



Module 21: Advanced Techniques

- About advanced techniques of makeup application
- Some useful tips you can rely on
- Step-by-step guide to contouring
- Essential eye techniques

What you will learn:

- About advanced techniques of makeup application
- Learn how to do contouring
- Some useful tips you can rely on
- Evening wear
- Essential eye techniques
- Metallic advice

When it comes to applying makeup, there are several advanced techniques that are designed to create different looks. Here are some of the most common ones that you can try.

21.1 Cool tone

 **This style of makeup works with any skin color.** It is a very versatile design because it can be used on any skin tone and at any time of day. Start with a liquid foundation applied to the entire face. This will include the eyelids and the lips. Concealer is used to cover the dark circles and blemishes. A transparent powder will be applied next to the entire face, including the eyelids and mouth. A small eye shadow brush is used to apply a purple or light violet shadow with a half

shimmer to the eyelid in the windscreen washer motion. The shadow should be blended. To keep the eyes looking open and not so deep, mascara is skipped with this look. The brows are brushed to a little sheen with some brown gel. It will be important not to fill the brows or to lighten them a few shades. A flat concealer brush is used to pat on a moisturizing lipstick in a pink color. This is paired with a pink blush that is lightly applied. The idea with this look is the contrast. It is like highlighting one feature. A variation of this look could be to just use a moisturizer and a light powder to the lips and face and then fill in the lips with a bright fuchsia color.

21.2 Warm Tone

✖ **This method creates a warm look to the face.** It uses colors containing red to keep them on the red side of the color spectrum. Use colors like brick, terracotta, brown, peach, orange, and coral. The eyes can be made up with a matte medium brown color for the lash line and the crease. It should be well blended. A liner is used to deepen the eyes. For the lips, use a peach or nude color and pair with some peach blush on the apple of the cheeks.

21.3 Going Metallic

✖ **Metallic makeup is great for evening looks and should be applied to the eyes and the lips.** If you use a gold eye shadow, don't pair it with any other makeup for the eyes. The shadow should be a rich color and the eye shadow should be applied in the corner of each eye. Clients with tanned skin will look great with a bronze-coloured lipstick. Use the lip liner first and then fill it in. Pair with natural colors for the eyes.

21.4 Evening Wear Makeup

✖ **For an evening look, such as a dinner party, you will want to draw the attention to the eyes.** That is mostly because the lip color will fade when you are eating, talking, and drinking. Start with a compact foundation that is lightly applied to the face, including the lips and eyelids. The eyelids will then be powdered to leave a dry and matte finish. A small eye shadow brush is used with a grey shadow along the lash line and blended just to the crease. The upper lash line is then lined with the black kohl liner. Then the liner is applied to the lower lids. The lashes are then curled and a thick black mascara can be applied. Line the lips with a cool or natural color. And then fill it in with a sheer lipstick in a cool tone. A shimmer blush can be used in a pink color to highlight the cheeks. Be sure to only lightly brush across the cheeks.

21.5 Perfect for Cocktail Hour

✖ **This look emphasizes the matte red lips and matte skin.** They make a perfect look for an evening party. They give that touch of glamour. Use a concealer or primer to get the skin an even tone to start off with. Use a liquid foundation and apply it using a sponge to the entire face,

including the lips and eyelids. The focus again will be on the lips and eyes. Apply a loose powder to the entire face. Line and fill the lips with a red colored liner and lipstick. Be sure to make the sides of the lips symmetrical. The lip liner has to be a warm tone red. The lipstick should be tapped on the lips and not swiped from side to side. Apply a black eyeliner to the lash roots and black mascara for the eyelashes. Fill the brows with an eyebrow pencil and contour with a bronzer.

21.6 Glamour Look

✖ **This is the look for the celebrities and big galas.** It is important that the makeup stays for the whole night and this look will do that. With this look, you can create two totally different looks just by changing the lips from a pale pink for a classy look to a red for a more edgy look. Apply a loose powder and liquid foundation to the face and neck. Use a matte eye shadow in an ivory color over the entire lids. Apply a little matte brown for the crease. Use a black liquid eyeliner from an automatic pencil to line the upper eyelid. Make the line thicker in the middle of the eye out to the corner on the outside of the eye. This will create wings that will lift the eyes. Apply thick black mascara and a sand-colored blush. There are many different looks that you can learn. However, you need to make sure that you are utilizing the right look for the right occasion. It is important to know the styles that won't work well with certain skin tones, so that you can choose a different style or inform your client that it doesn't work with their complexion.

