the smudge-free lipstick that we still use today.
- Guerlain KissKiss Gold and Diamond Lipstick costs a whopping \$62,000. It is made of 110g of 18k gold with one hundred and ninety nine diamonds. For this price you also get a wide selection of colors to choose from.
- Both men and women wore lipstick in Ancient Egypt, it was a status symbol.
- Ancient Greeks used lip color to identify prostitutes. A law was passed that all prostitutes had to wear lipstick to reduce the risk of them deceiving men.
- A study conducted at the University of Manchester identified that men will look at women for longer if they are wearing lip color. Men looked at women for 7.3 seconds when wearing red lipstick as opposed to the 2.2 seconds when they weren't wearing any lipstick.

- Twenty five percent of women will not leave the house until they have applied their lip color.
- All lip color has an expiration date. In order to prolong lipstick, keep it in the fridge, you can add months to the safe date by doing this small step.
- Using the wrong shade of lip color can add years to a person, at the same time choosing the right color can make them look younger and boost confidence.
- Swivel lipsticks that we use today first appeared in 1923.

15.8 Video Tutorial

Lip Color - 9min 57sec

In this video Olivia will show you how to add some awesome color to the lips.

Go and Practise

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

Module summary

This module taught you how to apply lip color. You learned the benefits of using lip color and the most common mistakes made when applying it. This module gave you advice on how to fix accidental smudges, along with some fun and interesting facts that you may not know and can use to create conversation with your client while doing their makeup.

[Tweet "I just completed Module 15 of the Makeup Certification Course"]
