

Cosmetology Techniques

HOW TO RECEIVE CREDIT

- Read the enclosed course.
- Register and complete online at www.ParagonCET.com. The date you complete your evaluation online will be used as your completion date.
- Click Submit Answers, Quickcode; P301
- Receive your Certificate(s) of Completion by mail, fax, or email.

Audience

This course is designed for all Georgia salon professionals required to complete continuing education.

Overview

Continuing education and training are vital aspects of providing the best possible services to clients. This course will provide an updated look at basic cosmetology techniques related to hair color and makeup application. By refreshing your basic understanding of hair color, makeup, and skin care products and building on your knowledge, you can ensure that clients are happy and will return for additional services.

Accreditation

Paragon CET is approved by the Georgia State Board of Cosmetology and Barbers to provide continuing education for Master Cosmetologists, Barbers, Estheticians, Hair Designers, and Nail Technicians. Provider License No. CEP-000016. Registered Course No. **C2021-116-03**.

Designation of Credit

This course has been approved by the Georgia State Board of Cosmetology and Barbers for 2 CE hours.

Division Planner

Leah Pineschi Alberto, licensed cosmetologist and instructor of cosmetology, has been educating students in Northern California since 1975. In addition, she has been responsible for training educators in cosmetology, esthetics, and manicuring for more than 30 years.

Mrs. Alberto began her career with Don's Beauty School in San Mateo, California. She held a 30-year position at Sacramento City College and is currently a State Board expert with Cinta Aveda Institute. She is a salon owner, a former Department of Consumer Affairs examiner, and a speaker at the Esthetics Enforcement Conference.

The health and safety of the community of stylists, salon owners, and school owners has been the focus of Mrs. Alberto's career. She served on the State Board Task Force on Pedicure Disinfection commissioned by Governor Schwarzenegger to investigate the cleanliness of the pedicure industry. The Task Force was responsible for developing foot spa safety regulations in response to illnesses and deaths resulting from unsafe pedicure practices.

Mrs. Alberto is currently a member of the California Cosmetology Instructors Association and has her own consulting business.

About the Sponsor

The purpose of Paragon CET is to provide challenging curricula to assist salon professionals to raise their levels of expertise while fulfilling their continuing education requirements, thereby improving the quality of service to their clients.

An Overview of Hair Color

Faculty

Paragon CET Staff

Division Planner

Leah Pineschi Alberto

Course Objective

The purpose of this course is to provide cosmetologists with an overview of the hair color consultation, available products, and best application techniques.

Learning Objectives

Upon completion of this course, you should be able to:

1. Outline the best practices for conducting a hair color consultation.
2. Describe predisposition (patch) and strand tests.
3. Discuss safety and sanitation concerns when providing hair color services.
4. List types of hair color and their application.
5. Review aspects of color correction and enhancing a haircut with color.

“The application of hair color according to best practices to achieve the best looks for clients is a skill that should be practiced and protected.”

INTRODUCTION

A hair color service is a common procedure in professional salons today. As such, all stylists should be familiar with the hair color service process, regardless of whether they will actually be coloring clients' hair or if their salon has dedicated hair colorists.

Hair color is largely a matter of personal preference. For some clients, very dark brown or black hair is preferred, and for others light blonde hair makes them happy. Of course, there are many shades of color in between. Clients want to have their hair colored for a variety of reasons. Some clients have lost the blonde hair color of their youth (due to normal pigmentation changes caused by aging) and desire a return to a lighter shade. Other clients are simply looking for a change, perhaps to a color that would help make them feel more attractive or comfortable or even just for fun. Older clients may be looking for grey cover, touch-ups, or blending in order to feel more contented or youthful. It is professional stylists' job to present their experience and knowledge of color theory in a way that helps clients decide on a hair color that suits their character, complexion, and eye color and to perform the color service in a safe and competent way.

CONSULTATION

The first step of a hair color service is the consultation. It is one of the most important parts of the service when working with both new and returning clients [1]. It is essential to listen to exactly what the client is saying, because even clients who are regulars and get the same cut and color process at each appointment may want a change from what they have usually had in the past. Questions that may be helpful to ask a new or returning client during the consultation include [6; 7]:

- What is your plan for your hair today?
- How often do you shampoo your hair?
- What products and appliances do you use on your hair?
- Do you feel ready for a change?
- How do you feel about the condition of your hair?
- How would you describe your scalp?
- How much time do you spend on your hair?
- What do you like/dislike about your hair?
- Should we look at some styles together?
- Do you feel confident with what we have discussed today?

Actively listening to clients means taking mental or written notes about what they are saying. This is a good opportunity to make the client feel comfortable about your professional experience by making positive suggestions about what hair colors would best suit the client. It will also be useful if the client fills out a hair color service card, which can either be a paper form or an electronic document on a notebook device. This step ensures that the stylist is not guessing later on about what the client has had done to her or his hair. At this time, some stylists and salons will want to have the client sign a chemical process release form.

It is acceptable, and often suggested, that stylists use visual aids; a picture can be worth a thousand words. Sometimes, clients will bring in a photograph or will show an image on their phone of a person with a certain hair color and cut that they like. If a client brings in a picture as an example of what she or he would like the hair to look like, it is important to study that image very carefully. When looking at the image, try to imagine the hair color in the photograph on the client. Look at the cut and the color placement, but never tell the client that his or her hair will look exactly like the hair in the picture. Professional stylists can figure out how to achieve a similar result and explain to clients that their effort will get as close to the cut and color as possible. Discuss similarities and differences between the client and the model in the photograph, such as eye color and complexion. Again, it is imperative to listen very carefully to the client's needs and what he or she is looking for as the final result of the hair color service.

When viewing the hair, it is critical to look at the client directly, rather than at her or his reflection in the mirror. Observe the client's eye color and skin tone, as it will help suggest the appropriate shade of color [1]. If the client has shown a photograph of a hair color that doesn't seem right for her or his complexion, make alternate suggestions. Determine the client's natural hair color level and the amount of gray hair in order to properly formulate the color to be used; manufacturers' color level swatches are a helpful tool. The stylist also needs to know what has previously been done to the hair to avoid damage. Clients with "virgin hair" (i.e., hair that has not been chemically altered in any way) are very rare. Again, the client may have filled out a hair color service record form beforehand that should contain most of this information. These steps will allow the stylist to determine the proper procedure to be used.

Before proceeding, make absolutely sure you and the client are on the same page and discuss the client's expectations before proceeding with the service. Discuss pre-treatments if needed. During the consultation process, there are things the stylist should look for in order to achieve success in the color service, including:

- Evidence of previous chemical or heat treatments
- Natural or color treated level
- Amount of gray hair
- Abundance of hair
- Elasticity of hair
- Porosity of hair
- Texture of hair

Again, always remember to write everything down if it will help; doing work from memory is tricky and often does not pay off in the end. The client will be unhappy with the haircut and the stylist if the stylist has guessed wrong because he or she did not remember what the client wanted. An unhappy client is more likely to tell others about a bad experience with a stylist or salon versus a good experience.

