

T TIME MAKE UP, SKIN CARE & HAIR STYLING GUIDE

A BASIC BREAKDOWN OF PRODUCTS AND HOW TO USE THEM!



HAVE ANY QUESTIONS?

GET IN TOUCH WITH MOLLY (make up), JAK (make up) OR ROCHELLE (hair):
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THE BEST ORDER FOR YOUR SKIN CARE PRODUCTS



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SKIN CARE

CLEANSING/CLEANING FACE:

Cleansing is just a fancy word for cleaning your face! Using a cleanser regularly will improve the condition of your skin and make it easier to apply your base.

Here are examples of a few different types of cleansers.

AQUA BASED: normally used on a cotton pad, these do not need to be washed off with water (good for on the go)

CREAM: normally cream cleansers and used on damp skin, lather and wash off with warm water (good for oily skin)

OIL: normally used on dry skin, apply to skin and then wash off with a damp cloth or cotton pads (good for dry/mature skin)

MOISTURISER:

Using a moisturiser is an important part of skincare, especially when wearing make up as products can dry out your skin. Best applied morning and night. When applying moisturised before make up make sure to give yourself 5 mins to let it sink in properly and avoid your skin being slippery for make up application. Having a minimum of SPF15 in your moisturised will protect your skin from sun damage and help improve the quality of your skin over time.

Here are some recommended moisturisers:

LIGHT: works best for oily skin

MEDIUM: best for combination skin

HEAVY: ideal for those with dry skin and during the winter months

SERUM: these are great for those interested in going further with your skincare, best to be used with a moisturiser as well (e.g. Serum in the am, moisturiser at night)

OIL: great for very dry skin, best used at night time to avoid stopping make up from setting, great to use anywhere that you are shaving

REMOVE MAKE UP

Most cleansers will remove your base but eye make up can be more tricky to remove. Using an eye make up remover with cotton pads is the best way to get it all off, following with your usual cleanser and moisturiser. Try and always remove your make up at where possible. Feeling lazy? Use a make up wipe!



FOUNDATION (all over colour for your face)

Foundation is used to even out your skin tone. Once you've applied your foundation it's important to add colour back to your face to avoid looking flat (or like an egg)!

LIGHT LIQUID: this will have minimal coverage, mainly used to give a healthy wash, best for those who are not going through hair removal or trying to cover up stubble. Can be applied with fingers, brushes and sponges.

HEAVY LIQUID: this will give more coverage and a less natural look. Great for covering up stubble and any discolouration, will also last longer than a light liquid foundation. Normally heavy liquids can be applied in layers to build up coverage and to be used as a concealer. Can be applied with fingers, brushes or sponges.

CREAM FOUNDATION: this the heaviest type of liquid foundation, normally pressed into a pan or in a stick. Will create a very heavy coverage, can also be used as concealer. Great for covering stubble but can be oily for those that find they get shiny quite easily. Best applied with a brush, but can also use fingers or sponge.

POWDER FOUNDATION: this is the longest wear foundation but is a little more difficult to use and can stick to stubble and any dry/oily skin. Build up to create the level of coverage. Only apply with a brush, buff onto skin in circular motions. If using this with concealer ensure to get a concealer that dries on skin and doesn't stay sticky.

Images show foundations we recommend that are all available on the high street.

REMEMBER TO TRY ON YOUR NECK AND LOOK IN NATURAL LIGHT BEFORE BUYING!!!!



BASE

CONCEALER (heavier coverage for colour correction)

Concealer is mainly used as a colour corrector typically to cover up dark circles, age spots and other blemishes on the skin. It is similar to foundation but much thicker.

