

**THE ESSENCE OF  
MAKEUP  
(LEVEL 1 & 2)**

**ORANE**   
INTERNATIONAL

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INTERNATIONAL

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## Preface

Change is the only constant.  
-Heraclitus

**A**nd ever-changing are the concepts and techniques in the profession of Beauty and Wellness. Orane maintains the highest bar of standards of quality education in the national and international market, hence mandating us to constantly upgrade our curriculum. This book is to provide authoritative and useful information aimed at a beauty practitioner. In this edition of coursework of The Essence of Makeup, we have strategically simplified the language and broken down the techniques of execution of latest styles in easiest of means. This book would increase the reader's understanding of many aspects beyond one's particular area of focus and specialization. Because the book is intended to be useful in a practical sense, the material clearly informs us the practical methodology and various practices to be incorporated for every procedure.

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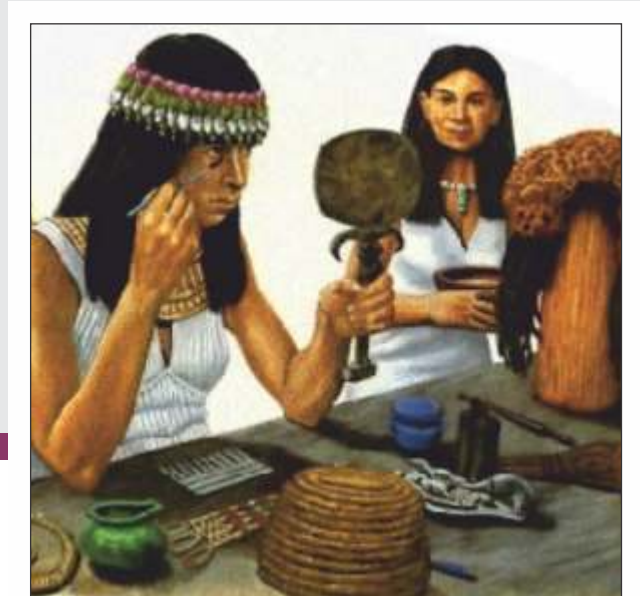
### **SELF ASSESSMENT QUESTIONS**

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# Part 1

## HISTORY OF MAKE-UP

- 1.1 Introduction
- 1.2 History of Make-up
- 1.3 Importance of Make-up



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### 1.1 INTRODUCTION

Cosmetics applied to the face to enhance its appearance are often called make-up. This broad definition includes any material intended for use as a component of a cosmetic product.

The makeup is every personalities characteristic, that when done, form a unique person — but the makeup you put on your face can be used to disguise your real self a little bit. This kind of makeup is also called cosmetics, and it consists of things like lipstick, mascara, foundation, and so on.

### 1.2 HISTORY OF MAKE UP

The history of cosmetics spans at least 7,000 years and is present in almost every society on earth. The origins, based on archaeological evidence, stem from ancient Egypt and Greece. The Romans

described the usage of cosmetics in ancient Egypt saying that castor oil was used as a protective balm. Skin creams were made of beeswax, Olive oil, rosewater and all-natural ingredients that are still used today.

The word cosmetic is derived from Greek word "KOSMETICOS" which means skilled in ordering or arranging. Cosmetics are care substances used to enhance the appearance or odor of the human body.



**Ancient Egypt Make-up**

The first evidence of Cosmetics appeared in ancient Egypt in about 4000 BC. According to sources, early major developments include:

- a. Kohl used by ancient Egypt as a protective agent of the eye and Castor oil was used as a protective balm.
- b. Skin creams made of beeswax, olive oil and rosewater were used by Romans.
- c. Persian women used henna dyes to stain their hair and face.
- d. In Japan, Geisha wore lipstick made of crushed safflower petals to paint lip and eye corner.

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products.



**Ancient Roman Make-up**

A subset of cosmetics is called "MAKE-UP," which refers primarily to coloring products intended to alter the user's appearance.

### 1.3 IMPORTANCE OF MAKE UP

- a. Make up helps to enhance and accentuate the facial features.
- b. It covers, conceals and corrects any skin discoloration, imperfection or problem.
- c. Make up enhances personality and makes us feel more confident.

