



Module 20: Makeup for Seasons

- Makeup for summer
- Makeup for winter
- Choosing makeup according to your clients' season
- Latest season trends

What you will learn:

- Makeup for summer
- Makeup for winter
- Choosing makeup according to your clients' season
- Latest season trends

20.1 Introduction

 **When it comes to makeup and the seasons, it is good to know the overall differences.**

However, the importance of this factor is really for those areas where the weather in the summer is very different from the weather in the winter. It is not as important for those areas where the temperature is constant or near constant year-round. When it comes to those hot summer days, it is important to create a look that is quick and easy. Nobody wants to waste any time applying makeup when they can be out there having fun.

20.2 Summer Sporty look

✖ **This is perfect for a woman on the go.** They want to be cute and neat while they are active. This look takes only about five minutes to apply and is perfect for a day at the beach and even photo shoots on the beach. Start with a face and body sunscreen with a high SPF of around 30 that is oil free. It should include protection against UVA and UVB rays. The use of a water-resistant shimmer is perfect for the shoulders and the face to create that glossy look. The application of the shimmer on the face should only be on the forehead, cheeks, chin, and nose areas. That way it can deepen the look of the tan. Cream eye shadow can be used next in a natural color for the entire lid. This can be applied with an eye shadow brush. A water-resistant mascara can be used to create the depth in the eyes. There are several colors that work great for the summer with this look when it comes to mascara. You can try the traditional black or get funky with some turquoise, blue, or green. Make sure that the mascara is waterproof.

Lip balm should be used with UVA and UVB protection and an SPF of 30. It will create a glossy look. Summer is warmer, sunnier and hotter, and this often results in excess humidity. This has an impact on the skin, and how you or your client manage their makeup routine will be impacted. During the summer months you want to use a regular cleanser on those with normal or dry skin, and the moisturizer should be reduced to provide a thin layer under the makeup.

Those with oily skin will benefit from a foam cleanser followed by a lightweight and oil-free moisturizer. Due to the increase in humidity, those with oily skin are prone to clogged pores during this time of the year, so a facial mask may be the solution to unclog pores and make them look healthy again.

Remember, in summer you should focus on lighter and fresher colors.

Change a lip color or just use lip gloss for that perfect finish. To really enhance the look get your client to wash their hair with beer for extra shine or with champagne to make their highlights really stand out during this season.

20.3 Winter Makeup

✖ **Cold weather leads to heated rooms and hot showers which can wreak havoc on your skin and dry it out.** Dry skin is no good and it is so important to moisturize heavily during the winter to prevent it. When it comes to makeup in the winter, you need to start off with a moisturizer to lock in the moisture and keep your skin from drying out more. It is a good idea to apply a thicker foundation during the winter instead of a tinted moisturizer.

Don't forget to use ones with UVA, UVB, and SPF protection, even in the winter. An SPF 15 likely offers all of the protection that your client needs.

It is very common to have to use a lighter foundation in the winter for your client than you did in the summer because their skin is paler. Cosmetics companies usually launch their autumn collection of shades and lip colors that are darker. The idea is that they are pushing darker colors for the colder months. There is no exact science as to what colors to use; however, your clients will likely want to stick with the trends, so you should keep up with them. Use a tinted lip balm instead of a lipstick in the winter when lips are chapped and cracked. It will provide a sheen look that will make them look healthy and smooth instead of cracked and dry. The blush is an essential makeup tool for the winter. It will brighten up the face and prevent it from looking pale. Powdered blushes are perfect for the

winter. Hands need to be moisturized. Apply some heavy moisturizer and sleep with cotton gloves on and your cuticles and fingers will be soft and fresh in the morning. During the winter months the humidity drops and the skin tightens and dries. This is the time to change the moisturizer to a more hydrating option that will feed the skin and give it the nutrients it needs. Choose warmer shades for winter makeup, something that will blend in with a winter wardrobe.

Tip: Get a humidifier and sleep with it on every night. It will provide your inner spaces with the moisture that is lacking in the air. It will not only make you feel better, but it will improve your overall look. It provides your skin with the moisture that it needs.