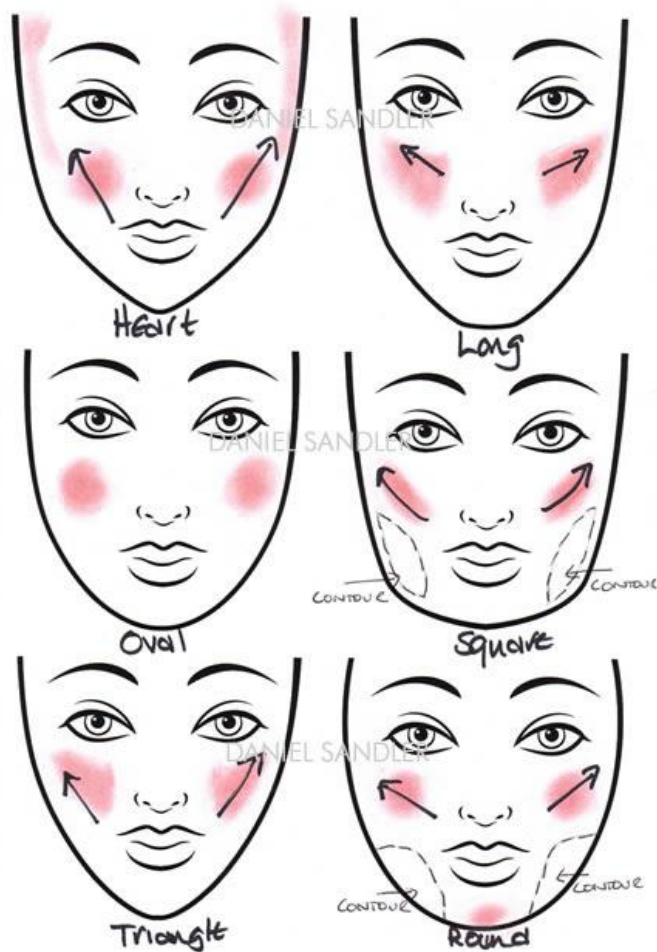
When using concealer to cover up bags, blemishes or stubble think of the colour wheel to ensure you get the right colour if using for colour correction. If using to cover up small bags or slight discolouration use colour similar to your foundation colour.

CREAMY: easy to blend, must set with a powder, especially for under eyes and stubble cover up. Typically the thickest type of concealer and is great for stubble cover up. Can crease when exposed to heat.

CREAMY LIQUID: great to apply, normally a lighter coverage concealer, ideal for under eyes, normally needs set with powder.

LIQUID: long lasting, but be blended quickly as this product dries onto the skin and therefore doesn't need to be set with powder. If using powder foundation, this is the concealer for you!

COLOUR WHEEL (don't know it? Then please have a search online to see the colour wheel mapped out) here are some basic colour correction: **PEACH** COVERS **BLUE/PURPLE** (also **BROWN/BLACK** stubble) and **MINT GREEN** COVERS **REDNESS**. Always use natural skin colour on top of colour correction.



BLUSH

Using blush is an important stage to creating a natural and fresh base. Applying even a little will soften features and create a healthy glow.

POWDER: only to be used with a blush/powder brush. There are two types of powder blush; **MATTE**, which has no shine to it, and **MINERIALIZED** that has flecks of glitter and creates a glowy look.

CREAM: can be applied with your fingers or a brush. When using cream blushes you'll find it leaves a sheen and may need a little bit of powder on the top to set depending on how oily your skin is.

COLOURS OF BLUSH:

Typically the following rules can be applied for finding the colour that suits your skin tone best. If in doubt go for a peach tone!

