

## 23 FACIAL MAKEUP

**Date:** \_\_\_\_\_

**Rating:** \_\_\_\_\_

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### POINT TO PONDER:

*"It's easier to go down the mountain than up, but the view from the top is best."—unknown*

1. Makeup is a part of cosmetology that is very interesting and can produce \_\_\_\_\_ and \_\_\_\_\_ changes in the appearance.
2. Most clients prefer a \_\_\_\_\_, simply covering or focusing attention away from \_\_\_\_\_ and accenting good facial features.

### COSMETICS FOR FACIAL MAKEUP

3. \_\_\_\_\_ is a tinted cosmetic, also known as \_\_\_\_\_, that is used to cover or even out the coloring of the skin.
4. Foundation can be used to \_\_\_\_\_.
5. Foundation is available in \_\_\_\_\_.
6. Most liquid and cream foundations are mixtures of \_\_\_\_\_ spreading agents as a base containing a significant amount of talc and different coloring agents called \_\_\_\_\_.
7. Liquid foundations, also called \_\_\_\_\_ foundations, are mostly water but often contain an emollient such as mineral oil or a silicone such as cyclomethicone.
8. Water-based foundations are most often used for \_\_\_\_\_ and for oily to \_\_\_\_\_ skin types.
9. Foundations that are marketed as oil-free are usually intended for \_\_\_\_\_.
10. \_\_\_\_\_ also known as oil-based, are considerably thicker products and are often sold in jars or tins.
11. Cream foundations provide \_\_\_\_\_ coverage and are usually intended for \_\_\_\_\_.

12. What will using cream foundations on oily or acneic skin cause? \_\_\_\_\_  
\_\_\_\_\_
13. If a cosmetic product causes the formation of clogged pores or comedones, it is called \_\_\_\_\_, which means comedo-producing.
14. Choosing the correct color of foundation is extremely important in \_\_\_\_\_  
\_\_\_\_\_.
15. Foundation should be as close to the client's \_\_\_\_\_ as possible.
16. If the foundation is too light, how will it appear? \_\_\_\_\_
17. If the foundation is too dark, how will it appear? \_\_\_\_\_
18. What is a line of demarcation? \_\_\_\_\_
19. \_\_\_\_\_ foundation contains a lot of pigment for coverage. The pigment sticks to the skin, providing a natural-looking coverage.
20. \_\_\_\_\_ are thicker and heavier types of foundation that contain more talc or pigment for heavier coverage.
21. What are concealers used for?
- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
22. Concealers are not available in a wide range of colors, and it may be difficult to match skin color.
- \_\_\_ True
- \_\_\_ False
23. What may happen if concealer color is not matched perfectly to skin tone? \_\_\_\_\_  
\_\_\_\_\_
24. Some concealers may also contain ingredients to
- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
25. A cosmetic powder that is used to add a matte or nonshiny finish to the face is a \_\_\_\_\_  
\_\_\_\_\_.

26. Face powder
- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
27. Face powder is available in two forms: \_\_\_\_\_
28. Pressed powder is blended with a \_\_\_\_\_ to keep it in a caked form in the tin.  
\_\_\_\_\_ does not contain as much binder and comes in a jar.
29. Should powder puffs ever be used in the salon? Why? \_\_\_\_\_
30. What is the purpose of cheek color? \_\_\_\_\_  
\_\_\_\_\_
31. What forms does cheek color come in? \_\_\_\_\_
32. \_\_\_\_\_ is a paste-like cosmetic, usually in a metal or plastic tube, available in a large variety of colors and used to change or enhance the color of the lips.
33. Some lip color products contain conditioners to moisturize the lips or sunscreen to protect against sun exposure.
- \_\_\_ True
- \_\_\_ False
34. Lip color is available in a variety of forms including \_\_\_\_\_  
and \_\_\_\_\_.
35. Lip color must blend with the client's \_\_\_\_\_ and other makeup used.
36. \_\_\_\_\_ is a colored pencil used to outline the lips and keep the lipstick from bleeding into small lines around the mouth.
37. Lip liner is usually applied before the lip color to \_\_\_\_\_.
38. How do you choose the lip liner color? \_\_\_\_\_  
\_\_\_\_\_
39. \_\_\_\_\_ are cosmetics applied on the eyelids to accentuate or contour them.
40. Eye shadows are available in a variety of finishes, including
- a) \_\_\_\_\_
- b) \_\_\_\_\_