PREDISPOSITION TEST AND STRAND TEST

Predisposition tests, also called patch tests, are essential for new clients and are also recommended for existing clients. Some clients, even after having their hair color-treated for years, will develop an allergy to hair color (or a component in the hair color). If a client states that she or he has had any allergic skin reaction in the past or you suspect allergies may be an issue, a patch test will determine if a reaction to the components in hair color (e.g., aniline derivative tint or toner) is likely. Approximately 5% of the population has an allergy to hair color [8]. Typically, an allergic reaction is caused

by paraphenylenediamine, or PPD, a chemical that is used in 80% to 90% of hair dyes [2; 8; 9]. Other commercial names of PPD are PPDA, 1,4-benzenediamine, and phenylenediamine base [9]. The chemical para-toluenediamine sulfate, or PTDS, is slightly less likely to cause an allergic reaction [8]. There are dyes available on the market that do not contain PPD or PTDS. When purchasing hair dyes, professional stylists should be aware of chemicals listed on labels that may be more likely to cause allergic reactions in their clients [9].

The patch test should be performed at least 24 hours before the hair color service [1]. The first step of the test is to wash a quarter-size area behind the ear or inside of the elbow with soap and water and then dry the area. Mix and apply the hair color solution to the area with a cotton swab, leave the solution on the skin, and then check the area for any signs of irritation or redness after 24 to 48 hours. Contact dermatitis is an allergic reaction that occurs when hair dye touches the skin, causing skin to become red and inflamed. Clients with allergic reactions may also develop hives. Anaphylactic shock is possible, although very rare, reaction and requires immediate medical attention [9]. Allergic reactions should be reported, first to a medical professional and then to the FDA so they may monitor the safety of cosmetics on the market [2]. If there is no allergic reaction, proceed with the hair color service or strand test.

Strand testing is recommended before application of color to the whole hair for several reasons. First, it allows a preview of the color formulation on the client's hair. Second, the timing of the hair color process to get the right results can be seen. And third, the effect of the chemicals on the hair can be seen.

Predisposition tests are fundamental for ensuring that bad reactions are avoided and the color turns out as expected. These tests are valuable safeguards against liability from possible negative reactions.

SANITATION AND SAFETY

Salon environments contain potentially harmful chemicals, sharp objects, and hot tools, and there are many opportunities for injury and the spread of infection or infestation. It is every stylist's responsibility to ensure that clients do not get sick or injured while in the salon.

First and foremost, always wear gloves for the client's protection, as well as your own, and always make sure that all of your tools and towels are clean and properly sanitized. Never let the cape come in contact with the client's skin. Always use protective cream around the hairline with all color applications to prevent the client's skin from becoming stained. If it does cause a stain on the skin, use a color remover that is designed for this purpose and apply it with a piece of cotton. Do not rub the stain remover onto the skin too roughly, as this will cause irritation. Make sure there are no open abrasions on the scalp before applying any chemicals; if there are, the client will experience pain and a burning sensation. Also, it is good practice to avoid heat when processing a color, especially when using a lightener, as it can cause severe burns to the scalp if not monitored. Always follow the manufacturer's directions when mixing chemicals and when the decision to use heat is made. Hair dyes should not be used on eyelashes or eyebrows because of the risks to client health and safety. Using dyes near the eyes can cause injury and even blindness [2].

Cleaning tools and stations after each client should be a habit, and time should be set aside between appointments in order to clean the area and sanitize tools. No client should ever be seated at an unclean or unsafe station no matter how busy the stylist or salon is. Safety is a priority.

Under the Federal Food, Drug, and Cosmetic Act (FD&C Act), color additives must be approved by FDA for their intended use before they are used in FDA-regulated products, including cosmetics [2]. However, coal-tar hair dyes, unlike color additives in general, do not need FDA approval. By law, hair dyes should have the following warning on their labels [2]:

Caution: This product contains ingredients that may cause skin irritation on certain individuals, and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness (FD&C Act, 601(a)).

TYPES OF HAIR COLOR AND APPLICATION

Hair color is classified into three main types: temporary, semipermanent, and permanent [2]. The main differences between types of hair color are particle size, how deeply the color pigments penetrate into the hair, whether color is lifted from the hair, and whether an oxidizer is used.

TEMPORARY HAIR COLOR

Temporary hair color products have a large color particle size that normally does not penetrate into the hair. This means that the hair is just coated with color. However, penetration of large color molecules into the hair shaft is possible on extremely damaged hair. Oxidation is not used to create a chemical change to the hair structure; there is only a physical attachment of the color molecules to the hair shaft. Temporary color applications do not require a patch test beforehand.

Temporary hair color is available in many products and formulations, including spray-on color, hair mascara, color-enhancing shampoos, and colored rinses, gels, and mousses. The color action of temporary hair color products is short-lived, which makes it a good option for individuals that want to experiment with color but don't want to make a long-term commitment. Temporary color creates fun, bold results, easily washes out of the hair, and neutralizes yellow-toned hair.

SEMIPERMANENT HAIR COLOR

Like temporary hair color, traditional semipermanent hair color is also a non-oxidative, no-lift process, but it contains smaller pigment molecules that are able to slightly penetrate into the hair and dye the cuticle layer. Each strand of hair will take the color differently depending on porosity and original color. Depending on the hair's original condition (e.g., damage, porosity), semipermanent hair color lasts about four to six weeks [1]. The fine pigments begin to separate out of the cuticle when the hair is washed, and with each successive shampooing, more color will be lost. So, the actual amount of time that semipermanent color lasts depends on how frequently the hair is shampooed and other factors, such as sweating and sun fading.

Although it is not an oxidative process, some of the dyes used in semipermanent hair color can cause an allergic reaction in certain individuals. A patch test should be used before the hair color service. Semipermanent color can be a good introduction for a client to hair color services, as it adds subtle, more natural color results and/or tones hair that has been previously lightened. Because the process itself does not lighten the hair, new growth does not need to be maintained in the same way as permanent color.

Demipermanent Hair Color

Another form of semipermanent hair color is the no-lift, deposit-only color process called demipermanent hair color. This process uses an oxidizing developing agent (e.g., hydrogen peroxide) to slightly open the cuticle layer and react with the color molecules, but at a much lower concentration than with permanent (lift-and-deposit) hair color. Demipermanent hair color also uses little to no ammonia, so it is unable to lighten hair. Demipermanent color blends gray, enhances natural color, tones pre-lightened hair, refreshes faded color, and can be used as a filler in color corrections. Typically, a demipermanent color will slowly fade and last for about 30 shampoos, depending on the color. Darker colors tend to last longer, and hair that is porous will retain color longer. A patch test should be done before the demipermanent color service.

