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MAKE-UP ARTIST AND BEAUTY THERAPIST

Bringing Out Your Beauty

A FREE e-book by Kelli Waldock

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Introduction

Hi,

*My name is Kelli, and I am so pleased that you have downloaded this book. I wanted to share with you some make-up tips that will help you **bring out your beauty...***

*All people have something beautiful about the way they look and about the way they are, so my job is all about bringing out that sparkle in your eyes, or the shape of your lips, or to enhance your radiant skin... whatever your **special beauty** is then I am here to bring it out.*

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Love

Kelli x



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Skin

Every one is different, so is their skin, and their choice of skincare...

SKINCARE is important, and so is a good hygiene routine:

- Wash make-up off with a gentle remover each night.
- Use a toner that is right for your skin.
- Stay hydrated inside and out: So drink lots of water, and moisturise too.
- Keep the products you use fresh and well maintained.
- Wash and dry your brushes regularly.
- Apply eye gel or cream.
- DO NOT squeeze blemishes, or pick old spots.

I have used many different products over the years but I have now found a brand that suits and works for my skin, which is Environ. These products are enriched with vitamin A, C and E and help to combat fine lines and wrinkles, dehydration, dryness, and oiliness. I have seen a dramatic change in my skin since using Environ; my blemishes have disappeared, my skin tone is even, pigmentation has faded and fine lines have lessened, and it is a fantastic base for my foundation to be applied.

Top Tip: Try a few different brands, but once you find one that suits you stick with it, remembering that our skin changes at different stages of our lives, during different seasons, and when we are in different environments i.e. on holiday in a colder or hotter climate... so you may want to consider various products from your chosen brand.



Foundation

It is very exciting for a make-up artist to have such a range of foundation available by top brands, but this can be confusing too... It really is a personal preference on what kind of foundation you choose and how you apply it. The types include:

- BB creams are beauty balms or blemish balms and cover blemishes. BB cream is a multi-purpose product containing moisturiser, primer, foundation and sun-screen.
- CC creams are convenient concealers that focus on covering age spots, uneven skin tone, and wrinkles. This colouring correcting cream also has stronger SPF than the BB cream.

(BB and CC creams are fabulous for the handbag)

- Powder can be used on its own or over other types of foundation for more coverage. Powders are great for a matt look and eliminating shine. Loose powders are not the most convenient for application on the run, but there are different applications available, including press powders.
- Mineral foundation has become very popular, particularly for lighter coverage, and it is easy to build up to a medium-to-full coverage.
- Liquid foundation is great for full coverage, and it can be applied with fingers, a foundation brush or a sponge.
- Stick foundation is great if you just want to cover certain areas of the face.

These are just a few choices, but there are others, such as oil free, matt, mousse... And with such variety it can be confusing which product is best for you.

The foundation make-up I have used in these before and after images is Airbase Airbrushing Foundation; it is applied with an air brush and the results are brilliant. It is a quick way to look flawless.



Cheeks

Here are some dos and don'ts for make-up for your cheeks:

- *Do* choose blushers that are right for your skin tone – stronger shades suit olive and darker skin, softer or pinker shades tend to suit pale skin.
- *Don't* add more red tones or pink tones if you have a lot of red pigment, choose a coral shade instead.
- *Do* use powder and gel blushers for oily skin.
- *Do* use cream blushers for drier skin types.
- *Do* make sure you have a good quality blusher brush.
- *Do* tap the excess off blusher powder before applying to the cheeks; start with a small amount as you can always increase the intensity of the colour. With a cream or gel blusher dab a little to your cheeks with your finger.
- *Do* smile and apply the blusher to the apple of the cheeks, sweeping up towards the temples with your brush, if you have a long face shape... Or apply horizontally, which can make your face appear wider.
- *Do* apply blusher on the top of the cheekbones blending towards your ear if you have an oval face shape; this will give your cheekbones great definition.
- *Do* slim a rounder face by applying your blusher under the cheekbones.
- *Don't* apply to the apples if you have a round face, as this can make your face appear rounder.
- *Do* apply your blusher to the apple of the cheeks in a circular shape if you have a square face shape, as this softens angular features.
- *Do* apply blusher along the bottom of your cheekbone as you would when contouring for heart shaped faces, as this will help balance the jawline by bringing attention to your cheekbones.





