1. The goal of effective makeup application is to _______________ the client's individuality, rather than offering a 'make-over' based on some ideal standard.

why study FACIAL MAKEUP?

2. Explain why you think it is important to know basic makeup techniques even if you plan to focus on providing hair and chemical services to clients.

Describe Facial Makeup and Their Uses

3. _______________ is a flesh-toned cosmetic, also known as _______________, that is used to minimize the appearance of skin imperfections.

4. Foundation can be used to _______________.

5. Foundation is available in these four forms:
   1) _______________
   2) _______________
   3) _______________
   4) _______________
6. Why would a color primer be applied to the skin?

7. A client who has a yellowish or sallow skin might benefit from which color primer?
   _____ a) Green       _____ c) Lavender
   _____ b) Amber       _____ d) Orange

8. Most liquid and cream forms of makeup are an emulsion of ___________ that act as spreading agents and help suspend various ___________ like titanium dioxide and iron oxides.

9. Liquid foundation is primarily ___________ but often contains an emollient such as an oil or a silicone such as dimethicone.

10. Which type of finish does a foundation containing a drying agent give to the skin? ___________ What does this mean?

11. Foundations that are marketed as oil-free are usually intended for ___________.

12. ___________, also known as oil-based foundation, is considerably thicker than liquid.

13. Cream foundations provide ___________ coverage and are usually intended for ___________.

14. What term is most commonly used to describe a highly pigmented powder foundation? ___________.

15. If a cosmetic product does not contain ingredients that would clog the follicles, it is considered to be ___________.

16. All types of foundations offer some form of sun-blocking agent.
   _____ True       _____ False

17. Concealers are used to hide dark eye circles, hyperpigmentation, ___________, and other imperfections.

18. Face powder is used to ___________, making it easier to apply other powders.

19. ___________ compliment eye color and are available in almost every color of the rainbow, from warm to cool, neutral to bright, and ___________.

20. Eyeliner is available in pencil, liquid, ___________, gel, or felt-tip pen forms and comes in a variety of colors.
21. Eyebrow pencils and ________________ are used to add color and shape to the eyebrows.

22. What forms does cheek color come in?

23. ________________, another form of cheek color, is often added to give definition and a warm glow.

24. Lip colors are a mixture of oils, waxes, and pigments known as ________________

25. What should the cosmetologist use during a facial makeup procedure to stop the lip color from bleeding?

26. High-performance mascaras contain ________________ fibers to lengthen and thicken the hair fibers.

27. Water-based eye makeup removers are comprised of a solution to which other ________________ have been added.

28. Why is greasepaint primarily used for theatrical purposes?

29. A heavy-coverage pressed powder that is applied to the face with a moistened cosmetic sponge is called ________________.

30. ________________ is the term used for the bristles of makeup brushes.

31. The metal part of a makeup brush that holds the brush intact and supports the strength of the bristles is called a(n) ________________.

32. Brush handles can be made of wood, acrylic, ________________, or metal.

33. How should makeup brushes be cleaned?
34. A smaller, more tapered version of the powder brush, is the ________________

35. A lip brush is similar to the concealer brush, but with a more ________________

36. A brush with firm, thin bristles that is used to apply powder to the eyebrows or eye liner at the lash line is the ________________.

37. ________________ may be made of velour or cotton and are used to apply and blend powder, powder foundation, or powder blush.

38. What implement is used to apply shadow and lip color or to blend eyeliner and may be used damp to intensify the eye shadow color?

39. List the tips for makeup application to protect you and your client. The first one has been listed to get you started.

a) Scrape powders with clean brushes or spatulas onto a clean tissue or tray.

b) ________________

c) ________________

d) ________________

e) ________________

f) ________________

g) ________________
How to Use Color Theory for Makeup Application

40. The three main factors to consider when choosing makeup colors for a client are _____________, _____________, and _____________.

41. ______________ are the range of colors from yellow and gold to orange, red-orange, most reds, and even some yellow-greens.

42. ______________ encompass blues, greens, violets, and blue-reds.

43. What is a neutral skin tone?

44. Why is it not recommended to mix both warm and cool colors on the face?

45. Neutral makeup with an orange-brown tone would be considered:
   _____ a) warm neutral.         _____ b) cool neutral.

46. A complementary color for brown eyes is ________________

47. A complementary color for blue eyes is ________________

48. The choice of color for eye makeup also depends on a person's ________________.

49. Why would a skin primer be applied to mature skin?
Alter Face Shapes with Makeup

50. Face shape altering makeup creates the _____________ of nearly perfect proportions wherever desired.

51. The basic rule of makeup application is that drawing light to an area ________________ ________________, while creating a ________________ minimizes them.

52. A contour is formed when a product that is ________________ than the client’s skin tone is used to create shadows over prominent features so they are less noticeable.

53. The oval face is divided into three equal ________________ sections. The first third is measured from the ________________ to the top of the eyebrows. The second third is measured from the ________________ to the tip of the nose. The last third is measured from the ________________ to the bottom of the chin.

54. The oval face is approximately ________________ as wide as it is long.

55. The ideal distance between the eyes is the ________________.

56. The round face is usually broader in proportion to its length than the oval face.
   _____ True       _____ False

57. The ________________ face is composed of comparatively straight lines with a wide forehead and square jawline.

58. A jawline that is wider than the forehead characterizes the ________________ face.

59. The inverted triangle or ________________ face has a wide forehead, narrow jawline, and pointed chin.

60. The diamond-shaped face has a ________________ with the greatest width across the cheekbones.

61. The oblong face has greater ________________ in proportion to its ________________ than the square or round face.

62. For a low forehead, applying a ________________ just above the brows broadens the appearance.

63. For a protruding forehead, applying a ________________ over the prominent area minimizes the forehead.

64. For a ________________ nose, apply a darker foundation along the ________________.
65. If the nostrils are _______________, apply a darker foundation to both sides of the nostrils.