PERMANENT HAIR COLOR

Also known as lift-and-deposit hair color, permanent hair color uses a mixture of an alkalizing agent (e.g., ammonia) to strip or lift the natural hair color and an oxidizing developer agent (e.g., hydrogen peroxide) to open the cuticle layer and help deposit the color. The color component of the permanent process mixture contains chemicals that become dyes when exposed to the developer [2].

When the permanent process mixture is applied to the hair, it lifts in the first 20 minutes and deposits in the last 20 minutes of the processing time. (The use of a proper timer is very important; relying on a wall clock is not recommended.) The lifting lightens the hair so the color will be more visible. The mixture causes the hair to swell and the cuticle layer to open. As the chemicals are being absorbed into the hair, the developer also causes the color chemicals to turn into dyes. During the deposit process, the permanent hair color mixture is both penetrating into the hair and becoming the desired color.

Permanent color changes existing color, does an excellent job of covering gray, and creates bright and rich-looking hair color changes. Additionally, permanent color typically lasts until the hair grows out or is recolored. A patch test should be done before the permanent hair color service.

CONSIDERATIONS FOR CHEMICALLY TEXTURED HAIR

When two chemical processes—texture and coloring/lightening—are combined, there is an increased risk of damaging the hair, injuring the scalp, and achieving poor results. Again, it is very important to get a full client history before applying hair color or lighteners. If a permanent wave (perm) or straightening process is applied, it is generally best to complete the color treatment after the chemical texture process and to use a deposit-only color (temporary, semipermanent, or demipermanent options). If an older, formaldehyde-based straightener is going to be used, the hair color should be applied first. In addition, gentler hair relaxers (e.g., Brazilian straightening) should be used on color-treated hair. Hair-coloring products containing metallic salts are not compatible with permanent waving and may cause uneven curls, severe discoloration, or hair breakage. If there is any question about whether the hair will take the color or texture, strand testing should be done first [1].

COLOR CORRECTION

Color corrections are delicate procedures and most often take several visits to the salon in order to achieve the desired color. It is necessary to discuss this issue with your client. Color does not remove color, so a lightener or color eliminator is required for this procedure. The type of hair color process and how much color has been previously deposited onto the hair will determine the level of “lift” that may be achieved. Treat this service with care to avoid causing extreme damage to the hair. Accidents can be prevented by thinking before you apply.

Before starting a color correction, it is important that the client gives a complete history as to what has been previously done to the hair. Lightening hair from dark to light is a delicate process and can be difficult. However, it can be done without damage to the hair by following proper procedure. A professional stylist should always prevent a “chemical haircut” (i.e., loss or breakage of hair due to overuse of chemicals). Also, keep in mind that a box color (e.g., color from a drug or grocery store as opposed to a beauty supply store) can be more difficult than professional hair color due to the proprietary formulation. Also, the shade of color chosen from the swatch book at the salon may not be exact. This should be discussed with the client during the consultation. Not everyone’s hair responds to color the same way; therefore, the desired and/or resulting shade may vary for each client.

Color eliminators are an option for clients who have had a permanent oxidative hair color service and want a slight to full color correction. These products may also be used to remove excess color from dark ends. Eliminators are able to break the bonds of permanent hair color molecules and return the pre-color shade. To eliminate a color, the product is mixed, applied to the hair, and left to process per the manufacturer instructions [5].

After shampooing, a 10-volume developer should then be applied to the hair to activate any hair color dye molecules that did not get eliminated. If the hair darkens, the process can be repeated from the first step (several times, if needed).

General rules for color correction include:

- Never assume what the client wants for her or his hair. Listen to the client, and learn to “hear between the lines.” Clients do not always verbalize everything the stylist needs to know. What is the client really saying or not saying? Try to rephrase their thoughts in order to establish clarity and agree on a plan of action. The client may appreciate a second opinion from another professional at the salon, but it can make a stylist seem indecisive and inexperienced.
- Establish the exact problem, the reason for the problem, and the most suitable remedy. (Remember that not all clients want to know all the details of what you are going to be doing to their hair. The more you tell clients about the process, the more questions they are going to ask.) Stay patient and don’t panic.
- Always pay very close attention to detail when mixing and applying chemicals for color correction. Weigh or volume measure chemicals when mixing a formula according to manufacturer instructions. Never leave the client unattended when performing any type of service, especially a chemical service. Always use a proper timer according to the manufacturer instructions or professional expertise. (Remember, things have a way of happening quite rapidly.) Strand test to determine the precise color and timing. Perform each step in the proper order.

DECOLORIZING WITH LIGHTENERS

Lightening hair is a very popular salon service. Lighteners or bleaching agents can be used to decolorize the hair in order to achieve lighter hair tones or lighter hair colors on naturally dark hair. Lighteners may be used to lighten the hair before applying a final color, to lighten a natural color, to lighten a shade of hair color that turned out to be too dark, and/or to add highlights. Lighteners can achieve colors that are not possible with products that add hair color; for example, lighteners can be used to create the lightest blonde shades.

Lighteners work in a similar way to regular hair color developers. First, the lightening agent raises and softens the cuticle layer. Then, the chemicals begin to enter the hair cortex and diffuse the melanin and/or the previously applied hair color, lifting the color. The hair will go through several stages of color (or lift) as the lightener is working. The amount of color that is lifted will depend on the amount of natural (or chemical) pigment in the hair and the strength of the solution. The longer the lightener is left on the hair, the more lift will be achieved.

Lighteners are available in a variety of preparations, including oil, cream, and powdered/granulated products. Oil or cream bleach lighteners typically contain conditioners and are often mixed with 10- to 20-volume developer (6%, 9%, or 12% peroxide) and lightening activators (e.g., ammonium persulfate) [3]. The lightening activators help prevent undesirable yellow, orange, or red tones. Of course, if these tones are wanted, activators may not be added. Oil-based lighteners may be categorized depending on the tones they achieve and include gold (creates red highlights), silver (creates silvery highlights and reduces gold and red tones), red (creates red highlights), or drab (creates ash highlights and reduces gold and red tones) [3].

The recommended application is to start with 10-volume developer, then switch to 20-volume developer, and finish with 30-volume developer. This will allow the stylist to work slowly and methodically during the application and complete the process in one sitting. Certain sections of the hair may process faster than others. In this case, use professional judgment and expertise to determine the best course of action. Oil bleach or cream lighteners are used on the scalp, as opposed to off the scalp techniques (e.g., weaving, slicing, foil-on-foil) [4]. Cream lighteners are popular among stylists because their thick consistency makes them easy to apply and to control [1; 3].