FAIR: light pink, light coral, peach

MEDIUM: rich pink, warm mauve, deep peach

DARK: deep fuchsia, warm brown/red, tangerine

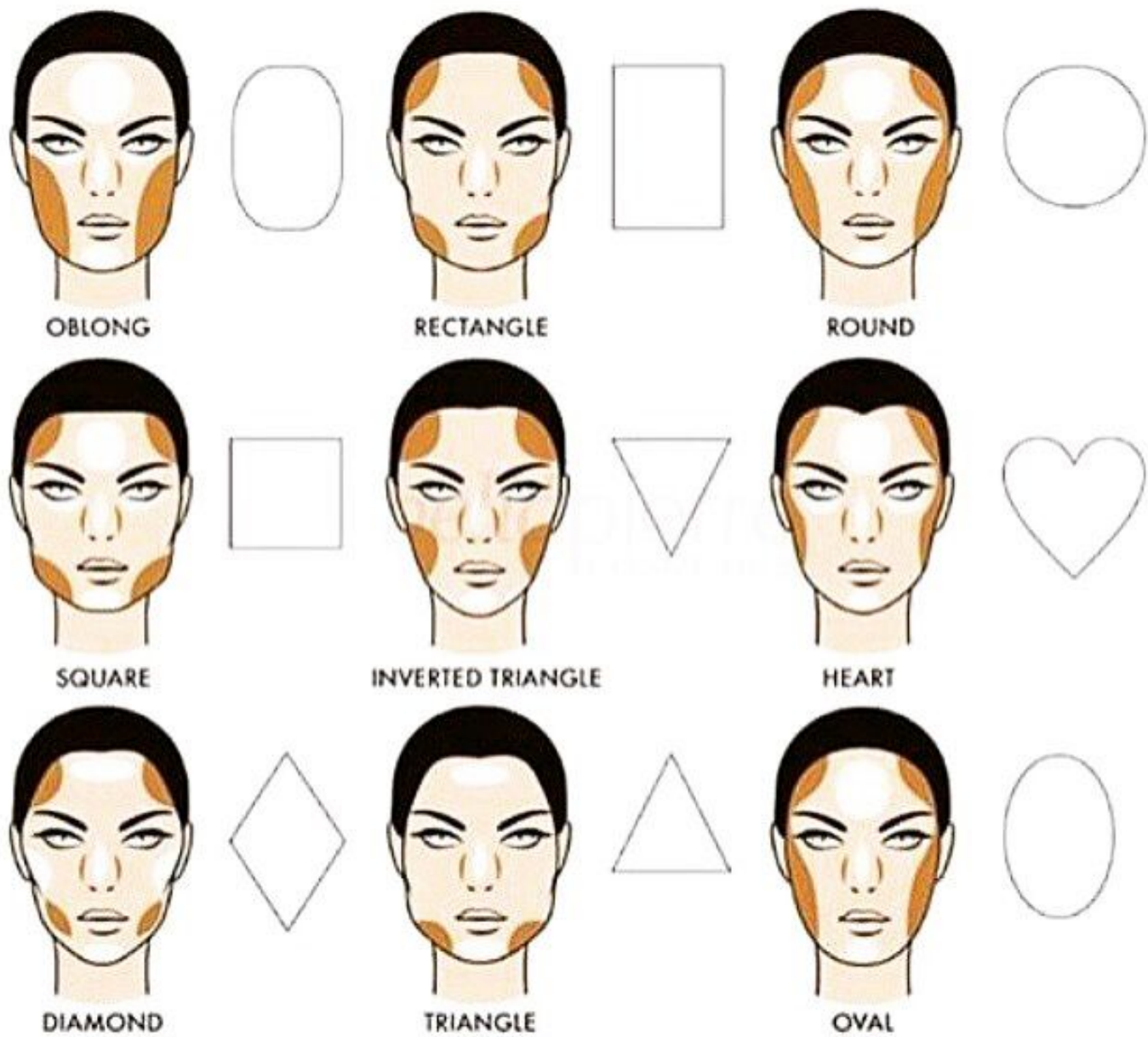
WHERE TO APPLY IT?

The basic rule is you either want to make your face look thinner or fuller.

THINNER: apply across the cheek bones (suck in your cheeks)

FULLER: on the apples of the cheeks (smile and apply to the middle of cheek)





CONTOURING

here is an outline of how to contour for your face shape.

FOUNDATION: If using foundations to contour make sure you go for an ashy brown. Use a foundation brush or sponge to apply and blend.

POWDER: when contouring us a matte bronzer, avoid anything with sparkles or shine. Using a powder brush (ideally an angled brush) apply and blend out the contour.

HIGHLIGHT

When using a highlighter it's easy to apply too much. Start with applying it on your cheekbones and work your way to using it as part of a full contour.

LIQUID: this creates a more natural glow, can be tricky to blend and needs reapplied more often.

POWDER: longer lasting, apply with a powder brush for the best affect!

 COUNTOUR  HIGHLIGHT



USE A SETTING
SPRAY WHEN YOU
HAVE FINISHED YOUR
BASE.

THE BEST ONE I
HAVE EVER FOUND
IS URBAN DECAY ALL
NIGHTER. IT'S MORE
EXPENSIVE BUT
TOTALLY WORTH IT!



POWDER

SETTING POWDER: this is to be used to set your base make up to be longer lasting and get rid of unwanted shine. Ideally you want to match your powder to your skin colour or use a translucent powder (those with a darker complexion try and use yellow based powders instead of translucent to avoid looking grey).

For setting your make up using a powder brush or powder puff dip into product, tap excess off the brush/puff and lightly press over skin trying to avoid blending or moving the make up.

