

# CHEEKS & LIPS

**In this course you will learn about cheeks including blush Formulations, Colors for Different Skin tones & Application Techniques. You will also be learning about Lips such as Lip Color Formulations, Choosing Lip Colors & Creating the Perfect Lip.**



# CHEEKS

The principle of blush, also called rouge, is based entirely on the contour/highlight illusion theory. You should use at least 2 blush colors for every application. The darker color is for shaping and the lighter color for enhancement. Remember that a bronzer can be used as one of the colors.



# CHEEKS

## BLUSH FORMULATIONS

- **Powder:** Easy to apply and layer, long lasting.
- **Liquid/Stain:** Provides sheer, natural coverage with a staining effect.
- **Cream:** Provide a youthful light reflecting finish and are effective for dry and mature skin. Cream does not settle into fine lines like powders can.



# CHEEKS

## BLUSH COLOR SELECTIONS

- **Fair Skin:** Cool colors - Pink, Coral and Cool Beige.
- **Olive and Asian Skin:** Warm based colors - Sandy Peach, Peachy Pinks and Terra Cotta.
- **Deeper Skin:** Bright colors - Plums, Fuchsia, Bronze and Warm Apricots.
- **Redheads:** Soft and warm colors - Peach, Coral and yellow based Pink.
- **Mature Women:** Subtle clear color looks more natural than corals or reds. Muted colors can look too flat.

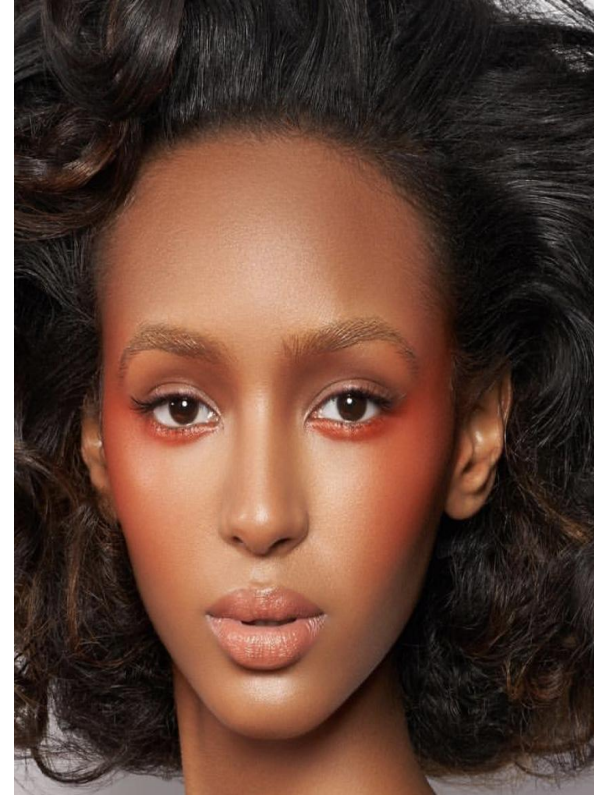
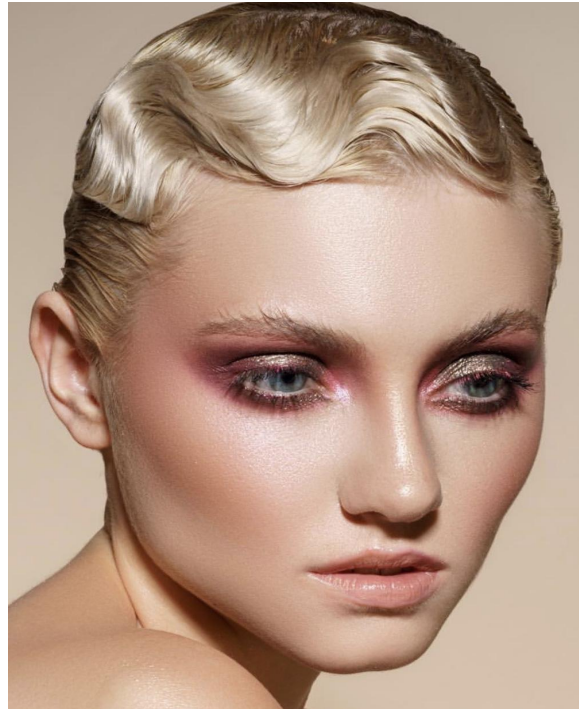
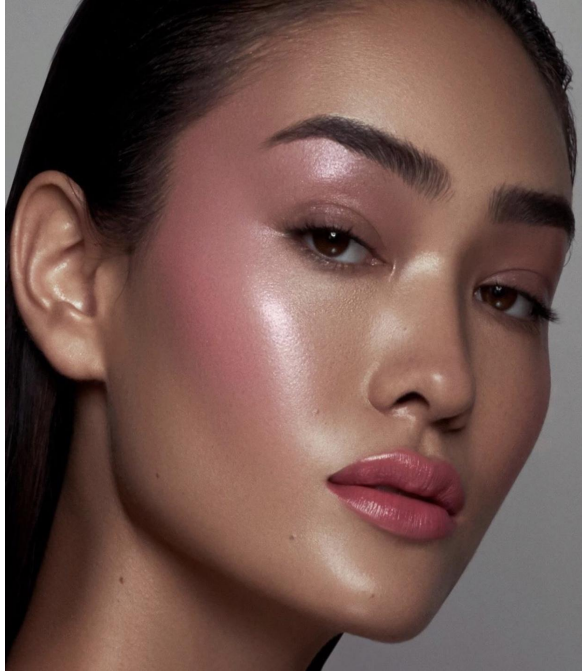


# CHEEKS

## BLUSH APPLICATION TECHNIQUES

- Use the flat side, not the end, of a flat cheek blush to apply the color.
- Build color in sheer layers until desired intensity is reached.
- To increase wearability, layer a touch of powder between layers of blush.
- Crème blush should always be applied in circular motions.
- A touch of color on the temples and chin brings the total look together.
- To achieve a soft natural look, use a clean Kabuki brush in circular movements over the entire cheek area after the blush application, also known as dry brushing.