# Part 2

## CLASSIFICATION OF SKIN TYPES

### 2.1 Introduction

### 2.2 Classification of Skin Types



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### 2.1 INTRODUCTION

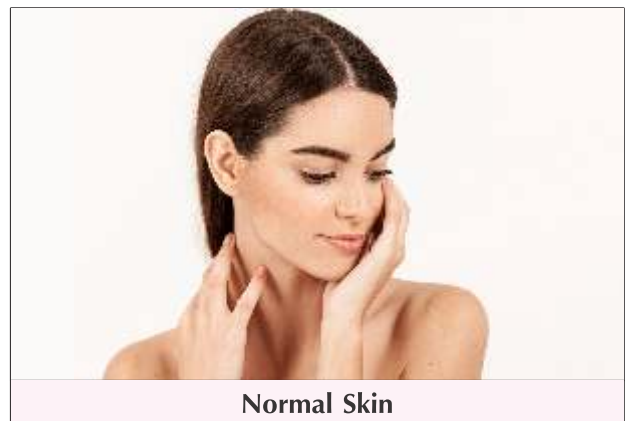
The human skin is the outer covering of the body. In humans, it is the largest organ of the integumentary system. Skin pigmentation varies among populations, and skin type can also vary. This has led to the classification of people(s) skin based on skin color and condition. Knowing the different skin types is a must when it comes to doing a makeup as it helps in the selection of the product for a good make up.

### 2.2 CLASSIFICATION OF SKIN TYPES

#### a. NORMAL SKIN

1. A normal skin type has good blood circulation and there will not be any drop of sebum.
2. It rarely shows sign of flakes or an oily shine.

3. Normal skin is soft with smooth even skin tone.



#### b. DRY SKIN

1. A dry skin type has a low sebum level.
2. Dry skin feels flaky and tight after being cleansed or wiped.
3. Has very less pores.

4. It looks slightly aged and shows signs of wrinkles.



**c. SENSITIVE SKIN**

1. A sensitive skin can become inflamed and irritated after even touching it.
2. Sensitive skin breaks out easily.
3. Skin may get irritated to many products and cosmetics.



**d. OILY SKIN**

1. Oily skin leaves blot of sebum on tissue particularly on cheeks, forehead and nose.
2. Has lots of open pores.
3. The skin may be congested.



**e. COMBINATION SKIN**

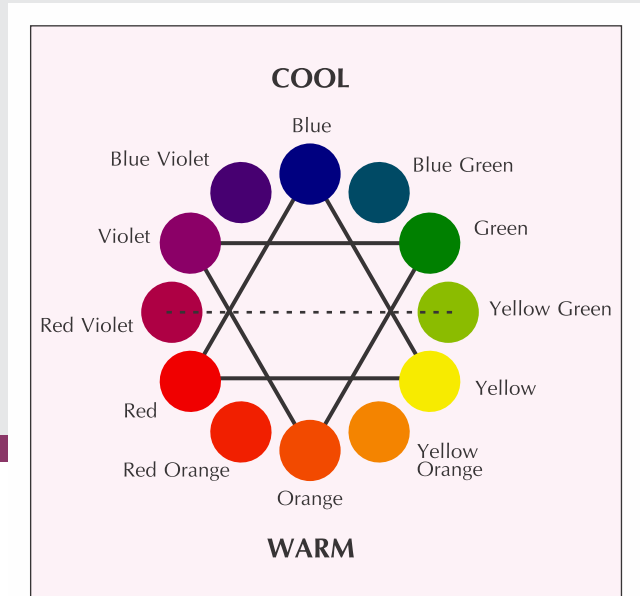
1. A combination skin had an oily T Zone and dry cheeks.
2. This skin type needs special care.