LOOSE POWDER: this can be slightly messy but is normally a little cheaper, make sure to tap brush a lot before applying onto the face.

SET POWDER: these are great to bring out and about with you, less mess and normally come with a little mirror.

COLOURED POWDERS: for those who have a darker complexion or want to use powder as a final step for colour correction here is a break down of the basic coloured powders and how to use them.

YELLOW: great for those with an orange toned base (typically Asian and black skin)

PINK: good for those who have a grey complexion

BRONZER: used to add warmth to face, when used well bronzer is great to get sun kissed skin or to use for contouring.

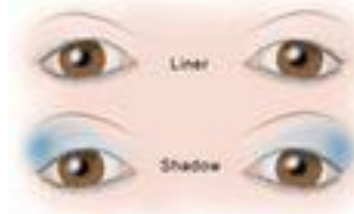
MINERALISED: this has a sparkle to it and is normally used all over where sun would hit the face with a big powder brush.

MATTE: can be used the same way or used for contouring face shape with an angled powder brush.



Deep Set Eyes

- Lighten the inner corner and entire lid with shadow.
- Use a medium shadow above the crease and gently apply it across the bottom of the brow bone.
- Use a darker contour shade only at the outer crease and dip slightly outward.
- Keep liner, especially on the upper lid, thin.



Drooping Eyes

- Apply a light shade in an oval shape on the lid and inner corner.
- Follow with a medium shade that stops slightly before the edge of the brow.
- Finish with a dense patch of shadow in and slightly above the outer crease that extends toward the brow.
- Use liner in lower lash line, but keep the line light, and stop before the outer corner.



Close Set Eyes

- Use a light shade on the inner corner and most of the lid.
- Use a medium shade from the middle of the brow bone and sweeping outward.
- The darker contour color should outer corner and blend up and out toward the edge of the brow line.



Wide Set Eyes

- Using a highlight shade on the central portion of the upper lid.
- Use a medium shadow up to the brow bone from the inner corner outward, finishing in inward start.
- With a darker shade, shade the edge of the upper lid and the outer crease.
- Apply liner to focus on the center and inward corner of the eye - this gives the illusion of drawing the eye closer together.



EYES

Doing your eye make up can be tricky, especially for those who wear glasses or have sensitive eyes.

Please try and remember to practise in your own time, not when you are going out, as this will take the pressure off. Make your mirror work for you! If you are having difficulty applying eye shadow, mascara or eyeliner play with ways to hold your mirror to make it easier for you. Glasses? Try to put them at the end of your nose and do make up behind them so you can still see in your mirror okay.

EYESHADOW

There are too many types to list so here are the basic types of eye shadow and what they are best used for! All eye shadows are either matte or mineralized.

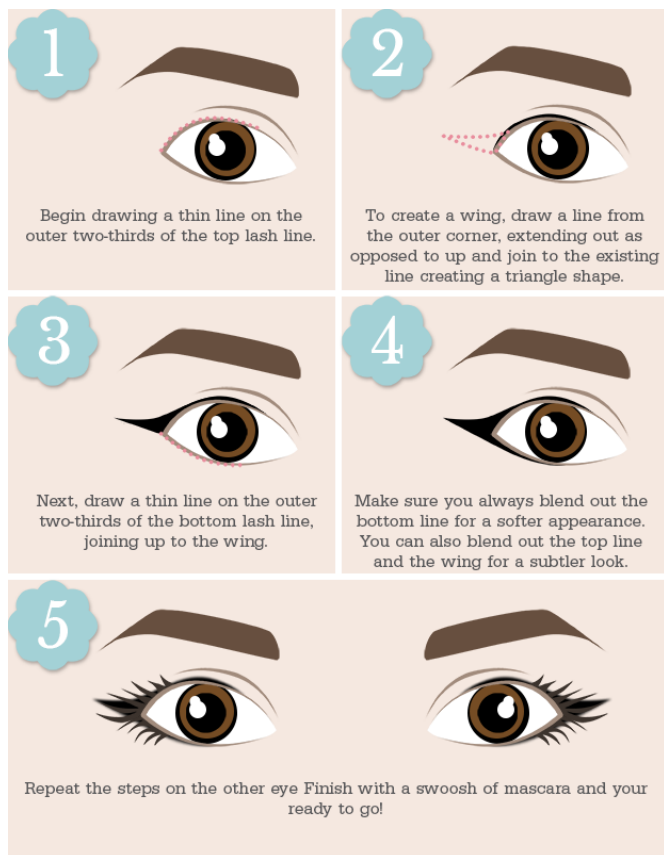
POWDER: best applied with brushes and blended out well, this is the most commonly used eye make up. This product is ideal for creating a smoky eye.