Powder lighteners (sometimes supplied in granular form) are used extensively in salons for off-the-scalp techniques. Some powder lighteners can be used on the scalp, but they are generally used in foils. If they are used on the scalp, never use higher than 20-volume developer to prevent burning. When measuring and mixing powdered lighteners, always be sure to weigh the product or use measuring cups or scoops.

ENHANCING A HAIRCUT WITH COLOR

When a client comes to the salon and desires a precision haircut (i.e., enhancing the haircut with color), begin with a consultation before proceeding with the haircut. At this point, the cut should be blow dried into the desired style. After this is done, proceed with the color service using foils to apply weaving, slicing, or “peek-a-boo” techniques to the hairstyle. This is a way stylists can really make their work pop and display their creativity as an artist. This technique makes the process take quite a bit longer, but it allows stylists to be more creative with the color application. Hair color can also be done before the haircut, but the color placement may not be as precise and the result may not be the look a stylist, as an artist, would like to achieve.

Make sure the client has enough hair for the cut and that the condition of the hair is good. Also, look at the client’s face shape and head shape, as the haircut he or she desires may not be suitable for their shape. Remember, not all styles look good on everyone, so it will be necessary to customize the cut and color to suit the client. Always do a thorough consultation; if an existing client desires a new look, it will be beneficial to you as a stylist to discuss it in detail first.

Any haircut can be enhanced with color. In order to ensure success as a stylist, you should:

- Educate clients about how to style and maintain their cut and color.
- Let clients know you are thinking of them by following up.
- Offer different types of color services.
- Be punctual, reliable, and consistent.
- Excel at customer service.
- Always pre-book clients.
- Set yourself apart.
- Post your prices.

PROFESSIONAL GUIDELINES

Be organized and look up all of the formulas the day before each service. Write down all formulas on the client card, especially if there are any changes. The biggest mistake cosmetologists make is doing guesswork.

Clients usually expect the same color as their previous visit, and they may be unhappy if their color turns out different every time. Consistency is key. Another issue to be aware of is charging a client the same price each visit for the same service. The price can be different only if another service has been added to the original one. As a stylist, it is good to offer an extra service (such as adding a partial highlight to a solid color), but inform clients of the added costs beforehand so that it is not a surprise to them. Payment is usually the final interaction the client has with the stylist or the salon; therefore, it should not be a negative experience.

The responsibilities of the professional stylist do not end when the client leaves the salon. If a client goes home and cannot re-style his or her own hair as it was in the salon, the stylist may lose that client. Therefore, it is very important to fully educate the client on how to style the hair correctly at home.

It is also beneficial to discuss with the client the disadvantages of box color, such as the fact that the results from box color are difficult to predict. The chemicals and dye in box color are not made with the specific client in mind and will color and affect different types of hair in unknown ways. In contrast, the professional stylist mixes color to the specifications of a client's hair color, texture, and past treatments [10]. Having accurate and informative facts about how box color differs from professional color will help with explanations to clients. There are many resources available on the Internet for this purpose.

It is important to avoid cell phone use while working with a client. He or she is paying for undivided attention during a service, and, above all, it is rude. If an urgent call is expected (e.g., a loved one who is in the hospital, a sick child), inform the client of this at the beginning of the appointment. Talking on a cell phone or texting while working is distracting and can lead to errors in the hair color or style.

If an error is seen on the client's hair, do not assume that it will go unnoticed. The client may not see it, but someone else will notice it and he or she will be quick to point it out. Offer to fix the error right away, if possible. If not, schedule time to fix the client's hair at the earliest convenience.

Always smile and be pleasant. It is vital to set yourself apart from other stylists. Look at the competition; you are not the only stylist on the block. For that reason, it is important to always go above and beyond.

Always keep learning. Keep up with trends, but be aware that not all trends look good on everyone, so learn to customize trends to each client. A few days after the service, schedule time to call clients to check how they are managing the cut and style and if they are happy with the service. Stay focused and ask open-ended questions. When in doubt, ask. Proper communication will help ensure that the client is pleased with the results. Communication is one of the keys to a successful career. Address clients properly, and do not use names such as "sweetie," "baby," or "honey." This is not professional speech.

Always use an appropriate voice, and never interrupt a client when he or she is talking; this shows that you are not listening and are not focused on what they are saying. Don't rush clients; they have come to the salon to see their chosen stylist and want to have a fun, relaxing, and pleasant experience. They should leave feeling better than when they came in. Never argue with a client; the client is always right. If a client arrives early, excuse yourself from your current client that you are finishing up with and offer the new client a beverage. This is important so he or she does not feel ignored. This will also help the current client not to feel rushed, because the next client is clearly being taken care of. Always send clients home with the proper products to care for their hair. If you fail to do this, you will not have done your job. Again, always be consistent. Offer incentives to clients so they are more likely to send you referrals. Always promote yourself as a professional stylist.

CONCLUSION

Consulting with clients about hair color options is a major part of many cosmetologists' practices. In addition, the application of hair color according to best practices to achieve the best looks for clients is a skill that should be practiced and protected. By refreshing your basic understanding of hair color products and building on your knowledge, you can ensure that clients are happy and will return for additional services.

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Makeup Application Techniques

Faculty

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Course Objective

The purpose of this course is to provide makeup artists with the information and tools necessary to successfully create a makeup application that addresses the unique features and characteristics of each client.

Learning Objectives

Upon completion of this course, you should be able to:

1. Discuss existing and proposed government regulations and oversight of the cosmetics industry.
2. Define basic infection control practices.
3. Discuss the functions of human skin and identify common skin conditions.
4. Describe why it is important to understand facial anatomy, shapes, and features.
5. Discuss the importance of color theory and the color wheel.
6. Outline the steps involved in preparing the facial canvas for both everyday and specialty makeup applications.

// Makeup is one of the most rapidly changing and profitable products in the cosmetics industry. //

INTRODUCTION

Makeup is one of the most rapidly changing and profitable products in the cosmetics industry. In 2017, the market revenue for cosmetics, fragrances, and personal care products was approximately \$86.1 billion in the United States. Of that amount, sales for makeup and makeup accessories totaled nearly \$6.2 million [1; 2]. That number is expected to reach \$14 million in 2018 and is expected to grow annually by 3.7% from 2018 to 2021 [3]. The average American spends an estimated \$41 each month on cosmetics [3].

