

**Make-up****10.1 Introduction**

Make up is applied to enhance the beauty of the face, to highlight the good features and hide the bad ones.

**10.2 Objectives**

After reading this lesson you will be able to:

- Know what is makeup and its types
- List cosmetics, tools and implements used in doing make up
- Do different types of make up for different face, shapes and occasions.

**10.3 Cosmetics used in Make-up****1. Foundation**

It is used as the base for the make-up. It provides an ideal surface to receive other cosmetics. It is available in cream, liquid, semisolid, cake and stick form.

**2. Cheek colour**

It comes in cream, liquid, dry and brush-on form. It helps to give the cheeks a soft, warm glow.

**3. Lipstick and lip colours**

They are available in stick and cream form. Lipliner pencils are used

to outline the lips.

#### **4. Eye Shadow**

They are used to add colour to the eyelids. It is available in cream, liquid, powder and crayon form.

#### **5. Eye liner**

It is used to outline the eyes. They come in pencil, cake and liquid form.

#### **6. Eyebrow colour**

These colours are available in pencil and compressed powder forms. They are used to colour the eyebrows.

#### **7. Mascara**

It is used to colour the eye lashes and make them look thicker. It is available in cake, cream and liquid form. Cake and cream mascara are applied with a brush.

#### **8. Face Powder**

It is used to set the make-up. It also gives the face a dull, matt finish. This comes in powder or compressed form.

### **Implement used for Make-up**

Fingers are important to work with the face but they are not always the best tool for applying make-up. Brushes are necessary for giving fine and very light touches.

### **Other useful materials**

- (a) Tissues
- (b) Cotton wool
- (c) Sponges
- (d) Hair band
- (e) Tweezers

**Notes ....**

- (f) Scissors
- (g) Eyelash curler

**Make up and cosmetics**

Make-up is an art that has been practiced since the earliest times. Fashions and styles in the application of cosmetics have been influenced by the prevailing conception of what constitutes beauty for a particular civilization. The advent of films made women more beauty-conscious whilst colour films have played a big part in recent years towards helping women understand colour harmony.

The way in which different features are accentuated alters from generation to generation, as does the choice of colour.

**Foundation**

Make-up should not be used to camouflage a bad skin, but only to enhance a good one. Before the application of foundation cream a little moisturizing lotion can be spread over the skin; this undoubtedly prevents the skin from becoming too dry. It also facilitates the blending of tinted foundation cream of the liquid type. These very popular creams dry on the skin rather quickly and speedy application is necessary to prevent a patchy result. Moisturizers allow the cream to be spread on more evenly. Most cosmetic houses manufacture moisturizers but a little cleansing milk can be used to good effect instead.

**Rouge**

Skilfully applied rouge can play a very important part in giving life and interest to the face and an added brightness to the eyes, and goes a long way towards achieving a well balanced make-up. The shape of the face can be altered if necessary by placing the rouge correctly.

Cream or liquid rouge gives a much more natural appearance than does a powder rouge because it blends into the skin and can be shaded away. Apply cream or liquid rouge after foundation cream and powder rouge after powdering, the latter is very suitable for "running repairs".



**Long narrow face** : rouge is placed quite high on the cheek bones and blended well out towards the temples to give width to the face and break up the long line.

**Wide or round face** : rouge is kept well into the centre of the face and extended downwards shading of between corner of nose and mouth, giving length.

**Wide jaw** : the contour is balanced by applying rouge to the other area of the cheek bones and temples thus making the top part of the face appear wider than the lower part.

**Dark shadows under the eyes** : rouge shaded quite high up under eyes will camouflage any discoloration; this also gives a youthful look to an older women and adds brightness to the eyes.

Lessen heavy jaw by applying rouge outside corner of eye to temples giving appearance of width to cheek bones. Pull high cheek bones in and give width to lower jaw.

Apply rouge well out to sides of face giving contour to cheek bones

Apply rouge on centre of face where cheek juts out when smiling

### **Eye shadow**

This is in great vogue. Eye-shadow at present and in general is too heavily applied; but, of course, it is a matter of individual taste and the feelings of the women or the client or the beautician. As the name implies, it should be a shadow not a thick mass of colour on the eyelids.