20.4 Essential Tips

✖ **During autumn you will find that your clients' skin will start drying and tightening, so this is when you want to make the change and use a more hydrating moisturizer through to mid spring.** You will find that summer and winter foundation colors will change. For most people there is at least one shade difference between what they use in summer to what they use in the winter. As the summer-kissed look starts to disappear, a client won't look good if you continue to use the same shade of foundation that you used for them throughout the summer. During autumn, stick to natural or nude shades. These work best during the transitional months of summer to winter.

20.5 Choosing Makeup According to Your Clients' Season

Every person is associated with a season. Knowing your client's season can ensure you use the right makeup tones. Knowing their season can also help them identify what colors they should wear to improve their overall look.

Determine Cool or Warm

The first step is to determine whether your client is considered a warm or a cool. This is probably the hardest step of the process. The focus of this exercise is to identify their undertone, and this goes beyond skin tone. The undertone is what defines looks; it is determined by genes and it never changes. The easiest test is the foundation test. Dab a touch of pink foundation cream on one cheek and a dab of yellow foundation cream on the other. Blend both in evenly and then identify which one looks properly blended and which one appears to be painted on. If the pink is the one that appears to be blended, then your client is a cool, but if it is the yellow that looks blended, then they are a warm. The next is the gold and silver test. Take a piece of paper or fabric in gold, and in silver, and hold it over an area of skin that is not exposed to the sun, the best place is the inside of the wrist. If it looks as though the skin blends in with the silver, then your client is a cool, but if it looks as though the skin blends in with the gold, then they are a warm. The final cool or warm test is just as easy to accomplish and you don't need anything to do it. All you have to do is look at the veins on the inside of your client's wrist. Do the veins appear bluer or greener in color? If they appear green, then your client is a warm, but if they appear blue then they are a cool. Cool means that your client is a summer or a winter type while warm means that they are an autumn or a spring type. Which brings us to the next step of the identification process. You are now going to have to identify light versus dark to get a true understanding of what season your client is. If your client has dark eyes and hair and you have already identified that they are a cool, then they are considered a winter.

If your client has light eyes and hair with a cool undertone, then they are a summer.

If your client has dark hair and eyes and you found that they were a warm undertone, then your client falls into autumn. They are a spring with light hair and eyes and a warm undertone. Now you can use this information to identify what is the best color palettes to use when it comes to makeup to ensure the best overall impression and outcome. If your client is a winter, then you are going to want to concentrate on pinks, blues and reds for their color palette. Don't use pastels - this will not enhance their look - and also avoid oranges, golds and beige when choosing the best colors to use. In the event your client is summer, then you can use pastel colors and neutral tones to enhance their makeup. Pastel blues and pinks combined with natural tones are ideal for anyone who falls into this season.

For those in autumn, golds and natural tones are best suited. Try to avoid blues, as this will not enhance their look.

The final one is spring, this is a chance to work with warm colors, golds, yellows, and peaches. You can use these colors throughout the year, just working them differently to ensure that they provide the results you are looking to achieve.

20.6 Latest Season Trends

 **Makeup trends are constantly changing and it's important as a makeup artist that you stay updated with the latest trends, see what is being worn on the red carpet and on the catwalk and incorporate it into what you do each day.** Often, you will find that the latest trends appear way before the season, so you can start stocking up before the season starts. This means you can use new color trends with client's requests to create a perfect finished product with ease. The benefit of staying updated with the latest trends is that you always know what is coming, you can anticipate the colors and styles your client is going to ask for and you can ensure that you meet their needs, improve your service and show your passion every time you see them. Being passionate about what you do and knowing the season trends is essential in this line of business, enabling you to take these trends and incorporate them into your daily work with ease.

Module Summary

This module looked at the different makeup based on the seasons. It gave you an idea of what the main trends are for the application of makeup in both the summer and the winter. You should now know what to do for different seasons in terms of application along with determining whether your client is a warm or cool person. Knowing your client's season can help you identify the best colors to work with to provide the best results. The module also detailed the benefits of staying updated with the latest trends in season makeup to ensure you always provide your clients with the best finished product at all times.

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