Eye shadow is a great make-up item – I love it – but it is amazing how many of my clients and brides tell me that they don't wear it because they never know what suits their eye shape or colour, and as a make-up artist I do tend to notice when somebody has applied eye shadow that doesn't suit them as much as perhaps another colour would... So check out the eye colours and shapes in this section of your e-book to help you choose the perfect eye shadow for your eyes:

COLOUR:

Blue: Warm brown, bronze and grey hues are perfect for blue eyes, as blue is a cold colour so it should be contrasted with warm colours to complement the eyes.

Grey: To complement grey eyes stick to cool shades like deep greys, deep browns, purple(sheer) to flatter the eye colour.

Dark Brown: Purple eyeshadow looks fab on dark brown eyes as it really makes the eyes pop.

Light brown/hazel: Gold shimmer added to a sheer or soft colour eyeshadow make hazel eyes dazzle.

Green: Purple eyeshadow, or copper tones make green eyes pop.

Amber: Aqua looks amazing with amber eyes along with deep golds and bronzes to draw out the honey tones of the eyes.

SHAPE:

Big eyes: Use shimmery eyeshadows to make them stand out even more.

Small eyes: Apply pale eyeshadow along the lid and use a darker shadow to the outer edge of the lid to really open your eyes.

Close set eyes: Use a light eyeshadow on the inner corner of the eyes and use a darker eyeshadow on the outer corners to make the eyes look wider apart.

Wide apart eyes: Use a darker eyeshadow colour in the inner of the eyelid going to lighter colours towards the outer of the eyelid to create the illusion of the eyes being closer together.

Round eyes: Use 2/3 eyeshadows and apply a lighter colour in the inner corner then go darker towards the outer edge of the eye in a V-shape to help create an illusion of elongation.

Oriental: Apply a white or light colour over the lids, apply a dark or medium eyeshadow above the lid to contour, but not into the brow bone, this gives the illusion that you have more lid.

Deep set eyes: Wear dramatic, long lashes because the natural lash can easily be hidden by the weight of the brow bone and lid.

Hooded eyes: Apply lashes that will draw attention inwards creating the illusion of depth so the longest lashes are at the centre of the strip, tapering at each end.

Almond eyes: Use a variety of lash types. This shape suits most styles of application.

Lips

Here are some tips for you when applying lipstick...

- Exfoliate your lips before applying any lipstick especially if you have dry, flaky lips. This prep can either be done by using a gentle skin exfoliator or by gently brushing your lips with a dry, clean toothbrush. Apply a good lip balm to moisturise them after exfoliation.
- Having a good clean smooth moisturised base is definitely a **must** if you want to apply a matt lipstick or a dark colour as these lipstick shades will show every crease and bump.
- If you want the exact colour of the lipstick to show on the lips then apply a small amount of your foundation all over the lips to give a blank canvas before applying your chosen colour. This will give the true pigment of the colour.
- For longlasting lip colour apply your chosen lipstick, then blot with a tissue and then re-apply. You can apply a dusting of translucent powder onto the lips in-between each blot for extra staying power too.
- To prevent bleeding of the lipstick especially with bright or dark rich pigmented colours use a lip pencil similar to the colour of the lipstick. Apply by following your natural lip line before adding your lipstick.

Lip colours to suit your lips:

- **Full lips:** You can get away with wearing any shade; both dark and light. To keep your full mouth subtle choose soft shades, and avoid very bright tones as this could make them look even bigger.
- **Thin lips:** Go for light colours that reflect the light and make the lips appear fuller. Avoid darker colours as these can make the lips look thinner. Apply a lip liner in the same colour as the lipstick then apply lip-gloss in the centre of the lips to give the illusion of fullness.