There are many beautiful colours to be obtained and it is not always the rule to match the colour of the eyes.

Eye-shadow is applied in exactly the same manner as rouge; but the operator must be doubly careful not to stretch the lid. Spread and lift the eyelids with the fingers of the left hand placed at the eyebrows, to get to the little creases when applying eye shadow.

Eye- shadow is not only a means to colour eye-lids, it can also help to change the shape of the eyes. If the eyes are deep set a light eye-

**Notes ....**

shadow used on the lids brings them forward and shading a much darker colour on the frontal bone sets it back, making the bone less prominent.

For protruding eyes a dark eye-shadow on the eyelids is used and blended in an almost straight line to the outer corner of the eye.

A wide bridge to the nose tends to make the eyes look too far apart; the merest shading of eye-shadow on the inner corner of the eyes and on the sides of the bridge will make the nose look narrower between the eyes and give a better balance to the face.

Should the eyes be close, the eye-shadow is kept well away from the inner corner; the operator begins the application from the centre of the eyelid blending it outwards well past the outer corner.

Most women are pleased to have wide apart eyes but sometimes they can be abnormally so, especially if the bridge of the nose either, being too flat or fleshy is the cause. Application of eye-shadow actually helps to make it look narrower and the nose more aquiline.

### **Powder**

There are four things to look for when selecting a powder, fineness, luminosity, adherence and colour. Too many powders have what seems like a good colour in the box, but fade once they are applied to the skin. As a general rule match the colour powder to the darkest part of the skin.

### **Mascara**

The operator applies mascara standing behind the client and use the right hand for the right eye and the left hand for the left eye; this makes it easier to get into the inner corners. The client is asked to close her eyes, the operator places a tissue on her forehead and eyebrow, and lifts the eyelid with the finger tips in order to keep the lashes away from her cheeks. The mascara brush is taken as near the root of the lashes as possible and with a little zig-zag movement prevents the eye-lashes sticking together and building up from the root helps to curl the lashes. Waterproof mascara is very popular.



## Lipsticks

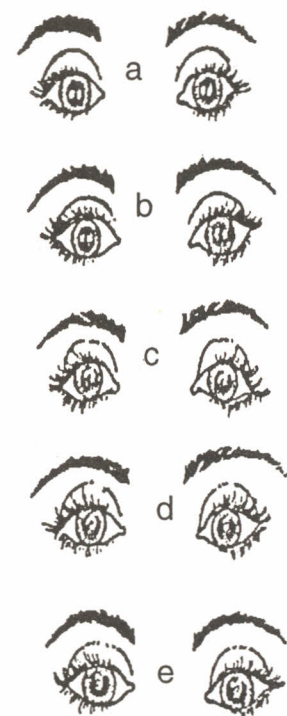
Lipsticks can be applied sitting at the right-hand side of the client and facing her. The operator lays a tissue over the left wrist and places it under the client's chin, with the elbow resting on the back of her chair. She scrapes a little lipstick on to the spatula (it is never used directly from the stick), and breaks it down a little with a lip brush. Then, steadying the right hand by resting it on the left she proceeds to outline the lips before filling in. The client is asked to open her mouth to get the brush inside the corner of the lips and so as to ensure a natural finish and not a hard line or sudden full stop.

### Intext Question 10.1

1. State whether the following statements are True or False.
  - (a) Eye shadows are available in liquid form only.
  - (b) Foundation is used as a base for the make up.
  - (c) Mascaras can also be used on the eye brows.
  - (d) We require different brushes for different tasks.
2. Cheek colour comes in
  - (a) Cream form
  - (b) Liquid form
  - (c) Dry form
  - (d) All the above
3. For setting make-up we require
  - (a) Foundation
  - (b) Astringent
  - (c) Powder
  - (d) Moisturizer

