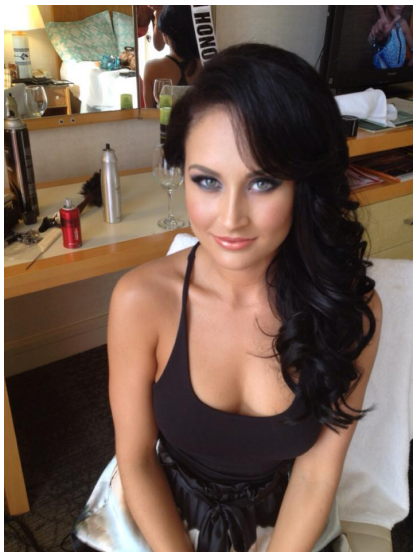




7 Secrets Makeup Artists Won't Tell You

By Eva Salcedo

Almost everything you know about makeup is wrong!



Jamie Robertson
Miss Downtown Honolulu 2014
Makeup by Eva Salcedo for her
Miss Hawaii USA 2014 pageant.

1. **Foundation should match your body, not just your face.**

Have you ever been to a makeup counter and the sales person tries 3 swatches of foundation on your jawline? "OK, this shade disappears so this one is your color." It's a line women hear over and over again. I used to make the same mistake before going to makeup school. There I learned that your foundation must match the rest of your *body*. When I meet with my clients and I match their foundation I'm looking at their bodies and usually test the color right at the end of their throat, at around the beginning of the sternum. That may come as a surprise if you have had many makeup counter experiences and tests on your jawline. You may be thinking, why not just match the jawline? Makeup artists interact with clients who will be taking pictures. The picture taking makeup is different than your everyday makeup. If your foundation doesn't match the rest of your body you will look like you have a floating head, with a color different than the rest of you. This is unattractive and unflattering,

especially on photos for occasions such as weddings where you want to look your best.



Jennifer López



Workshop with celebrity makeup artist Mark Quirimit. I'm on the far left, and members of my team, Shelley and Dianarose.

2. **Your concealer should have an orange undertone if you're trying to cover dark circles, or a green undertone if you're covering redness.**

Concealing is not just "covering" but "camouflaging." Have you ever taken a picture just to see your dark circles look gray even though you used concealer? The reason for this is that the color theory needs to be considered when covering imperfections such as blemishes, rosacea, dark circles, etc. When you look at a color wheel blue and orange are at opposite sides of each other, as well as green and red. If you cover dark circles with a beige color, you're actually making the color gray. To *camouflage* those dark circles you need to use a concealer with an orange undertone in order to *neutralize* them. *Now*, I'm not saying to use straight orange. For light to medium complexions a salmon color will do the trick, and darker complexions can definitely use a more orange tone. If it's hard to find a concealer with an orange undertone you can mix your current concealer with a little bit of red lipstick and adjust to your skin. I know that sounds crazy, but it's true! The same for any redness, a concealer with a slight green undertone will camouflage the redness.

3. **Celebrities don't really look like that, they're just highlighted and contoured correctly.**

Celebrities are admired by many for many different reasons including their beauty. Many times, however, their beauty is an *illusion*. If you strip all of their makeup off they look very normal. I dare to say all celebrities use a makeup artist or have their personal makeup artist in order to look, well, like celebrities (such as fellow Hawaiian makeup artist Mark Quirimit who toured with Alicia Keys for years pictured left). A professional makeup artist knows how to use products to highlight and contour a face to make the features of that face *better*. If you look at the very first picture of this article you'll see my before and after. It's hard to believe that's even the same person, right? It is and I will tell you why the difference is so dramatic.

On that picture you will see the cheekbones accentuated with a darker shade than my foundation. It is not blush! It's a darker shade to accentuate my cheek bones. The same is true for the



Eva Salcedo (author) before and after.

nose. The sides of the nose are darkened to make my nose appear thinner. I do the same around my jawline and the oval around my forehead. These are the contours and they are meant to slim the face down and improve the features. The highlights are placed on the nose bridge, above and below the eyebrows, below the eye area and around the lips. This makes the face illuminated. The right contours and highlights can make a dramatic difference and it's the major reason why professional makeup looks so dramatically different than every day makeup. There are countless videos on YouTube on how to contour and highlight the face. I learned at makeup school and it can be a little tricky to pick the right products for it. The secret is to go two shades lighter than your foundation for the highlight, and two shades darker for the contour. More than that and you can end up looking weird.