# Part 3

## MAKEUP & COLOR WHEEL THEORY

- 3.1 Introduction
- 3.2 The Color Wheel
- 3.3 Warm and Cool Colors
- 3.4 Skin Tones
- 3.5 How to check undertones

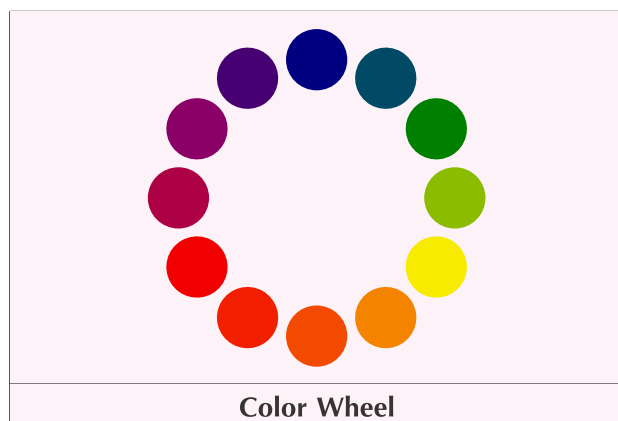


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### 3.1 INTRODUCTION

A color wheel or color circle is placement of color hues around a circle, which shows the relationships between primary colors, secondary colors, tertiary colors etc.

Make up artist should understand basic colour theory in order to know how colors work with each other & how one color will influence another by placing it next to, or on top of each other, or even



how the color will result in when you mix them together.

By understanding color theory and knowing how to apply the theory onto human facial canvas effectively, will set you apart from being just a make-up applicator!

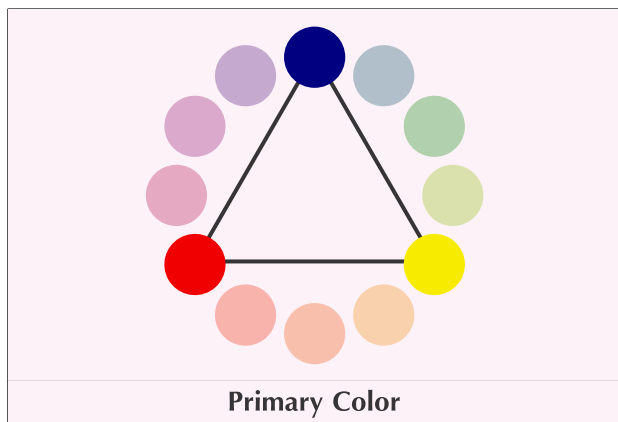
### 3.2 THE COLOR WHEEL

A color wheel or color circle is an abstract illustrative organization of color hues around circle that shows relationships between primary colors, secondary colors, tertiary colors etc.

The color wheel is divided into three categories: Primary, Secondary (or Intermediate) and Tertiary.

**a. Primary:** The three primary colors are: red, yellow and blue. These colors are considered to be

foundation colors because they are used to create all other colors.

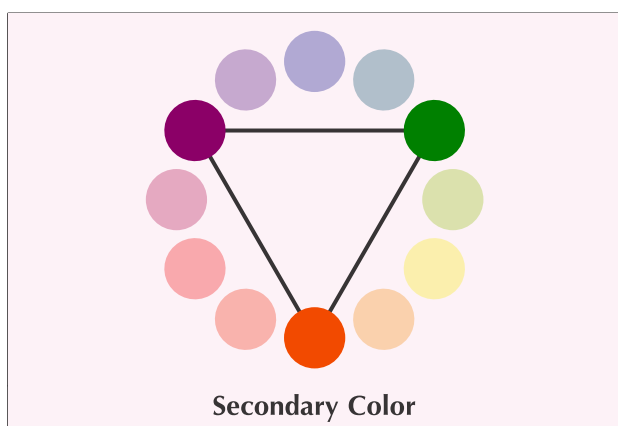


**b. Secondary (or intermediate):** By combining two of the primary colors in equal ratio, secondary colors are formed. For example, when you mix red with yellow, you will get an orange color. The Secondary colors are: orange, green and violet.