## 10.4 Types of Make up

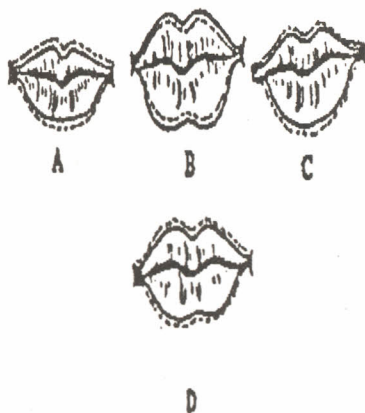
1. **Day Make Up** : A very soft natural looking effect is best for the day time. The make-up should enhance the woman's beauty but should not appear artificial.
2. **Evening Make Up** : The evening make-up is same as day make-up, but, more colour can be used on the cheeks and lips and around the eyes to counteract the effect of artificial lights: Frosted colours can be used on the cheeks. Gold and silver eye colour may be used on the eyelids.
3. **Bridal Make-Up** : The bridal make-up is same as evening make-up. But, forehead decoration is done, matching with the colour of lipsticks and dress. Face is also decorated with jewellery. To complement the make-up, hair is done up with lots of decoration.
4. **High Fashion, or Trend Make-Up** : This type of make-up is more elaborate and exotic than is the usual day time or evening make up. Eye liners may be wider and the eye lashes longer. Unusual colours may be used. The cheeks may be covered with intense colour. Lip colours blend with the cheek colour.



### Corrective Make-up

Corrections of the eyes  
with make-up

The purpose of corrective make-up is to minimize poor features by drawing attention away from them. By using a foundation that is darker or lighter than the skin colour, you can produce high-lights and shadows that create optical illusions. In the eye area, eye shadow can be used to achieve the same effects. Shadows are created by the use of darker colours. Darker colours make the facial features appear smaller. Highlights are created by the use of lighter colours. Lighter colours make the features seem larger. For example, a black dress makes a woman look thinner than she really is. A white dress will make the same woman look heavier. In designs, with circles within triangles of equal size, the white circles appear larger than the black circle. In the dark area around the white circle it recedes thus the white seems larger.



Shaping up the lips

Make-Up correction can be given on eyes, lips, nose and cheeks. There are basically seven facial shapes – Oval Square, Round Triangle, Diamond, Inverted Triangle (Heart), Oblong.



All the above facial shapes can be shown oval by the use of different shades of foundation.

### Intext Questions 10.2

1. Which make-up should be soft and natural looking?
  - (a) Bridal make-up
  - (b) Evening make-up
  - (c) Day make-up
  - (d) Trendy make-up
2. Dark colours make facial features look
  - (a) Brighter
  - (b) Smaller
  - (c) Larger
  - (d) All the above
3. Indicate whether the following statements are True (T) or False (F) :
  - (a) Frosted colours can be used on the cheeks in day make up.
  - (b) Oval shape is the best facial shape.
  - (c) Artificial eye lashes can be worn any time of day.
  - (d) Highlights are given by lighter colours.

### 10.5 What have you learnt

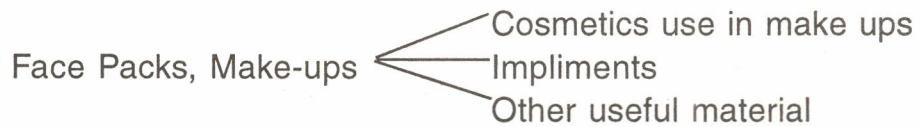
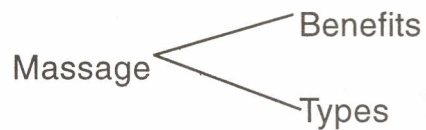
SKIN — Also known as Mirror of body

- Skin has 2 layers
- Epidemis
  - Dermis
- 
- Functions of skin
  - Skin Problems



Notes ....

- Types of skin



Types Make-up

- Day
- Evening
- Bridal
- High fashion

Corrective makeup — Why  
— how it is done

### 10.6 Terminal Questions

1. Describe in a single line, different cosmetics used in make-up.
2. List the useful tools & implements used in make-up.
3. What is corrective make-up. How will you make-up a wide and round face.
4. How will you use eyeshadow and mascara for correcting small eyes?

### 10.7 Answers to Intext Questions

#### 10.1

1. (a) F (b) T (c) F (d) T
2. (d)
3. (c)

**10.2**

1. (c)
2. (b)
3. (a) F  
(b) T  
(c) F  
(d) F