



MAKEUP

by

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Senior Portrait

Make-up Guide



1. make-up tips



Keep mat-
tifying
powder
as well as
blotting
rice paper.
Powder

takes away oil and shine, NOT sweat. Blot-
ting paper takes away oil, shine and sweat.

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Make-up
wedges
can be used to blend
concealer, smooth
lines, and pick up
excess make-up.



Set the concealer
by dusting on
a yellow-toned
powder using a
velour puff. Don't
worry about
getting too much

on, more is better and excess powder can
be brushed away. Powder locks in the
concealer.

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Thank you for choosing our studio for your senior portraits! We are excited to get to know you and capture some amazing images that represent your style, your life, your hobbies and your beauty! Speaking of beauty, it is very important that you come to your session with "camera-ready" make-up. It may sound funny, but the camera takes off or lightens your make-up, so it needs to be applied darker, and in a more contouring way. Because of this, we have created this make-up tutorial to help you look your best for your senior portraits.

Preparing your skin for your portraits begins weeks before the actual portrait date! Drinking plenty of water will do wonders for you and your complexion. It makes your skin clear and gives it a healthy glow. Also, avoid fried foods the week before your session and make sure to get plenty of rest at least the two nights prior to your big day!

Sun and pool water is drying to your skin so to help it stay soft and healthy looking, moisturize with lotion regularly.

Avoiding the sun is always a good practice. It helps your skin appear young longer, but every senior usually wants to look tan in their portraits. We understand this, but don't go crazy! Getting a healthy glow will make you look great in your images, but a deep, dark, tropical tan will just make you look, well, ridiculous. If you must tan, be sure to stop at least a week before your session and NEVER show up with a sunburn. Make sure to wear a strapless top if you are going to layout, as white tan lines down the sides of your chest look really bad in pictures and are hard to fix in Photoshop. Plus, everyone will see how light your skin really is and that will totally blow your cover!

Shave the morning of your portraits for the best look and be sure to apply plenty of lotion to your legs to help them look soft with an even skin-tone.

Be sure to start with a clean face, and moisturize your entire face while it's damp. Brush your teeth now, while it is absorbing.

Avoid products with shimmer including concealers, foundation, blush, and eyeshadow.

Don't forget to get your nails manicured. They will show up in pictures so it is important to have them looking their best. A french manicure looks classic and simple, keeping the focus on you.

Make sure that you apply lotion to your legs. This will give them an even, smooth appearance, and take away ashiness and dryness.



2.starting with the eyes



Eyes are said to be the gateway to the soul. As your senior portrait photographer, my goal is to create images that reflect who you are and the beauty you behold. Focusing on your eyes is one of the primary ways I do that. Therefore, gorgeous and flawless eye make-up is essential.

Manytimes, make-up artists tell you to start with the primer, concealer, foundation and powder so that the skin looks its best from the start. However, when this is done prior to working with the eyes, shadow fall-out (the tiny particles of eyeshadow that fall off the brush during application and land on underneath the eyes) will cause the under-eye to become darker and discolored.

If you have already applied the various foundational products, it is hard to remove this debris without removing and/or having to re-apply the make-up on the area under the eyes. Therefore, always start with the eyeshadow and clean-up any fall-out prior to moving onto the skin prep and foundation.

One of the first steps in creating beautiful eyes, is choosing the correct color pallet with a variety of hues as well as both light and dark colors, to enhance the color of your eyes.

Creating deeper colors in the outer corners of the eyes (A) and drawing the color up toward the brow bone will contour the eye and draw the focus inward toward the retina and pupil.

Using a highlight color in the area just under the eyebrow (B) and at the interior (C) of the eyelid next to the nose will open up the eye.

Always introduce a third color into the eyelids to create drama and depth. Use a deep burgundy or a forest green as an 'interest' color.

Lining only the outside half of the eye will minimize the eye. Therefore, make sure the eyeliner is finished all the way across the upper eyelid (D).

Never apply eyeliner to the inside rim of your eye also know as 'rimming' your eye. Not only does this cause irritation and infection, but it makes your eyes seem smaller in your everyday look and A LOT smaller in your images. Also, it will collect at the inner corner of your eye and show up in your images as black 'gock. Ewww!

Always apply your mascara last. That way, you don't have to worry about getting powder or foundation on the lashes. This makes the lashes look dusty in pictures or clumpy after re-applying.

Be sure to get your eyebrows waxed about a week before your photo shoot. This will allow time for any redness to diminish. At the very, very least- be sure to properly pluck your eyebrows of any hairs that fall in-between your eyes and outside the perimeter of your natural shape.