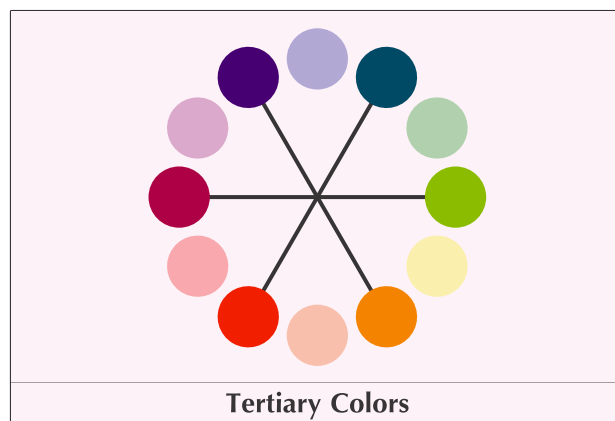
RED + YELLOW = ORANGE

RED + BLUE = VIOLET

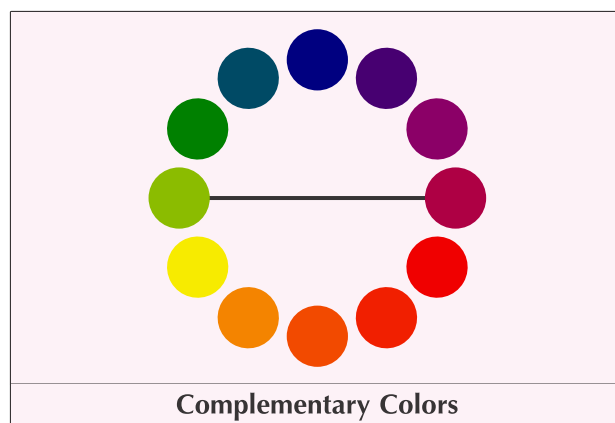
BLUE + YELLOW = GREEN



**c. Tertiary:** The six tertiary colors are made by combining a primary and an adjacent secondary color. These colors are: yellow - orange, orange - red, red -violet, violet -blue, blue -green, and green - yellow.



**d. Complementary Colors** – The colors are placed opposite to each other on the color wheel.



### 3.3 WARM AND COOL COLORS

The distinction between 'warm' and 'cool' colors has been important since at least the late 18th century. By understanding the differences of warm and cool colors, it will help in better selection of foundation & concealers matching the different color skin tones.

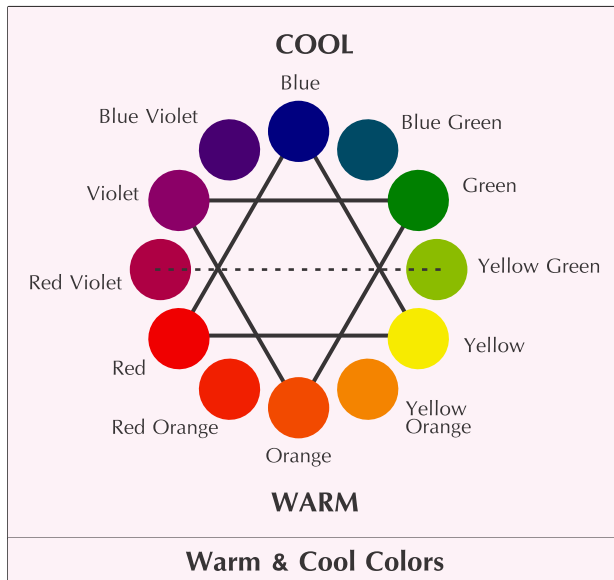
#### a. Warm Colors

Warm colors are vivid or warm in nature. They remind us of things like the sun or fire. Eg. of warm colors include red, yellow, orange (Fire and volcanoes)



## b. Cool Colors

The phrase 'cool color' is used to describe any color that is calm or soothing in nature. They remind us of things like Water or Grass. Examples of cool colors include green, blue and violet (calming blue waters).



## 3.4 SKIN TONES

The skin's undertone is the color underneath the surface of the skin. Two person can have same skin color but a different undertone. Undertone's can be broken down into three categories:

### a. Cool

Pink, Violet or Bluish undertones.

### b. Warm

Yellow, Red or Golden undertones.

### c. Neutral

A mix of warm and cool undertones.

## 3.5 HOW TO CHECK UNDERTONES

### a. Check the Veins

If the veins on wrist look more blue, the person has a cool undertone and if the veins look greenish the person has a warm undertone. The veins are not actually green but as we see them through yellow toned skin it appears to be green.

