



Module 18 : Hair Styling for Makeup

- How to match makeup and hair
- Types of looks
- Makeup based on hair color
- Working with hair stylists

What you will learn:

- How to match makeup and hair
- Types of looks
- Makeup based on hair color
- Working with hair stylists
- Planning the overall look

18.1 Introduction

 **When it comes to creating a look, it is important for the makeup to match the hairstyle.**

This is very important because if you don't plan the hair and makeup you can create a very confusing look. To be successful, you and the hairstylist need to work well together.

It is essential that you plan ahead with the hair stylist, giving you both a desired direction to work in.

This way you can ensure that your make-up will complement the hair and vice versa. The following are some ideas of what hair styles will enhance your makeup styles.

Edgy

It will be a good idea to pair edgy hair styles with the cool tone makeup styles or the metallic makeup styles. These looks are designed to be edgy and to attract the attention to a single feature. If it is the mouth, a hair style that is edgy but may have hair that falls on the face is fine. However, if the focus is on the eyes, you don't want them to be covered up or overshadowed by the hair. Therefore, it is a good idea to make sure that the style is pushed away from the face. An edgy look can be out there and not tamed like other looks. For shorter hair, that can include spiky, wild hair. It is important to make sure that if your client's hair is edgy, the makeup is not soft or uses warm colors. Edgy styles are more suited to cold tone makeups, like greens, blues, and purples.

Sophisticated

When it comes to using a sophisticated hair style, it will pair nicely with warm tone makeup styles. The hair falling around the face looks nice with this style. However, a partial up and down do may be the perfect match. If the client has short hair, it may work better to keep it brushed down flat against the face. A high bun or ponytail also works great with the warm tone makeup styles. When the hair style has a softer and more sophisticated look to it, you will want to use soft colors, like deep reds, browns, and oranges. This will create a softer look for your client. To add a little edge to the sophisticated look, you can choose a pale face with little color and deep red lips.

Retro

If you are pulling in a retro makeup style, you want to match it with a retro hair do. It will be important to make sure the makeup style and the hair are in the same decade, so that it completes the look. If you are choosing a retro style, it should usually be paired with the makeup and hair of the time period. So, whether it's a bob or something else, make sure the hair and the makeup are working in the same era.

Power style

If you are doing makeup for someone who is dressed in a power suit, or a cocktail dress with stilettos, then you want to create a power makeup and hair style to match. A high ponytail or high bun is the best hair style to match this power style combined with dark eyes. Make sure you use an eyelash curler to really extend those lashes and make use of lengthening mascara to really make the eyelashes pop. Use eyeliner on the top and bottom lash line to make the eyes stand out and make a statement.

The feminine look

When working with a feminine look which includes soft curls or pretty braids, then you want to ensure the makeup you apply matches this style. For this, you're going to want to use pastels and combine that with a touch of eyeliner and extended lashes. Finish off the picture with nude lip gloss to highlight the lips and create the perfect feminine style.

Party girl

When you have a client come to you for makeup for their night out on the town, then you have to look at the party girl look. This is where you should work with the hair stylist to create a messy bun or fun hair style that really shouts night club or night out. The makeup side is easy - you can make use of glitter, but not too much. Add a small amount of glitter to add that shimmering effect and finish it off with dark lips to make a statement.

Sporty

To create a sporty look you will need to work closely with the hairstylist to get that sports hair style that shouts 'I'm off to play tennis', or 'I'm heading off to the gym'. A bun or swing ponytail is best. For the makeup you want to keep it as neutral and as simple as possible, this means using neutral tones and pastel colors which work together to create the image you want to portray. Curl the lashes, but don't add any mascara or eyeliner. Rather, hide imperfections with concealer and foundation and then add a small amount of blush to the cheeks to give that just worked out look.

18.2 Makeup Based on Hair Color

 **When working with a hair stylist to ensure that the makeup complements the hair style and the hair complements the makeup, there are certain factors you need to take into consideration, such as hair color.** In addition to worrying about the style, the color of the hair will impact what colors you should use and what works best with the hair color of the client to achieve the best results.