The word “cosmetics” is originally from the Greek kosmos, meaning order and ornament. By the early 17th century, cosmetics had evolved to mean the art of beautifying the body [4; 5; 6; 7; 8]. Historically, cosmetics were derived from natural sources, such as copper, mercury, crushed berries, or burnt matches. The majority of cosmetics in use today are synthetic [4; 9]. The Federal Food, Drug, and Cosmetic Act (FD&C Act) defines cosmetics as “articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body . . . for cleansing, beautifying, promoting attractiveness, or altering the appearance” [10]. This includes products such as skin moisturizers, lipsticks, and eye and facial makeup. The Act, which was passed in 1938, gives the U.S. Food and Drug Administration (FDA) limited oversight authority in the cosmetics industry, with the focus mainly on adulterated or misbranded products (not including those labeled natural or

organic) or products that are falsely packaged [11; 12]. The Act does not authorize the FDA to recall potentially dangerous products or monitor product ingredients [11; 13].

Adverse health effects from chemicals used in cosmetics have been reported in recent years, prompting the U.S. Congress to turn its attention to the cosmetics industry [11; 14; 15; 16]. Additional FDA oversight authority proposed in amendments to the FD&C Act includes mandatory reporting of adverse events; registration of cosmetics facilities; ingredient review; recall authority; and authority to investigate cosmetic contaminants. The amendments also propose that cosmetics companies/manufacturers be required to register their facilities, products, and ingredients with the FDA and that they comply with good manufacturing practices [11; 14; 15; 16].

The professional cosmetologist should maintain an awareness of health and safety issues and regulations that govern the cosmetics industry. The artist should also be familiar with currently available products and should know how to apply these products using proper techniques. A knowledge of proper techniques includes an understanding of human skin, facial anatomy and features, color theory, makeup tools and equipment, safety, and client consultation. Demonstrating this knowledge can enhance your professional image by demonstrating to your clients that you are concerned with their health and safety as well as their appearance.

INFECTION CONTROL

Cosmetologists should have a thorough understanding of infection control practices in order to prevent the spread of diseases, comply with state and federal cosmetology regulations, and enhance their professional image [9]. A full discussion of infection control practices is beyond the scope of this course; however, a brief summary is provided for review.

Infection control for the cosmetologist refers to the methods used to eliminate or reduce the transmission of infectious organisms that can cause diseases. Among these methods, handwashing is one of the most important and is required by every state before a service can be rendered [9].

Decontamination refers to the removal of blood, other potentially infectious material, and visible debris (e.g., dust, hair, skin) from the surface of an item. Decontamination is accomplished by using a combination of cleaning/disinfecting or cleaning/sterilizing [9].

Cleaning is a mechanical process, such as scrubbing, using soap or detergent and water. (A cleaning solvent or an ultrasonic unit may also be used.) The purpose of cleaning is to remove all visible dirt, debris, and disease-causing germs from tools, implements, and equipment. Cleaning must be done before disinfection occurs [9].

Disinfection is a chemical process that destroys most harmful micro-organisms on environmental surfaces. The disinfectant must be capable of destroying bacteria (bactericidal) and fungi (fungicidal). It should be mixed and used according to the manufacturer's instructions, and it must be registered with the Environmental Protection Agency [9].

Sterilization is a process that completely destroys all microbial life. It is required for any tool that punctures the skin or comes in contact with bodily fluids [9].

Multiuse (reusable) items, such as tweezers and some brushes, can be cleaned, disinfected and used on more than one individual. Single-use (disposable) items, such as cotton balls, sponges, applicators, and some brushes, must be discarded after each use. Many infectious diseases (e.g., pink eye, the flu, herpes) can be spread by sharing application items and/or makeup. Use of disposable items can be an important step in preventing the spread of disease. It is vital to remember that these same precautions apply in all places makeup is applied, including makeup counters and beauty stores.

THE SKIN

The skin has two main layers: the epidermis (outer layer) and the dermis (inner layer). In addition to affecting the skin’s appearance, these layers have important functions, such as absorption and protection. Collagen and elastin (found in the dermis) give the skin its form and strength. When these are weakened from environmental damage or poor skin care, the skin’s appearance can be adversely affected, providing a unique challenge to the makeup artist [9].

SKIN CONDITIONS

A makeup artist should be able to recognize common skin conditions in order to determine those that can be worked on from those that cannot. Table 1 contains a list of common skin conditions and an indication of whether makeup application is acceptable [9].

FACIAL ANATOMY

The bones and muscles of the face constitute a framework that the makeup artist can creatively alter using contour, highlight, and color. The bones of the face that most influence makeup application include [9; 17]:

- The nasal bone (bridge of the nose)
- The lacrimal bone (inner wall of eye sockets)
- The zygomatic (cheek) bones
- The maxillae (upper jawbone)
- The mandible (lower jawbone)

Facial muscles are responsible for the shape of the face and for facial movements and expressions, such as yawning or smiling. Some of the facial muscles that influence makeup application include [9; 17]:

APPLICATION OF MAKEUP TO CERTAIN SKIN CONDITIONS	
Skin Condition	Okay to Apply Makeup?
Herpes simplex, chickenpox	No
Contact dermatitis, blisters	No
Warts	Yes
Cyst	Yes
Acne, carbuncle	Yes
Carcinoma (other than basal or squamous cell of the skin)	Yes
Freckle	Yes
Insect bite, hive	No
Mark left from deep cut (scar)	Yes
Scab	No
Open wound	No
Dandruff, flaky skin	Yes
Cracked lips, hands (not bleeding)	Yes
Mark left after picking at a pimple	No
Source: [9] Table 1	

- The orbicularis oculi – closes the eyelids
- The procerus – wrinkles bridge of nose
- The buccinator – aids whistling and smiling
- The orbicularis oris – “pucker muscle”
- The risorius – “laughing muscle”
- The triangularis – “frowning muscle”

Makeup artists should have a thorough understanding of facial anatomy to best enhance the client’s unique characteristics using products and application techniques that are individually suited to each client [9].

FACIAL SHAPES AND FEATURES

Facial shapes play an important role in makeup application. Historically, the oval face shape has been the ideal because it is considered to be perfectly proportioned (i.e., evenly divided into thirds) (Figure 1).

The heart-shaped face is wider at the forehead and cheek area, with a gradual narrowing down to the chin. The oblong face is shaped like a long, narrow rectangle or oval. The round face is circular, with no strong angles, and is widest at the cheekbones. The square face is widest at the forehead, jaw, and cheeks. The diamond face has a narrow forehead that widens at the cheekbones and then narrows again down to the chin [9].

For years, makeup artists worked to create the perfectly proportioned oval-type face, regardless of the client's unique variations. The goal today should be to create overall proportion, no matter the face shape, by emphasizing each client's unique features [9].