# CHEEKS

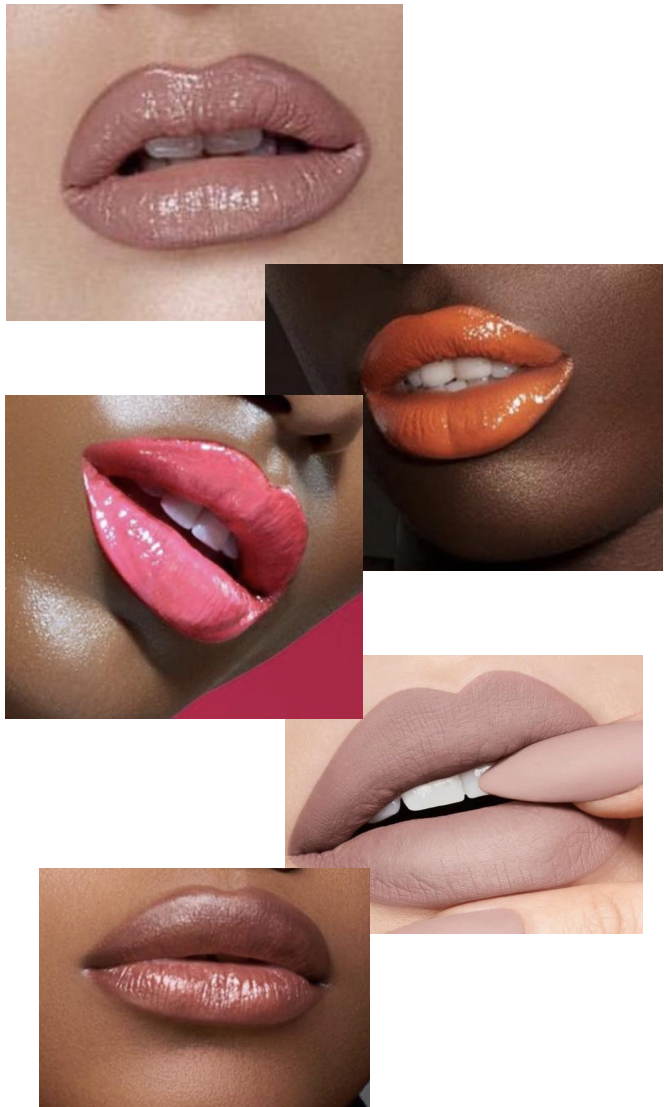


# CHEEKS

## BLUSH APPLICATION TECHNIQUES

- For a classic or dramatic look, contour the cheek. The difference in classic and dramatic is the saturation of color.
- For a more youthful appearance, focus the color on the apple of the cheeks.
- When cheek color is placed too low or wide it makes the face look fuller and flatter.
- Always apply powder over foundation before applying powder blush or the moisture of the foundation will create “hot spots” in the blush pigment.
- When applying powder blush, always tap excess off brush prior to application.

# LIPS





# LIPS

## LIP FORMULATIONS

**Lip Primer:** A fixative used on clean dry lips which reduces bleeding and fading of lip color. Although foundation can be used to prime the lips, Lip Primer is the best choice.

**Lipstick:** Matte, Crème and Sheer formulas, endless selection of shades. Matte in this case means a drier more long lasting formula not necessarily matte in color as matte formulas can have a reflective finish. Crème is more emollient than matte but not as long lasting although often preferred for the more comfortable feel on the lips. Sheer formulations often have a sunscreen. A sheer will not be as long wearing as a matte or crème formulation due to the high level of emollients. A sheer can also be worn over a matte or crème for additional moisture and color variation.

**Lip Stain:** A thin liquid or gel which stains the lip for a long wearing yet natural appearance.

**Lip Gloss:** Slick and easy to apply. Ultra light and very shiny. Can be worn alone or over any other finish.



# LIPS

## LIP COLOR

Skin tone is and is not important when it comes to choosing lip colors. The simplest way to choose exactly the right shade is to stick within the color palette traditionally associated with the skin tone you're working with and work out from there depending on the client or models needs at the time.

For example, a very fair skin tone is best suited to cooler tones (blue reds, cool pinks). The Mediterranean and Asian skin tones will be enhanced with yellow-based shades. Dark skin varies depending on the base of the skin tone.

No color is out of bounds and playing is your best bet to finding the right and very wrong shade of red for you.

Dark colors tend to make the lips look smaller but a light color will maximize the size of your pout.

# LIPS



# LIPS



# LIPS



# LIPS

## LIP COLOR APPLICATION

Lip lining can be one of the biggest challenges for a makeup artist. By following a “connect the dots” system to lining, it makes it easier to create a balanced lip and even line.

- Begin by lining the outer corner of the lips then place a bow in the center of the top lip and a curve in the center of the bottom lip. Connect the dots.



- Working from the outer corners toward the center will give a rounded, more full appearance to the lip. Instead of trying to draw a solid line, use a gentle back and forth method to create an even line. It should be noted that most clients line from the center down on their top lip and are unknowingly making their lips look thinner.



- Lay the brush flat on the lip with the edge of the brush on the edge of the lip and glide over the liner to blend it into the lip. After completely saturating your lip brush with lip color, again lay the brush flat against the lip and use the full body of the brush to apply the color, not just the tip of the brush.



# CHEEKS & LIPS