YELLOW + BLUE = GREEN

### b. The old jewellery Trick

Place a peice of platinum or silver jewellery near the cheeks. If the face gives a radiant, glowing look then the person has a cool undertone and if the face looks dull and dark then the person has a warm undertone. To check the warm undertone we can place golden jewellery against the cheeks and if the face gives a radiant glowing look then she has a warm undertone.

Make up is an art form and just like with painting, knowing the color wheel is essential for a good application of makeup.



# Part 4

## MAKEUP PRODUCTS

### 4.1 Introduction

### 4.2 Products



### 4.1 INTRODUCTION

Cosmetics are distinguished by the area of the body intended for the application of makeup. There are different types of products required for a complete makeup.

### 4.2 PRODUCTS

#### a. Primer

A cosmetic primer is a cream or lotion applied before another cosmetic to improve coverage and increase the durability of the cosmetic.

**There are different types of Primers:**



Face Primer

#### 1. Foundation Primer

It aids in applying the foundation more evenly and smoothly, and increases the longevity of the foundation. It minimizes the appearance of pores. Different foundation primer available are:

- i. Water-based
- ii. Silicon-based foundation primers. Ingredients may include cyclomethicone and dimethicone.
- iii. Primers with sun protection factor (SPF).
- iv. Tinted primers to even out or improve skin tone or color.
- v. Pearl finish primer to make the complexion more light reflective.
- vi. Mineral-based primers, which contain mica and silica.

#### 2. Eyelid or Eye Shadow Primers

These primers are made specifically for use near

the eyes. An eyelid primer aid in the smooth application of eye shadow and improve its longevity. They intensify the color of the eye shadows and keep them from smearing or creasing by reducing the oiliness of the lids.



**Eyeshadow Primer**

### 3. Mascara primer

It is mostly colorless. It usually thickens and/or lengthens the lashes before the application of mascara for a fuller finished look. It also helps in keeping mascara from smudging or flaking.



**Mascara Primer**

### 4. Lip primers

They are intended to smooth the lips and help improve the application of lipstick or lip gloss. They also increase the longevity of lip color, and to prevent lipstick from feathering.



**Lip Primer**

### b. Concealers/ Correctors

Concealers cover imperfections of the skin. These come in cream or liquid form. Concealer is used for extra coverage needed to cover blemishes, under eye circles and other imperfections. Concealer is thicker and more solid than foundation, and provides longer lasting, more detailed coverage.

Concealer is available in a variety of shades. Some colors are intended to look like a natural skin tone while others are meant to contrast with a particular type of blemish. (known as color correctors.)



**Concealer Palette**

1. Concealers with yellow undertones are used to hide dark circles

2. Green and blue can counteract red patches on the skin, such as those caused by pimples, broken veins, or rosacea.

3. A purple-tinted concealer can make sallow complexions look brighter.

4. Skin-toned concealers are not only the most common type, but are often sufficient on their own at hiding or blurring imperfections.

### c. Foundation

Foundation is a skin colored cosmetic applied to the face to create an even, uniform color to the complexion, to cover flaws and, sometimes, to change the natural skintone.



Types of Foundation

#### Foundations are available in different formulations:

**1. Oil based:** This is the oldest type of foundation. Oil is used as the main ingredient, with pigment added to it. The texture and application is extremely thick and dense. Examples: Pan-Stick.

**2. Alcohol based:** Uses a blend of water and denatured alcohol as the base, with pigment added to it. Alcohol-based foundations have the most light-weight feel and don't clog pores.

**3. Powder-based:** They are made by using powder

(usually talc) as the main ingredient. The difference between this type of foundation and pressed powder is that this provides more coverage (due to more pigment), and contains more skin adhesion agents (to help it stick to the skin - because pressed powder is light in weight and thus required less).

**4. Wax based:** These foundations contain wax, and can only be applied with a wet sponge. This provides a "finished" look and can blend from sheer to nearly full coverage.