FACIAL FEATURES

The eyes are typically a focal point in makeup application. They can be emphasized or minimized, depending on the client's facial shape. Even-set eyes add symmetry to any face shape. They are perfectly balanced and require no corrective techniques. Wide-set eyes are ideal for dramatic, creative makeup techniques. Deep-set eyes are recessed into the eye socket. The goal of applying makeup to this eye shape is to bring the eyes forward. Close-set eyes are quite common, but with proper technique, they can be made to appear wider apart. The goal of applying makeup to round eyes is to minimize their height and widen their appearance. Asian eyes come in a variety of shapes. Each shape requires slightly different techniques based on individual variations [9].



Lips can be full, thin, or uneven or can lack shape. Clients are rarely happy with the shape of their lips, so it is fortunate that changing lip shape and definition is easily accomplished with the proper lip products and application techniques.

As with all facial features, noses come in a variety of shapes and sizes. If the client desires to modify the look of her or his nose, this can be accomplished with contouring along the sides of the nose and highlighting along the ridge and tip.

It is important to remember that all facial types are beautiful, and makeup is intended to enhance natural beauty, give confidence, and hide or camouflage areas the client is uncomfortable with. Clients should not feel judged due to their face shape or facial features.

MAKEUP BRUSHES			
Brush Type	Shape	Use	Bristle Type
Powder	Dome, diamond, pointed, angled	Dusting loose powder	Natural
Blush	Round, angled	Applying blush	Natural, synthetic
Foundation	Long, flat	Applying, blending liquid, cream, paste foundation	Natural, synthetic
Concealer	Small, rounded end	For application in small areas, such as around the eyes	Synthetic
Eye shadow	Soft, round, variety of sizes	Applying eyeshadow	Natural
Eyeliner	Small, short, compact, fine-tipped (flat or slanted)	Applying eyeliner	Natural, synthetic
Lip	Very small, varied shapes, fine- or flat-tipped, angled	Applying lip liner, lip color	Synthetic
Angle	Small or large, angled, chiseled	Applying eyeshadow, contouring, eyebrow color, eyeliner, lip color	Natural, synthetic
Kabuki	Short-handled, firmly packed bristles, round or fan-shaped	Applying mineral makeup, powder, blush, bronzer, contouring, highlighting	Natural
Contour	Blunt, flat, or angled cut bristles	Adding definition	Natural, synthetic
Fiber-optic (dual-fiber)	Round	Applying powder, shimmer, blush	Combination of natural/synthetic
Spoolie	Conical with a tapered head	Applying mascara, styling eyebrows	Natural, synthetic
Fan	Soft, flat fan of bristles	Applying foundation, blush or bronzer; blending, mixing color; applying mascara	Natural
Source: [9]			Table 2

MAKEUP TOOLS

BRUSHES

Brushes are the most important tool that a makeup artist uses. They vary in size, shape, brand, function, cost, and longevity. Natural hair (bristle) brushes come from a variety of animal sources, including badger, horse, and sable. Because natural hair contains cuticles, natural bristle brushes do an excellent job of transporting cosmetics from the makeup palette to the client's face. The hair is also soft, which makes for easier blending [18]. Natural brushes are best suited for blushes, eyeshadows, and

contouring. Synthetic brushes include those made of nylon, Taklon, or polyester fibers. Because they are nonabsorbent, they are an excellent choice for use with liquid or paste-type cosmetics, such as foundation and concealer, cream blush, or gel eyeliner [18]. Synthetic brushes are also easier to clean and disinfect than natural bristle brushes. They also are not as porous as natural hair brushes and tend to absorb less makeup, which can be a cost-saving consideration [18]. Brush handles are usually made of wood, metal, or synthetic material (e.g., plastic). Table 2 describes the various types of makeup brushes and their uses.

Brushes must be cleaned after each makeup application. This helps to maintain the quality of your brushes and, most importantly, ensure the safety of your clients. A variety of brush cleaners are available. Some will clean, disinfect, condition, and oil your brushes; others are fast-drying. Select a brush cleaner that contains hospital-grade disinfectant, kills 99.9% of bacteria, and dries quickly [9]. Cleaning should be done by gently dunking the brush in an upright glass or beaker containing a small amount of cleaning liquid and water. It is very important not to wet the handle of the brush, as mold or rust can develop. After cleaning, brushes should be laid flat on a clean towel to dry or gently dried with a blow dryer in one direction only.

OTHER TOOLS AND EQUIPMENT

A variety of utensils and single-use tools are available to makeup artists. Brow accessories (e.g., tweezers, combs), eyelash curlers, blotting papers, sharpeners, palettes, drapes, disposable applicators, spatulas, and sponges are not all necessary, but they can help you do your job more effectively.

A wide variety of makeup cases and carriers also exist. Whether you select a train case or a makeup tool belt, the carrier you use and display to your clients represents you as a professional and should be clean, neat, and organized at all times.

COLOR THEORY

THE COLOR WHEEL

The color wheel is based on the three primary colors—red, yellow, and blue—that are the basis for creating all other colors. Secondary colors, such as orange, are created by combining two primary colors. Tertiary colors, such as blue-green and yellow-orange, are created by combining a primary and a secondary color. Brown and khaki are also tertiary colors and are created by combining all three primary colors.

Complementary (contrasting) colors appear opposite each other on the color wheel. For example, yellow is a complement of violet. When used next to one another, complementary colors can create a vibrant, dynamic contrast without having to use the color black. Analogous colors, which appear side by side on the color wheel, are used in makeup application for soft, subtle looks or when the goal is to call attention to a specific facial feature.

COLOR TEMPERATURE

The color wheel can be divided into warm colors and cool colors. Warm colors are red, orange, yellow and their variations. They represent energy, passion, and even anger. Cool colors—blue, green, and violet—tend to evoke calm, but they can also be used to add excitement, such as when the goal is to accentuate the client's eye color. Red and green can be both warm and cool. Neutrals (brown and gray) represent natural flesh colors and are suitable for any skin tone [9; 19].

A knowledge of color theory allows the makeup artist to enhance the client's skin tone and facial features by selecting the proper makeup colors. Knowledge of color temperature becomes especially important for the makeup artist when matching foundation to a client's skin tone [9].

CLIENT CONSULTATION

First impressions are particularly important for the makeup artist. An impeccable appearance and a friendly, professional greeting will inspire confidence in your client as you initiate the consultation.

The client consultation is the foundation of a successful makeup application and the key to promoting your image as a professional. It will help you understand your client's goals for the makeup session and identify any concerns the client may have. It will also help you select the right products.

Taking shortcuts with the client consultation may result in miscommunication, poor results, and dissatisfied clients. More serious outcomes, such as allergic reactions, are also possible if the consultation is not thorough [9].

CONSULTATION FORMS

Completing a client consultation form is the first step in any makeup application session. In addition to being a tool for gathering general information about your client, a consultation form is also useful for understanding [9]:

- The purpose of the visit
- Current product use
- Medication use, which may affect the client's skin
- Medical conditions (e.g., heart disease, pregnancy, recent surgery, allergies)

There are a variety of consultation forms available from product companies and manufacturers. You can also create your own form. Regardless of the type of form you use, it is essential that you complete one with each new client and that you review and update the form for returning clients [9].

