

# MAKE-UP ARTIST



A  
MAKEUP ARTIST IS A SPECIALIST WHO  
MUST UNDERSTAND THE LATEST MAKEUP  
TRENDS, NEW COSMETICS, NOTICE AND  
TAKE INTO ACCOUNT THE PHYSICAL  
CHARACTERISTICS OF THE CLIENT. IN HIS  
WORK, HE NOT ONLY EMPHASIZES THE  
ADVANTAGES, BUT ALSO HIDES THE  
SHORTCOMINGS, MASKS SKIN DEFECTS.



# TYPES OF MAKEUP



## EVERYDAY

IT IS USED FOR HOME AND SHORT WALKS OUTSIDE (SHOPPING, DAY WALKS WITH A CHILD). SINCE SUCH MAKEUP IS USED REGULARLY, IT SHOULD BE LIGHT, APPLIED TO PRE-CLEANSED AND MOISTURIZED SKIN. THE NATURAL COMPLEXION SHOULD SERVE AS A GUIDE WHEN CHOOSING SHADES AND MEANS.



## BUSINESS

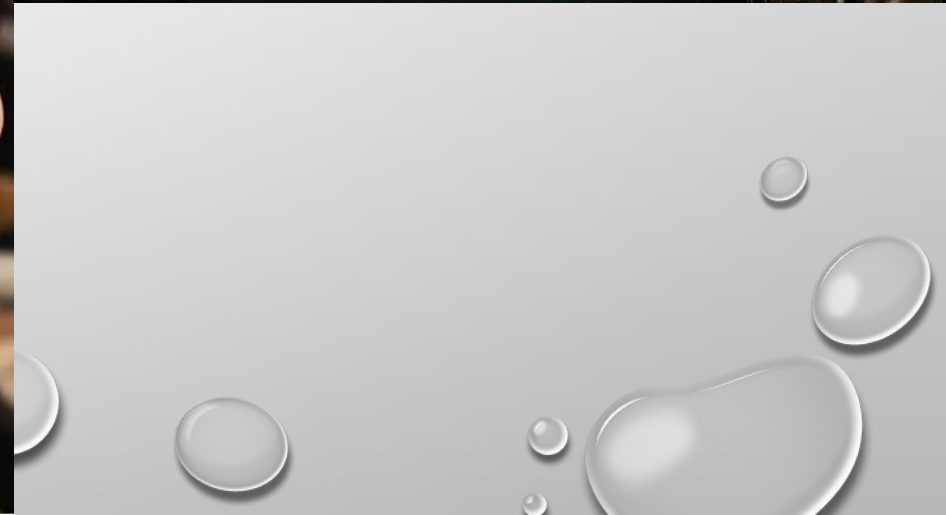
EXPERIMENTS ARE NOT WELCOME HERE. SINCE IT MAY ALSO HAPPEN THAT YOU WILL NOT HAVE A MINUTE TO ADJUST YOUR MAKEUP FOR THE WHOLE DAY, IT IS BETTER TO USE PROVEN CALM SHADES THAT WILL BETTER EMPHASIZE YOUR SOLIDITY AND SERIOUS APPROACH TO WORK. SINCE THE WORKING SCHEDULE AND CONDITIONS FOR MANY ARE ABNORMAL, WHEN CHOOSING COSMETICS, IT IS BEST TO RELY ON HIGH-QUALITY OPTIONS THAT OPTIMALLY FIT THE SKIN IN TEXTURE, REFRESH IT AND PERSIST FOR 8 OR MORE HOURS



## OUTPUT

ALL TYPES OF MAKEUP BELONGING TO THIS CATEGORY HAVE ONE TASK – TO DRAW THE ATTENTION OF OTHERS TO YOU. MOST OFTEN, THE MOST EXPRESSIVE PART OF THE FACE (WHETHER IT IS THE EYES, LIPS, NOSE) IS TAKEN AS A BASIS, AROUND WHICH THE IMAGE IS FURTHER BUILT. COLORS ARE GENERALLY CHOSEN CALM, WITH THE EXCEPTION OF THOSE SHADES WITH WHICH YOU PLAN TO ACHIEVE EXPRESSIVENESS.

