



Throu Lo

by kate hamilton

Makeup—It's Come a Long Way, Baby!

The makeup industry has been around since the dawn of vanity. Although it has evolved throughout the centuries, integrating better ingredients and new techniques with current fashions, the basic principle remains true: Makeup creates a powerful cultural image.

Makeup has changed over time, but the interest of the mass consumer market only began with the rise of the entertainment industry in the early 1920s and 1930s. The necessity for wearing a considerable amount of makeup under the hot, bright stage lights on movie sets created

fashion looks the American public wanted to emulate and made makeup socially acceptable. "Makeup fashions started for the consumer through those early films," confirms Marvin Westmore, president of Westmore

Academy of Cosmetic Arts and a member of the legendary Westmore family, famous for their role in Hollywood makeup artistry. Prior to this, fashion makeup was reserved for either the exceedingly wealthy or prostitutes.

Now, popular makeup looks are inspired all too often by popular culture, such as celebrities, magazines and music videos. These cultural icons are commonly referenced by clients to their stylists for the new look they want to achieve.

Put on your face

Cosmetics help create the look a woman wants to present to herself and the world. "Makeup is a psychological tool that has a function," notes Westmore. "Whatever makeup you put on is how you want to be perceived." This tool can build confidence and alter how a client feels about herself, especially for burn survivors and chemotherapy patients. The value of makeup also is seen when a new product is purchased and the excitement of experimenting at home takes over.

"Makeup is a psychological tool that has a function."

gh the oking Glass

A1A FACIAL AND SKIN CARE EQUIPMENT

FACIAL ROOM PACKAGE

8 in 1 Function Machine, Facial Bed, Stool, Trolley, Sterilizer, Hot Cabinet and Wax Warmer
CALL FOR PRICE

Facial Bed
Stool
8 in 1
Trolley
Sterilizer
Hot Cabinet
Wax Warmer

Microdermabrasion
\$2795.

A1a
facial
AND SKIN CARE EQUIPMENT

www.a1afacial.com 866-203-2330

A1A FACIAL AND SKIN CARE EQUIPMENT

New
From ECHO₂ Plus[®], The Oxygen Treatment

OXYCEUTICALS™ Home Care Kit For Acne

Toll free (800) 592-3246 www.echo2plus.com

“Put on your face” is a powerful phrase frequently used by women, especially in the 1950s. It signified the importance of applying fresh makeup and being suitably presentable to step out of the house. Although the expression usually is not used by younger generations, the same principle still exists as the clamor of excited girls can be heard in the halls of college dorms before a Friday night date.

Teaching the client about products and techniques also creates the opportunity for retail sales.

Not your grandma’s recipe

Ingredients used in makeup have changed dramatically throughout the years. Potent stains, thick creams and powder bases commonly comprised what was applied to the face. Often, actors’ skin suffered damage caused by extended makeup wear and the amount of makeup remover required.

The heavy oils, waxes, petroleum jelly, powder and color pigment contained in makeup were hard on the skin and required scrubbing to take them off. Oftentimes, the oil-based remover necessary to break down wax-based makeup was even harsher. “It isn’t always the cosmetic on the skin, but the removers,” says Maurice Stein, makeup artist with 25 years of experience and the founder of Cinema Secrets, a professional fashion cosmetics company. “The more gentle you are and the slower you take makeup off, the less irritation is caused.”

Leading consumer cosmetic companies, such as Max Factor and Revlon, paved the way in researching new formulas and more refined ingredients. “It wasn’t until the late ’20s or early ’30s when the first federal law was passed regarding ingredients,” says Westmore. This act, titled the Federal Food, Drug, and Cosmetic Act of 1938, would be the first of many regulatory efforts designed to keep the public safe when using makeup and personal care products.

Makeup ingredients today are more lightweight and refined, using natural minerals and pigments, and thinner formulas. One of the largest developments in makeup has been the range of hues available. Now, cosmetic companies make money by changing their





LEFT: Paying attention to detail, Teresa Paquin applies the finishing touches.

GOT SKILLS?

Follow advice from the experts when perfecting your makeup artistry skills. Remember to focus on each client individually, creating a look that is unique to them.

KNOW THE CLIENT.

Learn about their lifestyle, personality, skin care concerns and desires.

AVOID PUSHING PRODUCTS.

Don't be an overly aggressive salesperson, which rarely results in a return client.

BECOME A ONE-ON-ONE EDUCATOR.

Explain and educate throughout the service, helping the client to replicate the look at home. Don't focus on retail sales, but on the tools and makeup choices you make.

ESTABLISH A RAPPORT.

Create a level of trust between you and your client.

NETWORK.

To generate business, take advantage of professional opportunities, make connections and follow up with contacts. Remain visible within the industry.

UTILIZE FACE CHARTS.

Use face charts to illustrate the look you've created, and allow clients to take them home.

MARKET AND PROMOTE.

Take advantage of the power of promotion.

color collections frequently. Keeping up with the new trends can be challenging. Twice a year, *Skin Inc.* magazine publishes a color trends article to help its readers keep abreast of this changing industry; the next one will appear in August, previewing fall colors.