**5. Water-based:** This creamy liquid provides medium coverage with a far more natural feel and appearance. Water based foundations come in following categories:

- i. **Water-based cream:** It has a rich, creamy texture that can be sheer to full coverage with a moist, satiny finish. It usually comes in a jar or tube.
- ii. **Water-based oil-free:** It is completely oil free foundation with mattifying agent - usually clay, to dry to a flat, non-reflective (matte) finish. They provide solid medium coverage but dry quickly, and can thus set before blending is complete.
- iii. **Silicone based:** This make-up uses a silicone or a blend of water and silicone as the main ingredient. They stay longer and provide smooth and supple finish to the skin.

**Coverage of Foundation:** Coverage refers to the opacity of the makeup, or how much it will conceal the skin.

**1. Sheer:** Is the most transparent and contains the least amount of pigment. It will not hide discolorations on the skin but it can minimize the contrast between the discoloration and the rest of the skin tone. It contains **8-13%** pigment.

**2. Light:** It can cover unevenness and slight blotchiness, but is not opaque enough to cover freckles. It contains **13 -18%** pigment.

**3. Medium:** It can cover freckles, discolorations, blotchiness, and red marks left by pimples. It contains **18-23%** pigment.

**4. Full:** It is very opaque, and used to cover birthmarks, hyper pigmentation, scars and vitiligo. It is sometimes referred to as "corrective" or "camouflage" make-up. It contains **35- 50%** pigment.

**d. Translucent Powder**

Face powder is a cosmetic powder applied to the face to set a foundation after application. Face powder is available in two forms.

**1. Loose Powder:** Loose powder contain less pigment. It is used to fix heavy makeup foundations.

**2. Pressed Powder:** Pressed powder contain generous amount of pigment. They are used for day to day make up. They can also be used over sheer and light coverage foundation to enhance the coverage.



**Different Translucent Powders**

**e. Rouge, Blush or Blusher**

It is used to bring out the color in the cheeks and make the cheekbones appear more defined. Rouge comes in powder, cream and liquid or mousse form, in glossy or matte finish.

**f. Contour Powder/Cream**

It is used to define the face. They can give the illusion of a slimmer face or to modify a face shape in other desired ways. Usually a few shades darker than one's own skin tone and matte in finish, contour products create the illusion of depth. A darker toned foundation/concealer can be used instead of contour products for a more natural look.

**g. Highlighter**

It is used to draw attention to the high points of the face as well as to add glow. These comes in liquid, cream and powder forms. It often contains a substance to provide shimmer. A lighter toned foundation/concealer can be used instead of highlight to create a more natural look.

**h. Bronzer**

It gives skin a bit of color by adding a golden or bronze glow, as well as being used for contouring. It comes in either matte, semi matte/satin, or shimmer finishes.

**i. Eye Makeup Products**

**1. Eye Shadow:** It is a cosmetic that is applied on the eyelids and under the eyebrows. It is commonly used to make the wearer's eyes stand out or look more attractive. Eye shadow can add depth and dimension to eyes, complement the eye color, or simply draw attention to the eyes. Eye shadow comes

in many different colors and textures. It is usually made from a powder and mica, but can also be found in liquid, pencil or mousse form.

**2. Mascara:** It is used to darken, lengthen, thicken, or draw attention to the eyelashes. It is available in natural colors such as brown and black, but also comes in bolder colors such as blue, pink, or purple. Some mascaras include glitter flecks.

**3. Eyeliner:** It is used to enhance and elongate the size of the eye.

It comes in cake, liquid, gel and powder forms. Different colors of eyeliners are also available.

**4. Eye Glitters:** It is used for creating beautiful, sparkling effects on the eyes, face, body and hair. It can be applied directly to the skin or on top of Multi gel.

**5. Eye Pencils:** Eyepencils give instant pop up effect to the eyes defining the eyes shapes. Eyebrow pencils, creams, waxes, gels and powders are color and define the brows.



Eye Makeup Products

## 6. False Eyelashes

They are frequently used when extravagant and exaggerated eyelashes are desired. Their basic design

usually consists of human hair or synthetic materials attached to a thin cloth-like band, which is applied with an eyelash glue to the lashline. Designs vary from short, natural-looking lashes to extremely long, wispy, rainbow-colored lashes. Rhinestones, gems, and even feathers and lace occur on some false eyelash designs.