21.7 Eye Techniques

When it comes to working with the eyes, there are so many great techniques you can take advantage of. The eyes need to be prominent and they need to make a statement.

The gradient effect

This is one of the easiest smoky eye effects to achieve. Use one color working from light to dark from the inside corner of the outer eye. This provides a gradient effect. Chic, stylish, and amazing. Easy to do to provide your client with a great smoky look they can enjoy.

The cut crease

This technique is when you cut the crease sharply to contrast the eye shadow color. It can give it a dramatic and defined look. Use sharp eyeliner to complement the style. Use color shadow on lower top lid up to the crease and then dark shade above the crease and blend well to create a smoky effect. Use the liner to line the crease and make it distinct and prominent.

Light lid, smoky crease

This is quite a popular choice and isn't as graphic or as difficult as the cut crease. With this one you want to focus on two distinct colors. The entire style is smokier and is blended with a lighter color on the lid and a smoky finish on the crease to make a fantastic eye statement, day or night.

Graphic shapes

Graphic shapes take some practice. It is the perfect choice for a night out or a photo shoot; it focuses on shape and pronounced cuts. It combines eyeliner with sharply drawn eye shadow to create a design that makes such a big statement. Cover the top of the lid to the crease with the desired eye shadow color, working it out at an angle towards the outer brow, it should have a lifted wing effect. It works best if you incorporate this with your eyeliner from both the upper and lower lid to really make a statement. For the best results, use liquid eye shadow for this style to ensure that the color stands out and you get that graphic shape you want to achieve. You will need a steady hand for this one.

Double wing

The double wing uses top liner and bottom liner both winging out parallel to each other. This is going to take some practice as you want them to be the same distance apart and end at the same point to create a stunning dramatic effect.

Going bold

Going bold will be determined by how adventurous your client is. It is using bright colors that work together to create a unique and individualized look. Make use of greens, pinks and blues, bring them in together or have them work on their own to make a dramatic statement.

21.8 Useful Tips and Advice

There are numerous advanced tips and tricks you will learn throughout your career to help you achieve the best results.

Here are some to get you started:

- To stop the concealer from getting into the fine lines on the face, you will want to work it in your hand to warm it up. The warmer the concealer, the easier it will smooth on.
- You can mix the foundation with primer to make it more translucent. You have probably always imagined the primer going on before the foundation, but by mixing the two you can get full coverage. It's a cheaper and longer-lasting solution.
- At the same time, if you want your foundation to be a little thicker, you can mix it with powder. Be very careful here as it can become too thick, giving the impression you have caked the foundation onto your client's face.
- Always think opposites when it comes to color. When choosing an eye shadow for your client and you really want their natural eye color to stand out, think opposite. Blue eyes will benefit from oranges and browns, while green eyes will look spectacular when you use red or plum. Brown eyes will look amazing when matched with blue, red or purple eye shadow.
- When applying eyeliner don't work from one side of the eye to the other in one motion. You

want to split the eye into two halves and starting at the inner eye draw the perfect line along the last line to the center of the eyes. Then move to the outer eye and draw a line to the center, joining the two lines in the middle. This will help you create a smooth and straight line with ease.

- Refrain from giving a client darker brows than their natural brow color, this will only make them look older.
- When choosing the foundation and concealer to use on your client don't check it on the back of their hand, rather check it on their inner arm, which isn't exposed to the sun and is their natural color.
- If you struggle to apply makeup to the client's lower lash line, then make use of a plastic spoon. Hold the spoon inverted under the lashes and then apply mascara, this will reduce the risk of it attaching to the skin below and gives you the ability to apply a thicker coat if needed.
- Use clear tape to guide your eyeliner. This is exceptionally useful when creating cat eyes or a winged finish. You can also use it when applying dramatic eye makeup. Once completed, gently remove the tape to enjoy the desired effect.
- Tight lining is one of the techniques you will learn to help you provide your clients with color on their eyes while enjoying a natural finish. This is when you apply eyeliner between the lashes to add that little bit of color.
- Curl lashes at the base and then again a little higher up. The second clamp ensures a double curl which is guaranteed to last longer.
- Heat the lash curler with a hair dryer for a few seconds to provide the same effect as a curling iron. This will provide your client with beautiful lashes all day long.