THE BASIS OF THE WORK OF A MAKEUP ARTIST IS THE CREATION OF A UNIQUE AND INDIVIDUAL STYLE. A TALENTED MASTER IS ABLE TO ASSESS THE INDIVIDUAL CHARACTERISTICS OF THE CLIENT AND ON THEIR BASIS CREATE A MEMORABLE IMAGE, WHILE HIDING THE SHORTCOMINGS OF APPEARANCE AND EMPHASIZING THE ADVANTAGES. IN MODERN TIMES, THE ART OF MAKE-UP HAS REACHED SUCH HEIGHTS THAT IT ALLOWS YOU TO LITERALLY CHANGE THE APPEARANCE OF A PERSON BEYOND RECOGNITION IN A FEW STROKES. PREVIOUSLY, SUCH SERVICES WERE IN DEMAND ONLY IN THE CINEMA OR THEATER, WHERE MAKE — UP SPECIALISTS IN STAGE MAKEUP WORK.





A MAKEUP ARTIST IS ONLY NEEDED WHEN YOU NEED TO TRANSFORM FOR A PHOTO SHOOT, SOME EXCEPTIONAL EVENT, OR JUST FOR THE SAKE OF YOUR BELOVED. AFTER ALL, EVERYONE CAN, FOR EXAMPLE, COVER HER NAILS WITH VARNISH HERSELF, BUT NOT EVERYONE DOES IT, MOST OFTEN WE TURN TO A MANICURE MASTER. THE MOST POPULAR AREAS OF WORK OF A MAKEUP ARTIST ARE PHOTOGRAPHY, WEDDINGS. THERE ARE SOME DIFFERENCES BETWEEN ORDINARY DECORATIVE COSMETICS AND PROFESSIONAL ONES. THEY DIFFER, FIRST OF ALL, IN THEIR PURPOSE. THE FIRST ONE HAS THE MAIN PURPOSE-TO EMPHASIZE THE NATURAL BEAUTY, SLIGHTLY DISGUISED THE SHORTCOMINGS, WHILE THE PROFESSIONAL ONE HAS A WIDER AREA OF PURPOSE-TO CREATE A BRIGHT, EXPRESSIVE IMAGE, DURABILITY, AS WELL AS THE LEAST COLOR DISTORTION WHEN PHOTOGRAPHING. A PROFESSIONAL HAS IN HIS ARSENAL OF COSMETICS MATERIALS FOR ALL OCCASIONS, SELECTS CORRECTION AND TONING TOOLS, TAKING INTO ACCOUNT THE SHOOTING CONDITIONS, THE DESIRED RESULT, AS WELL AS THE CONDITION OF YOUR SKIN AT THE MOMENT. IT DECIDES WHICH TOOL TO USE. MAKE-UP IS ALWAYS APPLIED TAKING INTO ACCOUNT THE ENTIRE IMAGE, STYLE, TAKING INTO ACCOUNT COLOR COMBINATIONS IN CLOTHING, ACCESSORIES, SKIN COLOR. THE WHOLE IMAGE IS EVALUATED, THE APPROPRIATE TYPE OF MAKEUP IS SELECTED.

THE TASK OF A MAKEUP ARTIST IS TO CREATE A CERTAIN IMAGE FOR A PERSON, TO HIDE FLAWS. WORKING, TAKE INTO ACCOUNT THE NATURAL DATA OF THE CLIENT, KNOW WHAT YOU NEED TO EMPHASIZE WITH MAKEUP, AND WHAT TO HIDE.



THE PROFESSION OF MAKEUP ARTIST IS VERY INTERESTING, EXCITING AND RELEVANT IN OUR TIME.



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