3. building the foundation



Use a small concealer/foundation brush to apply the highlighter to the center of the forehead, under the eyes, down the bridge of the nose, between the eyes, around the corners of the nose and at the lower outside of lips to give fullness. Try to use a color one shade lighter than your skin-tone around the nose and lips.



The idea of contouring the face is to carve out or chisel the areas of the face that you want to recode. This will draw the lighter areas of the face towards the camera, creating beautiful cheekbones and jawline. Try NYX Highlight and Contour Powder. Be sure to match the color to the natural shadow colors in the face.

Use a stiff, angled contour brush to apply a color that is about two shades darker to the top of the forehead, temples, across the brow bones, down the sides of the nose, in the hollow of the cheeks, and on your jawline. Be sure to blend well.



Always start with a good primer. Primer fills in the imperfections and give the skin a smooth surface to apply make-up. It also acts as a barrier between the skin and the foundation, minimizing pores, controlling oil and reducing shine. Foundation needs to be heavier than normal and blending is essential. Exceptions to this rule are freckled girls who have impeccable skin and want to show off this awesomeness in pictures. If this is the case, lighten up under the eyes and spot conceal any blemishes with matching foundation.

Here are quick tips to building a beautiful foundation:

Use High Definition foundation and avoid products with SPF or 'mineral make-up'.

The face usually has at least two skin tones. Match the foundation to the skin on your neck (lightest area) and to the cheeks/forehead. (darkest area) To balance the skin tones, be sure to blend some of the darker foundation onto the neck.

Make sure your foundation matches your skin tone and is undetectable. An easy test to see if it matches is to place a small amount on your jawline and step outside in natural light. If you can see your foundation then it is not the right shade. Apply it to the center of your face, and blend outward. The lightest area of foundation should be at your eyes and cheek bones, the darkest should be at the edge or perimeter of your face.

Be sure to blend your foundation well in all the crease around the nose, under the eyes, and around the hair and jawline..

Avoid products with shimmer including concealers, foundation, blush, and eyeshadow.

Don't forget the eyebrows. They frame the eyes and need to be tamed. Clean off any foundation or powder that landed on them, then fill in any sparse areas with a brow pencil to add dimension.

Unless you have really ruddy (reddish) skin, blemishes all over, or you have uneven skin tone for other reasons, such as a sunburn or tanning, you don't need foundation all over your face. Apply it only to the center of the face, and touch up small blemishes with foundation (NEVER CONCEALER) to take away the redness.

A little bit of bronzer lightly swiped in areas that the sun would naturally hit (i.e.: the apples of your cheeks, forehead, chin, and down the center of your nose) will give you a beautiful glow. A little goes a long way so always apply it sheer.

Be sure that blemishes that have been concealed adequately and have not been over concealed resulting in a crusty mess. Conceal blemishes with foundation that matches the face, NOT a light concealer. Don't forget any blemishes on your chest or neck.



4. adding some depth and color



Typically, pale pink is the color that fair blush, so that is a safe color to choose so that it looks natural. Baby pink or a light peach looks best. If you have very fair skin, like alabaster, other shades tend to look orange.



Medium tones are already warm, so they don't need much enhancement. An apricot shade will best flatter this skin tone as well as a muted mauve or a soft berry. Don't forget to match your lip color to your blush for the best overall look.



doesn't look muddy.

Olive skin tones do best with warm tones in their blush. This is because of their skin's greenish undertone. Cooler colors can start to look ruddy. Warm peach, warm rose, or a deep raisin shade will look stunning. If you are going with a deeper shade, be sure it is highly pigmented so that it

While it is many times overlooked, blush is essential to achieving a finished look. The use of it gives your look 'life' and a healthy, youthful appearance by adding warmth and a natural 'flushed' look. However, used inappropriately, it can lead to a cheap, less than beautiful look.

Tips to remember when applying blush:

Apply blush to the apples of the cheeks to achieve a natural look, blending up toward the hairline and down away from the cheekbone.

Blend the color well so there is no contrast between your skin tone and the color of your cheekbones.

Choose a satin finish blush to appear radiant, not sparkly.

If you have high cheekbones, blush should be concentrated on the center of the face closer to the nose. If your face is wide or full, blush should be placed back towards the hairline, and not in the center of the face.

Blush should match closely to your lip color, unless you wear deeper shades on your lip. Then keep your cheeks very natural.

Be sure to choose a powder blush without minerals or illuminating qualities. This will give your cheeks the needed warmth and color, without adding shine.



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