66. For a _______________ nose, use a darker foundation on the sides of the nose and nostrils.

67. To balance a protruding chin and _______________ nose, shadow the tip of the chin with a darker foundation and highlight the nose with a lighter foundation.

68. For a receding chin, _______________ the chin by using a lighter foundation than the one used on the face.

69. For a sagging _______________, use a darker foundation on the sagging portion and use a natural skin tone foundation on the face.

70. To correct a _______________ jawline, highlight the thinnest areas with a lighter shade of foundation.

71. Round eyes can be _______________ by extending the shadow beyond the outer corner of the eyes.

72. _______________ eyes are closer together than the _______________ of one eye.

73. For eyes that are too close together, create space by applying a layer of _______________ _______________ to the inner corners of the eyes, near the bridge of the nose.

74. Protruding or bulging eyes can be minimized by blending the _______________ _______________ over the prominent part of the upper lid.

75. For _______________, lift the lid at the brow to reveal the natural contours. Apply a slightly deeper shadow through the crease. Blend to minimize any hard lines.

76. For wide-set eyes, apply the shadow from the _______________ of the eyebrows towards the nose, and blend carefully.

77. For _______________ eyes, use bright, light, reflective colors. Create a wash of color across the lid. Use a light-to-medium color along the lash line and outer corners of the eyes.

78. For _______________ under eyes apply a color correcting concealer over the area to neutralize discoloration. Blend and smooth the product into the surrounding area. Set lightly with translucent powder.

79. _______________ eyebrows can make the face look puffy or protruding or may give the eyes a surprised look.
80. The ideal eyebrow shape is positioned along three lines. The first line runs vertically, from the inner corner of the eye ______________. This is where the eyebrow should begin. The second line runs from the ______________ upward. This is where the highest part of the arch should be. The third line is drawn at ______________ from the outer corner of the nose to the outer corner of the eye. This is where the eyebrow should end.

81. What should you do if the eyebrow arch is too high?

82. People with low foreheads should wear a ______________, which would give the forehead more ______________.

83. If a person has ______________ eyes, build up the inside corners of the eyebrows.

84. If a person has ______________ eyes, widen the distance between the eyebrows and ______________.

85. If a person has a round face, arch the brows ______________ to make the face appear narrower.

86. If a person has a long face, making the eyebrows almost ______________ can create the illusion of a ______________ face.

87. If a person has a square face, the face will appear more oval if there is a ______________ arch on the ends of the eyebrows.

88. Cosmetic lash enhancers are lash lengtheners that contain ______________ to make lashes look longer and fuller.

89. Lips are not positioned so that the curves or peaks of the upper lip fall directly in line with the nostrils.

    _____ True    _____ False

90. What can you do for a client who has ruddy skin?

91. What can you do for a client who has sallow skin?
92. A corrective makeup technique used to conceal scars, burns, and pigmentation issues ranging from vitiligo to tattoos is called _____________.

Outline the Steps for Basic Makeup Application

93. The first step in the makeup process is the ______________.

94. You should ______________ to the client's responses when questions are asked.

95. Describe the type of lighting that is required for a makeup consultation area.

______________________________________________________________

______________________________________________________________

96. Which form of artificial light is more flattering?
   _____ a) Fluorescent light     _____ b) Incandescent light

97. Foundation should be as close to a client's ______________ as possible.

98. If the color of the foundation is too light, how will it appear?

______________________________________________________________

99. If the color of the foundation is too dark, how will it appear?

______________________________________________________________

100. How should foundation makeup be applied to the skin?

______________________________________________________________

101. What is a line of demarcation?

______________________________________________________________

102. A concealer may be worn without foundation.
   _____ True     _____ False

103. Apply loose powder with a large ______________, or a disposable powder puff.
104. Should powder-puff applicators ever be used in the salon? Why?

105. Why should you avoid matching an eye shadow to a client’s natural eye color?

106. Match each of the following eye shadows with its description.

   1. Base color   
   2. Contour color   
   3. Highlight color

a) Lighter than the client’s skin tone and may have a matte or iridescent finish
b) A medium shade close to the client’s skin tone
c) Darker than the client’s skin tone

107. Most clients prefer eyeliner that is the same color as the ________________ or the same color as the mascara for a more natural look.

108. Lip liner color should either match the shade of the natural lip or the ________________.

109. Mascara may be used on all the lashes both at the ________________.

110. When applying mascara, it is okay to double dip the wand.

   True   False

111. When using an eyelash curler, when should you curl the lashes?

Apply Artificial Eyelashes

112 ________________ are eyelash hairs on a band that are applied with adhesive to the natural lash line.

113. Individual lashes are separate artificial eyelashes that are applied to the ________________ one at a time.
114. List the implements and materials needed to apply false eyelashes. A few items have been provided to get you started.

a) Adhesive tray/holder.

b) Adjustable light.

c) ____________________________

d) ____________________________

e) ____________________________

f) ____________________________

g) ____________________________

h) Hand mirror.

i) ____________________________

j) ____________________________

k) ____________________________

l) ____________________________

m) ____________________________

n) ____________________________

How to Use Special-Occasion Makeup

115. What type of makeup is most appropriate for a client who is going to be photographed with flash photography, such as at a wedding? ____________________________

116. List the elements that should be considered when creating lips for a special occasion.

a) ____________________________

b) ____________________________

c) ____________________________