

Effective Makeup Application

By Esthetician Sandra Lundeen

Effective make-up application does not have to be challenging. Understanding the different types of formulas for covering up areas of discoloration on the skin is an important first step. These can include foundation, concealer, and even camouflage make-up. The following is a quick lesson to help you learn to apply make-up effectively and efficiently for the best possible result.

First, apply a primer formula over your daily moisturizer or sun protection lotion. This will help the cover product adhere to the skin. Primer is applied as a base layer either under the eye and/or on areas of the face to help fill in and smooth out fine lines. Primer also provides a bottom layer of cover for highly pigmented discolorations, like tattoos.

Foundation is the lighter of the three cover formulas used to even skin tone. It is available in liquid or powder and provides light to moderate coverage. Foundation can be the best choice for blending with sun damaged or brown/pink discolorations on the face. A good color match to your skin tone from along the jawline will provide the most natural look.

Concealer is for moderate cover, especially for dark circles under the eye or for the occasional blemish or stain on the skin. It usually contains a certain amount of oil or glycerin to help it glide smoothly over the skin's surface. Usually a powder or liquid foundation is applied on top of concealer.

Camouflage make-up is the densest formula and contains little or no oil. This creates good adherence to the skin.

Camouflage make-up is often used for covering highly pigmented areas, from redness to rosacea. It is also used to cover birthmarks, hide tattoos, and to add color in the case of vitiligo where pigment is missing. Foundation is often applied on top to even out the look, especially on the face. A finishing powder allows the product to remain on the skin longer. When it is time for removal a special camouflage cleanser is used to dissolve the dense cover make-up.

The key to a more natural look when using these products is in the application and blending. Start with the least amount of product to cover the area and make sure the product is blended out beyond the pigmented area. Build upon the first layer if necessary. Using the appropriate tools also helps provide a finished look. Fingers and sponges can work fine for application, but the process of blending well is accomplished with the right brush.

A final piece of advice is to practice using the make-up, preferably well in advance of an important event. Good application is a skill, so allow plenty of practice time to develop your flawless look!

Esthetician Sandra Lundeen has nearly two decades of experience providing quality esthetic services. She sees clients at our Eagan and Woodbury offices. Please schedule your next visit with Sandra Lundeen by calling our Eagan office at 651-251-3300 or our Woodbury office at 651-578-2700.