False Eyelashes

## j. Lip Products

Lip Products are available in various forms like Lipstick, lip gloss, lip liner, lip plumper, lip balm, lip conditioner, lip primer and lip boosters. Lipsticks are intended to add color and texture to the lips and often come in a wide range of colors, as well as finishes such as matte, satin and lustre. Lip stains have a water or gel base and may contain alcohol to help the product stay on. Lip glosses are intended to add shine



Lip Products



to the lips and may add a tint of color. They can be scented or flavored as well Lip balms are most often used to moisturize and protect the lips.

**k. Setting Spray**

It keeps applied makeup intact for long periods.



# Part 5

## TOOLS & EQUIPMENTS

- 5.1 Introduction
- 5.2 Sponge
- 5.3 Powder Puff
- 5.4 Makeup Brushes
- 5.5 Different types of Make Up Brushes
- 5.6 Tools used for makeup
- 5.7 Cleaning Makeup Brushes



### 5.1 INTRODUCTION

To achieve a beautiful professional makeup look, it really important to choose good quality products as they have a big impact on type of finish you will create. There are various tools that can be used to apply makeup including your fingers, a sponge, and several varieties of makeup brushes, each providing a different finish.

### 5.2 SPONGE

Using a Beauty Blender to apply foundation is great for creating a sheer to medium cover look. Sponges are available in different shapes.

A triangular (Latex) sponge is good for blending in liquid foundation and concealer. Rounded sponge is best for powder foundations.

Beauty blending sponge most importantly gives

an even coverage and it is used to build the foundation and concealer

#### How to use sponge ?

Wet a clean sponge with water. The moisture will help prevent the sponge from absorbing the makeup and will also assist in blending. Reusing sponges can be unhygienic, so sponges should be washed and dried thoroughly after every use.

### 5.3 POWDER PUFF

- a. Compact powder puffs give a more matte finish.
- b. Give more control over application.
- c. Provide even coverage.
- d. Increase the longevity of makeup.

### 5.4 MAKEUP BRUSHES

A makeup brush is a tool with bristles used for the

application of make up or face painting. Different make up brushes are available for applying makeup on face and body. The quality of the brushes is determines how well you can apply makeup.

The brush could be made out of natural hair and synthetic hair.

- a. Natural hair:** These brushes are made of goat, sable, pony and squirrel hair. They are little coarse, hence, are used to apply shadows and powder based products.
- b. Synthetic hair:** These brushes are mostly made of nylon and taklon. Synthetic hair doesn't have cuticle or scales so they don't adhere product in them. They are mostly used to apply liquid and creamy products like foundations, concealers and lip color.

## 5.5 DIFFERENT TYPES OF MAKE UP BRUSHES

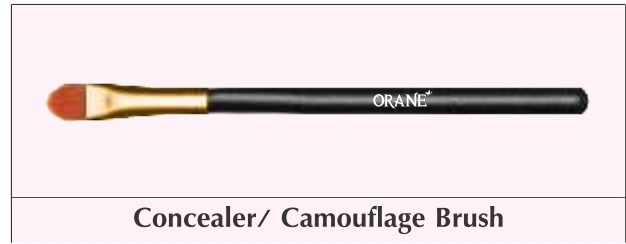
### a. Foundation Brush

Foundation brush is made of synthetic hair and is tapered at the top. It is made to apply foundation formulations that get runny.



### b. Concealer/ Camouflage Brush

It is soft bristled, flat brush with a wider base and a pointed tip. Use to apply concealer under the eyes, to spots and to camouflage problem areas such as broken capillaries and areas of discolouration.



### c. Duo Fibre Brush/ Polishing Brush/ Buffing Brush/ Skunk Brush

This is a multipurpose brush. It is made from a blend of goat and synthetic fibres. This brush is ideal for buffing and blending colour. The flat, circular, feathery head provides lightweight and buildable coverage of liquid foundation and powder.



### d. Powder Brush

An extra long brush head with soft, full and rounded tip, this brush can be used for both compact powder and bronzer. The bristles pick up the perfect amount of colour and distribute flawlessly onto the skin.



### e. Fan Powder Brush

It is created for use with loose powder/ compact blush, the fine fan sweeps a light dusting of powder onto the skin for a soft, velvety effect. This application