After the form is completed, carefully review each section with your client. Practice reflective communication, by first listening to your client and then repeating back, in your own words, what you think the client has said. This validates for the client that you correctly understand his or her goals for the session [9].

EVALUATING THE CLIENT'S FEATURES

Before the makeup application can begin, you should first evaluate the client's features, including [9]:

- Skin tone (e.g., warm, cool, even/uneven, ruddy)
- Dynamic facial features (e.g., lips, eyes, mouth, eye color)
- Facial shape
- Clothing style (e.g., professional, casual, special occasion)
- Makeup style (e.g., trendy, evening event, work, minimal)

Evaluating the client's features allows you to determine which to emphasize (highlight) and which to de-emphasize (contour). This information may be included on the consultation form or on a separate treatment card. The date and products used should also be noted [9].

To ensure that your client can fully see and appreciate the results of the makeup application, you should also take step-by-step or before-and-after photos and offer them as part of the session. Photos are also an excellent way to build your professional portfolio [9].

THE FACE AS A CANVAS

PREPARING THE CANVAS

Creating the facial canvas begins with properly prepared skin. A clean, hydrated skin positively impacts the quality and longevity of the makeup application. Keep a simple, basic selection of skin care products (e.g., cleanser, toner, moisturizer) on hand for clients who arrive wearing makeup [9]. The client consultation form will guide your use of these products. For example, clients with oily skin should moisturize with a mattifying gel moisturizer rather than a heavier cream product.

FOUNDATIONS			
Type	Skin Type	Formula	Coverage
Liquid	All	Oil-, water-, or mineral-based	Sheer, light
Mineral	All, especially sensitive	Liquid, powder	Long-lasting, UVA and UVB protection
Cream	Dry, mature, uneven texture	Oil-, water-based	Smooth, deep
Mousse	All	Aerosolized or spray liquid	Airbrushed appearance
Stick	All	Emollient-based	Smooth, silky, matte
UVA, UVB = ultraviolet A and B radiation.			
Source: [9]			Table 3

MAKEUP PRODUCTS

Foundation

Foundation is the basis for any makeup application. A variety of formulas, textures, and coverages exist (Table 3). The one you choose will be guided by your client's skin type and the purpose of the makeup session [9].

After selecting the type of foundation that is best suited to your client's skin, refer to your knowledge of color theory to determine the client's skin tone. Then, find a matching foundation, using one of the following techniques [9]:

- **Cheek to jawline:** Using clean fingers or a single-use sponge, apply a 2-inch line of two or three shades of foundation from the client's lower cheek down the jawline. Select the shade that blends into both the face and neck with no noticeable change in color.
- **Cheek to jawline to chest:** Follow the same method outlined above but run the lines of foundation all the way down onto the chest, again selecting the shade that blends best.

In addition to the base shade, you may want to have on hand foundation that is one shade lighter and one shade darker than the base shade. This allows you to highlight and contour.

Highlighting draws attention to a particular facial feature. It is done using foundation that is one shade lighter than the base shade or an illuminating highlighter or blush. For example, a narrow nose can be made to appear wider with highlighting. Contouring draws attention away from a particular feature and is done using either a bronzer or a foundation that is one shade darker than the base shade. For example, a wide nose can be made to appear narrower with contouring [9]. If only highlighting is done, this is referred to as strobing.

Concealer

Concealers are applied after foundation to cover imperfections and even out skin tone. They are available in a wide variety of shades, types, and consistencies. Liquid concealer can be used on all skin types and is easily applied with a single-use sponge or concealer brush. Cream concealer is slightly heavier and offers more coverage than the liquid formulation. It works best on dry skin and should be applied with a sponge or brush. Other types of concealer (i.e., stick, tube, pot) provide maximum coverage and are best applied with a brush [9].

Concealing imperfections and blending with the base foundation are the most important considerations when selecting concealer shade. Ideally, it should be no more than one to three shades lighter than the base foundation shade. Concealer can also be used to highlight and contour [9].

Powder

The main function of powder is to set foundation and concealer. This creates a matte canvas on which to apply blush and other color.

A variety of powder types are available. Loose powder is best for setting foundation or the final makeup application. Select one that matches the client’s skin tone, or use translucent powder, which can be used on all skin tones. Pressed powders can be used to set foundation but are most commonly used throughout the day to freshen up foundation. They come in a variety of shades. Mineral powders also vary in color and are especially effective following skin treatments, due to their nonbacterial properties [9].

Powders can also be used for highlighting and contouring. Again, use lighter shades for highlighting and darker shades for contouring, depending on the desired result.

Blush

Blush adds a natural, healthy glow but should be used thoughtfully to avoid aging the client or creating a clownish look [9]. Blush comes in powder, mineral, and cream forms. Powder blush is good for quick touch-ups. Mineral blush is a good choice for clients with sensitive skin or acne, but because it is heavily pigmented, it should be applied sparingly. Cream blush is a good choice for dry skin. It should be applied immediately following the application of a cream foundation. Use a powder brush to apply the mineral and powder formulations or a single-use sponge to apply cream blush [9].

BLUSH COLORS FOR VARIOUS SKIN TONES	
Skin Tone	Best Blush Colors
Fair	Baby pink, peach, sheer plum
Medium	Apricot, mauve, soft berry
Olive	Orange-y peach, rose, bronze
Dark	Raisin, brick, bright tangerine or fuchsia
Source: [20] Table 4	

Refer to your knowledge of color theory to select the blush color that best suits your client’s skin tone and enhances the cheeks (Table 4). After application, blush can be blended with an additional light application of powder. Highlighting and contouring the cheeks using blush can dramatically change the apparent structure of the client’s face [9].

Eye Color

A basic makeup kit should include eye shadow and liner colors in neutrals (e.g., brown, beige, champagne) as well as a small selection of blues, greens, and plums. To accent the client’s natural eye color, choose an analogous shadow and/or liner color. To intensify the client’s natural eye color, choose a complementary shadow and liner color [9]. Refer to your knowledge of the color wheel for color selection.

Eyebrows

Brow pencils come in a variety of colors and can be used to fill in negative space in the eyebrows or to reshape the brows. Brow shadows also come in a variety of colors and can be used instead of pencils. Apply brow shadows with an angled brow brush. Brow cream is also applied with an angled brow brush and can be used for very sparse eyebrows needing heavier coverage. Brow gel is designed to hold brow hairs in place after they are brushed in place using a spoolie.