4. **Sometimes you have to draw outside the lines.**

Makeup artists are trained to do corrections. Photographers love us because the better we do our job, the easier the editing process is for them. Corrections are just improving the little imperfections we see on the face. If an eye is drooping we want to lift it. We use eyeliner to lift it. If the corners a pair of lips are drooping we want to lift them. We use lip liner to do that. If you don't have a Cupid's bow on your lips we want to create one. Again, this is done with lip liner. Sometimes the lips are a little uneven and we are obsessed with symmetry. We draw a little bit outside the lip line to help correct that. A lot of times the person feels weird with lines outside the lines, but we are trained to correct, improve and most importantly ensure our clients photograph beautifully. Look at your lips in the mirror? Are they even? Mine are not! If you look at the picture above carefully you will see how I corrected my lips and even made them a little bit thicker. The same goes for my eyebrows. They are *heavily* corrected and definitely drawn a little bit outside the natural hair growth lines. If you don't feel comfortable drawing your eyebrows there are stencils out there such as the ones from Anastasia Beverly Hills that are really easy to use. On the other hand, you may have really nice thick eyebrows and you don't need any of that, except for a nice wax job every once in a while.



My friend and client Rebecca.
Makeup for the Army Birthday Ball.



Jamie Robertson photographed by
Slater Robinson
Makeup by Eva Salcedo

5. **Check bones need three colors.**

Cheek color can create a "mood" on your face. A lighter color such as peach can create a happy mood whereas a red will create a more dramatic look. But those colors are only one part of the "cheek sandwich" which is composed of three colors. One color is your contour which we talked about earlier. That color is there to accentuate that cheekbone and it is placed on the bottom of the bone. Make a duck face and touch the bottom of that bone; that's where the contour color goes. The closer to your ear the darker it will be; the closer to the front of your face the lighter it will be. The second color is the blush. It goes right in between the contour and the top of the cheekbone with the same principle in mind; closer to your ear should be darker than in the front. NEVER EVER place heavy blush on the apple of your cheeks. This will make you appear look clownish. The third color is a highlighter. It could be shimmery, shiny, or matte. It's really up to your preference. A fan brush is the best tool to apply highlighter, swiping it from side to side on the very top part of your cheeks. All three colors must blend seamlessly to the point where you don't see the difference among them with any harsh lines.

6. **False lashes are extremely important.**

Lashes make a huge difference on a makeup look. For professionals, we feel as if the look is unfinished if it doesn't have false lashes. For brides, I always recommend the individual lashes because if one falls, then it's more manageable than having an entire strip come off. If you wear false lashes is good to carry an emergency glue tube with you, especially in an important event such as your wedding day. If you plan to wear lashes for an event is good to practice beforehand than waiting until the big day to do so. It will be easier to get used to them that way as sometimes they can feel a bit heavy.



7. **Makeup needs to be applied heavy for it to show up in pictures.**

Have you ever seen stage makeup close in person? If you have you know that it looks... scary. Stage is probably the heaviest of all makeup, then next is makeup that will be photographed. You probably have an experience or two where you've done your makeup, you feel like it looks really nice, then you take pictures and you can't see it. It's baffling, right? The reality of life is that



Stage Makeup for Hannee Chong Miss Vamp
Hawaii 2013 at the Hawaii Theater. Photo by
Zarli Win.



cameras need something heavier to be able to pick it up, especially if there are flashes involved. This is why professionally done makeup is heavier than your everyday makeup. Please notice I said heavy, not *cakey*. Cakey is unflattering and will look awful in pictures. Areas that need more product will be your eyes and cheeks, especially. As long as you blend, blend, blend the makeup will look really nice and remember, you wear the makeup, the makeup doesn't wear you!

I hope these tips demystify what makeup artists do for their clients as well as provide useful tips for you. Thank you for your interest in this wonderful article and DES Makeup Studio! Contact Eva at eva.r.salcedo@gmail.com or 808-232-4773 if you have any questions or for bookings.



Hannee Chong, without makeup and with her stage makeup for Miss Vamp Hawaii 2013. Makeup and hair by Eva Salcedo. Vampire photo by Lilikoi Photography.