CREAM: good for simple eye make up looks and is very long lasting, can be blended out with a brush. This is best for one colour all over the eye.

STICK: great for those who find application tricky, ideal for quick application and one colour on the eyelid.

PRIMER: eye shadow primer is a great investment if you want to wear eye shadow frequently.

You can buff some of your foundation along your lid, in the thinnest layer possible and then set with a translucent or skin coloured powder as an alternative.



EYELINER

Eyeliner is notoriously tricky! So please give yourself time to practise and don't be too hard on yourself about getting it right every time. Here are some types of eyeliners and how to use them for the best results!

LIQUID: Normally looks like a pen! Great for using along top lash to create a flick or to blend out to create a smoky eye.

KOHL PENCIL: Is soft and very easy to blend. Normally looks like a pencil. Pencil eyeliner is great for using in the bottom lash line.

GEL: normally comes in a pot and must be used with an eyeliner brush.

DARK COLOURS: frame the eye

LIGHT COLOURS: open up the eye (best used along the inner bottom lash line)

Using eyeliner along your upper eyelash is a great way to enhance your eye shape and create fuller looking eyelashes.

When using eyeliner along the inner bottom lash liner try and use it on the back of your hand first to ensure it's not too hard or scratchy.

MASCARA

There are lots of types of mascara on the market so here are a few that we use in our kits.

If you find your mascara is dropping try and use a waterproof one and make sure you've powdered under your eye to avoid as much grease as possible.



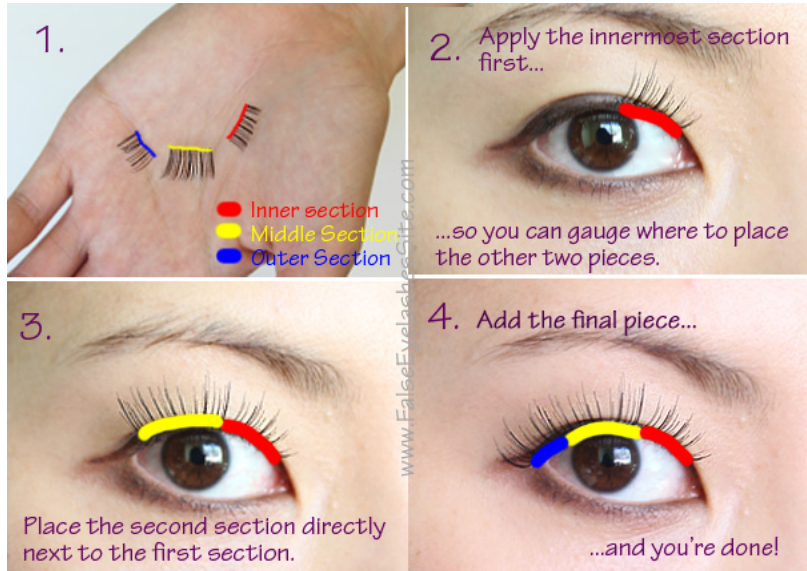


FALSE EYELASHES

Once again the main trick to this is practise. When applying try and set up a mirror so you're looking down your nose at yourself so you can see your eye lid as much as possible without having to fully close your eye. ALWAYS USE TWEEZERS TO APPLY FALSE LASHES. Use glue on the lash and then apply, never use the glue on your eyelid first.

STRIP LASH: False lash that sits in one piece along the lash line. It's best to try these on before applying, if the strip is longer than your lash line simply cut to the right length with a pair of nail scissors. A handy tip is to wrap the lash around a brush handle to get the corners to curl and sit well on the lash line.

You can also cut up your strip lash into three sections to make it easier to apply. See photo for reference!



INDIVIDUALS: These create a much more natural look. Using tweezers you dip the knot side into glue and then place firmly into the lash line.

ALTERNATIVES

For those who struggle with applying mascara and false lashes but would like to create that look can tint their eyelashes or get semi-permanent flash lashes.

This is the same for eyebrows!