Eyelashes

Eyelash products include curlers, mascara, and artificial lashes. Curlers add shape, curve, and length to the lashes but should be used with caution to avoid breakage. Mascara comes in a variety of colors and formulations and is used to lengthen, curl, thicken, and separate the lashes. Artificial lashes can eliminate the need for mascara and, if applied well, can last several weeks to months [9].

Lips

Lip color options are unlimited. Your choice of lip color will be guided by a number of factors, including the client's skin tone, other makeup colors used, and the purpose of the makeup application. Other factors, such as the season and the occasion, may also affect the choice of lip color. In addition to lipstick, other lip products include primers, liners, and gloss.

MAKEUP APPLICATIONS

THE EVERYDAY APPLICATION

The everyday look is the most frequently requested makeup service. It is the basis of all other makeup applications and is suitable for all ages, skin types, and clients. Creating the everyday look involves using core knowledge of the topics previously discussed and applying them to each client in a unique way [9].

The objective of the everyday application is simplicity. Create a step-by-step process that your client can easily duplicate at home, using minimal tools and products. Follow these basic steps for the everyday application [9]:

- Begin with a clean, hydrated face.
- Groom eyebrows as necessary using tweezers and a brow or spoolie brush.

- Apply dots of foundation to the forehead, cheeks, and chin and blend with a brush or sponge.
- Apply small amount of concealer where desired using a concealer brush.
- Apply loose powder in a downward motion using a large brush.
- Apply eye shadow. Apply lighter shade over entire lid; apply darker shade in V-shape across outer edges of the crease line and lower lid.
- Apply eyeliner.
- Curl lashes, if desired.
- Apply mascara in a rocking, side-to-side motion from the base of the lashes to the tips.
- Apply blush to apples of cheeks.
- Apply lip liner and lip color.

Blend well as you go. No lines of demarcation should be visible. Remember to use disposable tools as needed, such as when applying mascara and lip color. Pencils should be sharpened prior to use on each client [9].

Be sure to allow time for the client to review the final results. Ask whether she or he is satisfied with the look and enjoyed the session. Be receptive and open; never be defensive [9]. Answer any questions about the basic steps or the products you used. Review as needed.

Use this time as an opportunity to make product recommendations or schedule future visits. If photos of the session were taken, be sure to let the client know when she or he can expect to receive them. If feasible, offer a small thank you gift, such as a product sample. At a minimum, be sure to thank clients for the opportunity of working with them, and remember to give them your business card [9].

SPECIALTY APPLICATIONS

To further your career as a makeup artist, you should be knowledgeable about the occasions, events, and clients that require specialty makeup techniques, including makeup for [9]:

- Photography
- Weddings, anniversaries, birthdays, and reunions
- High fashion
- Men and teens

Most of the techniques for specialty applications are easily mastered, repeatable, and able to be personalized for the client and/or occasion [9]. A trial run conducted before the occasion is recommended.

Makeup for photography requires a knowledge of the effects of light and time of day. Specific product knowledge is also helpful. Many cosmetic companies produce products that include the proper degree of coverage and pigment for photography, including high-definition photography [9].

Weddings allow the makeup artist to enhance the unique beauty and individuality of the bride and bridal party. The time of day, season, and type and location of the wedding provide the makeup artist with endless creative opportunities. A setting spray may be especially useful for wedding makeup, as it is designed to keep the products in place all day, even through humidity and tears.

Having an understanding of the requirements for high-fashion makeup ensures that you are prepared for the opportunities in film, fashion, and print that may come your way [9]. Success in this area includes a knowledge of high-fashion terminology (glamour, avant-garde, couture), seasonal trends, collaboration, and production processes [9].

Makeup and skin care for men has evolved from being considered unusual or taboo to being acceptable and highly profitable. Male models and actors require makeup for photoshoots, television, film, theater, and fashion. Professional men often want photos taken for business purposes. The makeup artist who is familiar with the unique requirements for men, such as the male facial structure and working with facial hair, will be able to participate in this rapidly growing market [9].

Working with teenagers provides the makeup artist with the opportunity to promote skin health, positively impact teens' ideas of beauty, provide education about products and application techniques, and promote an attitude that makeup should be fun, clean, and simple [9]. Special event makeup for teens (e.g., prom, graduation photography) is a growing field.

BUSINESS SKILLS FOR THE MAKEUP PROFESSIONAL

YOUR PROFESSIONAL IMAGE

Certain key qualities will define your professional image. Among these are specialized knowledge, high standards, impeccable appearance, organization, business knowledge, and being up to date with trends. The qualities that you define as most important to you will shape your reputation in the makeup industry [9].

YOUR PORTFOLIO

Your portfolio is an exhibit of your work that allows potential clients and employers to evaluate your skills and image, and having an online (web-based) portfolio allows them to find you. Your portfolio should include a range of photos and makeup applications as well as a list of clients and productions that you have worked on. If you are providing your clients with photos of their makeup sessions, then you have the basis of a portfolio that can be used to market your skills [9].

CONTINUING EDUCATION

As previously stated, makeup is one of the most rapidly changing cosmetic products in the consumer market. Regardless of your level of experience, it is important that you stay informed and current on what is new in the industry [9]. Take advantage of resources such as consumer and professional magazines and websites (Resources). Trade magazines provide professionals with information on topics such as techniques, ingredients, jobs, education, trends, and product issues. Industry-focused websites are also an excellent resource. Volunteering your time, working as an intern or assistant, attending conferences, and taking advanced classes are excellent ways of continuing to learn and grow as a makeup artist [9].

A wide variety of career paths exist for the makeup artist, including retail, salon or spa, bridal, theater, film, television, and high fashion. Find and follow the path that best suits your personality, and understand that your earning potential will be influenced by this path as well as by the type of clients you have, the type and frequency of the work you do, and your geographic location [9].

CONCLUSION

Makeup is one of the most rapidly changing and profitable cosmetic products in the consumer market. The professional makeup artist should be familiar with currently available products and should know how to apply these products using proper techniques. This includes an understanding of human skin, facial anatomy and features, color theory, makeup tools and equipment, safety, and client consultation.

The everyday look is the most frequently requested makeup service. It is the basis of all other makeup applications and is suitable for all ages, skin types, and clients. However, to further your career as a makeup artist, you should be knowledgeable about specialty makeup techniques as well, including makeup for photography, weddings and other special occasions, high fashion, men, and teens [9].

RESOURCES

Campaign for Safe Cosmetics
<http://www.safecosmetics.org>

InStyle
<https://www.instyle.com>

Into the Gloss
<https://intothegloss.com/sections/makeup>

Makeup Artist Magazine
<https://makeupmag.com>

On Makeup Magazine
<http://www.onmakeupmagazine.com>

The Makeup Show
<https://www.themakeupshow.com>

Vocational Information Center
<http://khake.com>

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