Nails

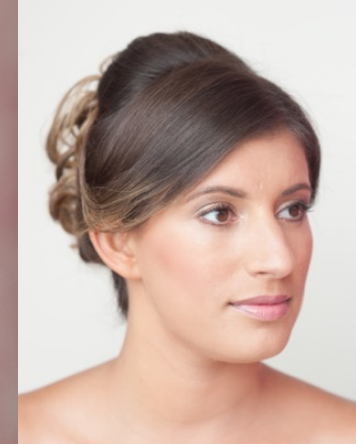
If you are doing your own nails at home, then there are lots of amazing colours available from beauty brands. My favorite are frosty pinks and bright corals.

1. The key to good self-application is to ensure nails are clean, but not oily.
2. Always add a base coat to stop the nails getting stained, then add a couple of layers of colour, followed by a fast-drying top coat to prevent chipping.
3. Use fast-drying spray, which will speed-up the drying process.
4. Ensure that you paint the hand you write with first and then let it dry, so you are painting with your steadiest hand last. There is nothing worse than smudging the polish at this point, because you have to start from scratch.
5. To reduce chipping of the nail varnish, glide some of the colour across the free-edge/nail-tip before adding the top coat.
6. When removing your polish use a non-acetone remover. Patience is the key thing when painting your own nails, make sure you don't use your hands until the polish is completely dried, and wear rubber gloves if you have to wash up dishes... Or better still, you can get somebody else to do the housework.

As a beautician and expert nail technician, I would highly recommend Gelish nails, because you can enjoy 25-minutes of hand pampering for a cost of between £20-£30, and they last up to three weeks, perfect for a wedding day and honeymoon, as well as parties and day-to-day wear. The polish dries instantly too. If you can make it to a salon, then choose one of the amazing neon, metallic or funky colours available to stay bang on trend.



How-to: Natural Day Look



This natural look is easy to achieve and is perfect for bringing out your beauty:

1. Cleanse, tone and moisturise the skin, then apply a primer before applying the foundation. This will give a naturally flawless coverage... I used Airbase Airbrushing foundation on model Stacey, and you can see the before and after images on page 5.
2. Apply an eye primer over the lids to the brow, this will give the eyeshadow great staying power: use a gold-bronzy shimmery eyeshadow all over the lid.
3. Next, apply a dark brown eyeliner across the lash line and underneath the lower lash line too, this will make the eyes pop.
4. Apply mascara; ensure that you layer it while it is wet, because if you add new layers over dry layers, it will look clumpy.
5. Use a bronze shimmer blusher to enhance the cheek bones.
6. Apply a neutral lip colour, and/or a pink tone lip-gloss to finish off the look.



How-to: Glam Evening Look



This look is ultra glam and adds the perfect pop of pink to any event:

1. Firstly, cleanse, tone and moisturise the skin, then apply a primer to the face and neck. A primer is a great base for your foundation, as it gives it more staying power.
2. Use a foundation that suits your skin type, for a night out I would opt for medium-to-full coverage, but you can apply a light layer if you have good skin and prefer a natural look. I used Airbase Airbrushing foundation on model Fran.
3. For the eyes, start with a lighter pink in the inner corner of the lid and finish with a darker hot pink in the crease and outer corner of each eye. Intensify the look by applying the pink eyeshadow underneath the eye. After applying mascara, apply false lashes to give the eyes more definition.
4. Get cheeky with the blusher.. Apply the blusher to the hollows of your cheeks this will help contour your face and bring out your cheek bones.
5. Keep the eyebrows defined by using a brow powder to give the brows colour and to create more depth and thickness.
6. Apply a pink-coloured lipstick that complements the eyeshadow colour, frosted lipstick will make your lips appear fuller.



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Bringing Out the Beauty in Everyone