

# SENIOR



MINI GUIDE

*to your close up*

(it matters.)

10 MAKEUP TIPS TO  
HELP YOU LOOK  
CAMERA-READY!



**1** **LIGHTEN UP.** Avoid going too dark in your foundation shade. Have your shade professionally matched to your skin tone as close to the day of your shoot as possible. This really matters!

**2** **MATTE IS A MUST.** Especially for your cheeks, stay away from shimmery powder, no exceptions. For eyelids, keep shimmer strictly to the lids.

**3** **PRIMARY FOCUS.** Primer is essential for keeping makeup intact! It's like the base coat of a nail manicure. Oil-free versions are best and also sensitive-skin-friendly.

**4** **SAY NO TO SPF.** Primer and foundation should be SPF-free. Formulas containing sunscreen cast a ghostlike glow with the camera flash or reflector.

**LINE UP.** When lining eyelids, start in the center and work your way to the outer edge. Lining the entire lid will cause the eyes to appear smaller. Use a slanted brush with a dark (but not black) shadow to line the lower lids.

**5**



**6** **MORE IS MORE.** Camera lighting will wash out colors, no matter what. Don't be scared off by a dramatic finished look. It won't photograph that way. Trust us on this. Your makeup should be darker than your every-day look.

**7** **BLEND, BLEND, BLEND.** When it comes to concealer, cheek contouring and eye shadow, a quality set of brushes is key. The camera will highlight and pick up on unblended edges, creating a clown-like look. Unblended concealer will highlight fine lines.

**8** **MELLOW YELLOW.** To set makeup, choose a yellow based powder rather than a translucent powder. Much like SPF formulas, translucent powders cast a white glow when photographed.



**9** **AU NATURALE.** Always have makeup applied in a natural light. This will be the best indicator of how it will look when photographed.



**PRACTICE RUN.** Don't let the day of your photo shoot be the first time to try new products. Consultations and trial runs are essential to creating the perfect final look.

**10**

# COLOR

theory  
(it matters.)

## EYES THAT POP!

The easiest way to make your eyes stand out is to use the right shades to compliment your eye color. Anything that contrasts your eye color will make it pop even more. So, if you have blue eyes, warm browns, coppers and bronzes will look amazing. Green and hazel eyes will make a huge statement in purples and rosy tones. And if you have brown eyes, you're in luck! Any color will look absolutely stunning on you; but if you really want your eyes to be the focal point, try blues, purples, and golds.

## CHEEK COLOR

If you really want to make your face pop, then choosing the right blush color for your skin tone is essential. Knowing your undertone is crucial in choosing what colors will look best on you, so it's best to stick to shades that also have the same undertone as your skin. So if you're cool toned, cool pinks will look wonderful, while warmer toned skin looks excellent in peach or coral shades. Neutral? You can go either way! Undertones are also very important when choosing the right bronzer or contouring shades. A general rule of thumb: bronzers should be warm, to fake a natural tan, while contours should be cool, to mimic a natural shadow. But remember to BLEND, BLEND, BLEND!