- c) \_\_\_\_\_  
 d) \_\_\_\_\_  
 e) \_\_\_\_\_
41. Eye shadows are available in:
- a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_  
 d) \_\_\_\_\_
42. Match each of the following eye shadows with its description:
- \_\_\_ 1. Base color      a) A shade lighter than the client's skin tone used to make an area appear larger  
 \_\_\_ 2. Contour color    b) A medium tone close to the client's skin tone  
 \_\_\_ 3. Highlight color    c) Deeper and darker than the client's skin tone
43. \_\_\_\_\_ is a cosmetic used to outline and emphasize the eyes.
44. Eyeliner is available in a variety of colors, in pencil, \_\_\_\_\_, pressed, or felt tip pen form.
45. What does eyeliner do? \_\_\_\_\_
46. Eyeliner pencils consist of a wax \_\_\_\_\_ or hardened oil base \_\_\_\_\_ with a variety of additives to create color.
47. \_\_\_\_\_ are used to add color and shape to the eyebrows, usually after tweezing or waxing.
48. \_\_\_\_\_ is a cosmetic preparation used to darken, define, and thicken the eyelashes.
49. Mascara is available in \_\_\_\_\_.
50. \_\_\_\_\_ remove eye makeup products that are water-resistant.
51. \_\_\_\_\_ is a heavy makeup used for theatrical purposes.
52. A shaped, solid mass applied to the face with a moistened cosmetic sponge is \_\_\_\_\_

### MAKEUP COLOR THEORY

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53. \_\_\_\_\_ are fundamental colors that cannot be obtained from a mixture.
54. \_\_\_\_\_ are obtained by mixing equal parts of two primary colors.
55. \_\_\_\_\_ are obtained by mixing equal amounts of a secondary color and its neighboring primary color on the color wheel.
56. The primary colors are: \_\_\_\_\_, and \_\_\_\_\_.
57. A primary and secondary color directly opposite each other on the color wheel are called \_\_\_\_\_.
58. When mixed, complementary colors cancel each other out to create a \_\_\_\_\_ color.
59. \_\_\_\_\_ are the range of colors from yellow and gold through the oranges, red-oranges, most reds, and even some yellow-greens.
60. \_\_\_\_\_ suggest coolness and are dominated by blues, greens, violets, and blue-reds.

### BASIC MAKEUP APPLICATION

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61. The first step in the makeup process is the \_\_\_\_\_.
62. You should \_\_\_\_\_ and try not to impose your own opinions too much.
63. The consultation area must be \_\_\_\_\_.
64. Describe the type of lighting that is required for a makeup consultation area: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
65. What information should you record on the consultation card?
- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_
- f) \_\_\_\_\_

## CORRECTIVE MAKEUP

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66. Creative makeup techniques are used to \_\_\_\_\_  
\_\_\_\_\_
67. Facial features can be \_\_\_\_\_ with proper highlighting, \_\_\_\_\_ with correct shadowing or shading, and \_\_\_\_\_ with the proper hairstyle.
68. The basic rule of makeup application is to \_\_\_\_\_  
\_\_\_\_\_

## ARTIFICIAL EYELASHES

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69. Why has the use of artificial eyelashes grown enormously?  
a) \_\_\_\_\_  
b) \_\_\_\_\_
70. What is the objective of artificial eyelashes? \_\_\_\_\_  
\_\_\_\_\_
71. \_\_\_\_\_, also called strip lashes, are eyelash hairs on a strip that are applied with adhesive to the natural lash line.
72. \_\_\_\_\_ are separate artificial eyelashes that are applied to the eyelids one at a time.
73. \_\_\_\_\_ is the product used to make artificial eyelashes adhere to the natural lash line.