21.9 Contouring

 **The chances are at some stage your clients are going to ask you about contouring.** It is an especially popular request with many celebrities employing this technique. Contouring is all about defining certain aspects of your face with the most important parts being your bone structure. That is why people will concentrate on areas such as the nose and cheeks although the chin and underneath the jaw line are other favorites that should not be ignored. The look is achieved by using contouring powder to accentuate different aspects although we will work through that in the steps that follow.

Step 1: What you need

Let's begin by checking out what you need in order to start contouring. Generally speaking, you are going to require an angled bronzing brush, a domed shadow brush and a denser fluffy powder brush.

In addition, you will also need your contouring powder and ideally you should avoid those bronzers that have more than their fair hint of orange in their undertones as they can be difficult to blend. The entire idea here is to attempt to copy an actual shadow that is on your face to then make it seem as if you have more chiseled features. In order to achieve this, something that is more of a taupe/grey color would be best although the color should always be one or two shades lighter than your foundation.

Step 2: Your cheekbones

With this step we are looking at accentuating your cheekbones and in order to get this right you need to focus on the placement of the powder that you are using. To achieve this, you should begin by using your angled bronzing brush and pick up just a slight dusting of powder with you making sure that you tap off any excess in the brush. A lot of people then say that you should pucker your lips as this creates a better angle along your cheekbones and makes it easier to then brush along them. Gently go ahead and blend the powder into the contour that is created by you puckering your lips and always begin at your ear and then move inwards. Make sure that you go no further than the outer corner of your eye since this is required to make the shadow look that bit more believable. After this, use that fluffy brush and blend it in like crazy with you always doing it in an upwards fashion so it mixes in with your blush. Doing it the other way creates the wrong shadow.

Step 3: The forehead

Next we turn our attention to the forehead and this is especially important if you have a large forehead as contouring helps to effectively break up that space. To do this, use the angled brush in the powder once again and apply it along your hairline at the top of your forehead and also down the sides. Use the fluffy brush to remove any hard edges by working hard to blend it in more effectively and try to pull it downwards so it then covers to your temples as this helps to create a much better shadow.

Step 4: Your nose

Your nose is another important part of your face that works well with contouring, but only if you know how to do it correctly of course. The aim here is that you can make it look slimmer and straighter which is never a bad thing to be able to achieve. Use your domed eye shadow brush and with the contour powder blend along the sides of the bridge of your nose. You can then focus the powder on the middle of your nose although do be careful with how you blend upwards as no powder should appear on the bridge itself.

Step 5: Dealing with your eyes

Some people do like to do basic contouring with their eyes and the key is to find the top of your eyeball. Your contour powder should then be concentrated in the part above the space at the top of your eyeball in order to not only create a shadow but to also give you an instant eye lift.

Step 6: Your jawline

The final step we will mention is your jawline because if you do this contouring correctly you will find that you can suddenly develop the perfectly chiseled jaw that you have always wanted. With

this, you need to use that angled brush once more and apply the powder underneath your jaw line in order to create that shadow effect. Never under any circumstance should you blend upwards because that will rather unfortunately make you appear to have some facial hair. Instead, go along the jawline rather than in any other direction and then with the fluffy brush you need to blend downwards to create that shadow effect. As you can see there is less to contouring than you were perhaps aware of, and as long as you are willing to take your time in trying to perfect your technique then it is certainly something that can completely alter the shape of your face in just a few minutes. Contouring requires just several brushes and powder two shades lighter than your foundation and if you follow the steps as set out above then you will create a believable look that seems to replicate the professionals.

21.10 Video Tutorial

Advanced Technique - Contouring - 13min 23sec

In this video Olivia will show you how to do contouring.

Go and Practise

Estimated time: 60 minutes Find some volunteers and practise contouring. Follow the instructions that Olivia gives in the tutorial video. Once completed come back and continue the course.

Module Summary

In this section, you learned how to pull it all together to create specific looks that are designed for various occasions. You also learned about using contouring to make the face appear more chiselled by defining the underlying bone structure.

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