Please go to a professional to get this done. If you have any queries where best to go then please contact Molly or Jak!

EYEBROW PRODUCTS



EYEBROWS

There are lots of great tutorials online to create the best brow shape. Play around with shapes and see what you like best.

Using the chart provided you can figure out how to create the 'perfect' eyebrow for your eye shape. But personal preference is key!

When picking the colour for your eyebrows try to match it to your hair colour as best as possible. If creating a natural looking brows avoid black (unless you have black hair)!

PENCIL: much like a kohl eye liner, make sure that you keep sharp when filling in brow and try and use small thin strokes instead of heavy lines.

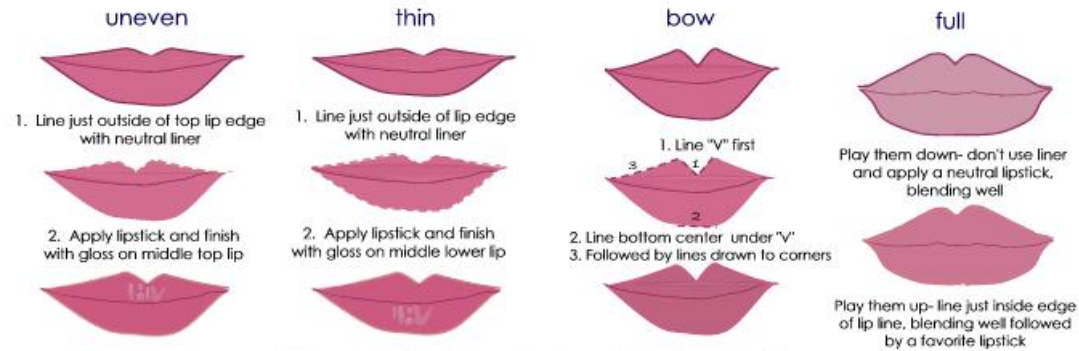
EYEBROW SHADOW: always ensure this is completely matt and use with an angled brush.

BROW GEL: normally comes in a little pot to be used with an angled brush. These products tend to be long last.

BROW MASCARA: sometimes this is also called brow gel, it looks much like a mascara but will be blonde, light brown, dark brown or clear. This product is great for controlling eyebrow hairs and can be used with the wand provided.

Getting your brows shaped? If you are tweezing your own brows go slow and try and follow a line at a time so not to over tweeze. Keep checking them from further back. If you can get the shape done the first time by a professional so you can follow their shape as any strays come through. This will create a great line to follow!

Makeup Strategies For Lips



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LIPS

LIP LINER: Used to create the shape of lips. Not necessary but great if you are using make up to change the shape, as they give you a precise line that any lip products should stay within and not bleed over. Use in small strokes starting from the middle and working your way out.

LIPSTICK: The most traditional lip product, lipstick normally comes in an extendable tube. You can apply straight to the lips or use a small brush. Art brushes are brilliant for this and a much cheaper alternative to make up brushes!

LONG LAST LIPSTICK: These normally come with an applicator in liquid form. Great for those who want to wear a lipstick every day, but they can be quite dry. Make sure to use with lip balm and put extra lip balm on with removing. Comes in both shimmer and matt depending on the desired affect.

LIP STICKS: sometimes known as chubby sticker, these are basically a bigger version of a lip liner that is a lot softer in texture. A lot of people find these the easiest way to apply lip colour, but they cannot be used for precise work the way a lip liner can, so sadly it's not an alternative that can do both!

LIP STAINS: These are great for creating a matte lip look or a really natural lip colour. Can be mixed with balm as well and normally if a natural colour can be used as blush!

LIP GLOSS: Creates high shine. Can be used alone or on top of lip colour.

Using a soft pink, coral or peach lip colour? Try using it as a cream blush as well!



MAKE UP BRUSHES

A break down of make up brushes. The cheapest are normally online. Check out eBay and amazon! Normally savers, Superdrug and boots have deals on brushes and sponges!

SPONGES

Always use wet. Simply run your sponge under water and the squeeze ALL the excess water back out.

MAKE SURE TO WASH YOUR MAKE UP BRUSHES AND SPONGES!

Dirty brushes and sponges can lead to bad skin. Simply use your shampoo or a bar of soap with warm water, wash until the water runs clear and dry with a towel, do not use hot water as this can disturb the glue holding your brush together and always be gentle.



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