Dark brown hair

In the event your client has dark brown hair, then you want to use bold makeup colors which will make a statement. In this instance, reds, purples, plums, and golds will work wonders to create the look you are working to achieve. With dark brown hair you will find that you will get the best results using black eyeliner and bright lipsticks. Further bronze or copper eye shadows are the best choice with brown/red lips to really show off the color of the hair.

Makeup for dark brown hair



Black hair

When working with ebony black hair, then you will find that there are certain makeup options which will really stand out. Smoky eyes are a fantastic choice with this color, as is bright lipstick, but don't combine the two as this will end in disaster.

If you choose the smoky look, then stick to neutral lips and cheeks for the best results.

Makeup for black hair



Blonde hair

When working with blonde hair you want to stick to the peaches and pinks. Red lips work well with any hair color and you won't be disappointed when creating an elegant and sophisticated look for someone with blonde hair.

Consider using shimmer eye shadow with brown eyeliner and mascara. With such light hair, black eyeliner and mascara can appear too harsh and unnatural.

Makeup for blonde hair



Red or auburn hair

Red and auburn hair deserves subtle makeup with soft greens and neutral lips and cheeks. Don't go overboard and stay away from bold colors, smoky eyes and dark tones. Keep it light and alive, enhancing the appearance of the face at all times.

Makeup for red or auburn hair



Light brown hair

When working with light brown hair you want to keep to grays and browns, enhancing the hair color while creating the best makeup for that hair color.

Makeup for light brown hair



18.3 How to Work with a Hair Stylist

Before you start the work, you both need to come up with a plan. It may be a good idea to sketch out the final look, however, if you are not able to sketch it out, you can get a computer software program that will do it for you. It can give you an idea of how you should work together to complete the look.

Many makeup artists learn how to do several hair styles so that they can give their clients the package deal. A hair stylist may also learn how to apply makeup as well. A lot of the time clients get their hair and makeup together.

Once you see the hair style, you will be able to decide the proper makeup application to accentuate the style. If you aren't sure what style the hair will be, you can still create a look for your client knowing where they are going or what they are doing. The hair stylist can match the makeup style. The client may also choose their hair style and you will need to plan the makeup to match. If you are working with a hair stylist, it is worthwhile sitting down together and coming up with the overall look you are hoping to achieve. Take note of what the hair stylist has to say - they may have some recommendations, and you may have some recommendations of your own. It is important to remember that as a makeup artist, there will be times when you have to work as part of a team and this means taking on board ideas and recommendations from others.

Finding a hair stylist that you can work with is advantageous. You may be able to work together on a number of projects, getting to know each other's work and complementing each other to create the perfect finish.

18.4 Plan the Overall Look

 **Make sure that you plan out the look first so that you have an idea of the overall desired look that you are going for.** That way it can help you have an idea of the overall end goal to complete your look. There is no better way to pull it all together. You don't want to find out too late that your client is unhappy with the work. Speak to your client and ask thorough questions to identify what look they are hoping to achieve and the type of event that they are going to. This can give you ideas on what you can do, along with ideas on how their hair should be. From here you and the hair stylist can sit down together to come up with an overall plan. This brainstorming shouldn't take too much time. Once you both have a set idea in mind you can work together to ensure the hair and makeup complement each other. This is a way you will need to work, especially if you have been asked to do the makeup for a wedding, for example. You will need to know the theme of the wedding, the color of the dress, the bride's hair color and how she intends to wear her hair, to ensure that the makeup blends in seamlessly and helps make her look spectacular as she walks down the aisle.

Having a set plan can reduce the risk of disappointment and frustration. It can save you valuable time and energy in ensuring you get the job done right the first time.

Module summary

In this module, you got to know how you can pair hair and makeup in your business. You gained an insight into different styles and what makeup to use to complement the styles. You also learned which colors to use with what hair color. This module provided you with what you need to know about how to work with hair stylists and how to plan the style in advance to achieve the best results. Marrying hair and makeup is an important part of what you do, but with this essential advice and our useful tips you will be able to complete every project with complete confidence.

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