From the main stage to Main Street

The relationship between the entertainment and beauty industries continued long after the introduction of cosmetics to the mass public. Application tips, skin care concerns and even makeup ingredients largely have been influenced by film and stage performance. "You would think that the beauty industry would teach the entertainment industry, but it's been the other way

around," comments Stein. "But the entertainment industry puts makeup on actors each and every day."

Common makeup products and techniques used today originated from the ingenuity of on-set makeup artists. Extended-wear lipstick originally was created for long film shoots and kissing scenes, and the general public eventually was able to purchase it as well. "Lip gloss that stays on for four to eight hours was something motivated by the need of the entertainment industry, not the general public," notes Stein. Ingredients for both makeup and remover evolved into gentler formulas that were better for the skin.

The mascara wand was one tool the beauty industry would adopt. Before it became popular, a small fan-shaped brush

enhanced the look of lashes. Other implements used today, such as the powder puff and the non-latex wedge, originated as a result of the needs of film makeup artists. The powder puff replaced the makeup brush 30 years ago because of its accuracy, as well as its ability to do a better job of setting makeup. The non-latex wedge has replaced fingertips for smoother, thinner streak-proof foundation coverage.

The day-to-day hands-on experience of the early entertainment makeup artists helped to improve the beauty industry and teach estheticians. The skills of these modern-day artists now are essential in such a competitive industry.

Confessions of a Makeup Artist

It's how you hold the brush

As with any industry, makeup artists need to hone their skills in order to remain competitive. Preliminary education at an esthetic or cosmetology school can build a basic foundation, but the knowledge shouldn't stop there. "The majority of education taught in schools is based on an antiquated concept that goes back to the '30s," notes Westmore. Hands-on experience and keeping up with the latest trends can make all the difference. "Because this field is highly competitive, makeup artists today must strive continually to perfect their skills in creativity, technique and product knowledge," says Teresa Paquin, makeup artist and owner of Anika Skincare + Cosmetics + Body, in Hudson, New Hampshire. To remain up to date, take advantage of local classes, seminars and educational opportunities to learn new information and augment existing expertise.

Application tips, skin care concerns and even makeup ingredients largely have been influenced by film and stage performance.

In addition to skill and technique, makeup artists must hone their social skills and their ability to interact well with their clients. "In the industry, you have to be really personable—not just good in your skill, but good with people," recommends Cheryl Gushue, freelance makeup artist and winner of the Canadian Makeup Artist Award in 2003. This not only makes the client feel more comfortable, but also helps the makeup artist to create the right look.

(Continues on page 76)



Stone Therapy

Offering A Complete Product Line:

- Stone Sets
- Cold Stones
- Stone Facial
- Stone Massage
- Stone Pedicure
- Chakra Products
- Videos / DVDs / Books

Toll FREE

866.680.5149

Credit Cards Accepted
www.thstone.com
info@thstone.com

FREE Shipping

for Purchases Over \$99
(Continental USA)



50 Stone Massage Set



Starting at \$99 with DVD

16 Stone Facial Set



Starting at \$39

Stone Pedicure Set



Starting at \$69

8 Stone Set



Starting at \$24

Ultimate Stone Massage Set



Starting at \$239

(Continued from page 74)

Take the time, every time

Spending quality time with each client enables a makeup artist to learn more about them, as well as to build a level of trust that is indispensable. "Makeup has to be designed for that specific individual," says Westmore. "If makeup is done correctly and suits the client's needs, she'll be a salesperson you can't stop."

All too often, makeup artists focus on the quantity of clients they see, rather than the quality of each service they perform. Instead, the beauty professional should take the time to get to know the client. "A makeup artist has to understand that when they are doing makeup on a client, they are creating a character," says Stein. "They need to know something about the person." Learn about a client's lifestyle, skin care concerns and makeup knowledge to design a look that's ideal for them.

Teaching the client about the products and techniques used during the service also creates the opportunity for retail sales. "Educate your client as you're doing the service, because they will get more out of the experience," advises Gushue. In addition to makeup tips, clients will benefit from observing a makeup artist's preferred products and tools, encouraging larger sales.

Brand the makeup artist; market the service

Branding and marketing are key tools that help any business venture. They also can establish a growing clientele, as well as offer professional opportunities. Remain at the forefront of the industry—be visible at events and maintain relationships with contacts, keeping your name on the tip of everyone's tongue. Take advantage of beauty contests, fashion shows, school plays and photo shoots to practice your skills and enhance your résumé. Use these experiences to build a portfolio of your work.

Marketing your services increases your profile and knowledge of your clientele. Self-promote during important

Face charts easily illustrate makeup looks for clients.

times of the year when women seek professional makeup services, such as weddings, proms and special dances, Valentine's Day and Mother's Day.

It's been a long road

The beauty industry has enjoyed an extensive and colorful history. From wax and pigment to skin formulations, cosmetics have come a long way. Makeup artists, too, have grown in their skill and ability to create fashionable looks. Although the past century has built a foundation of expertise, hands-on experience, creativity and interaction with clients can fuel an even more profitable career as a makeup artist. ■

