

MAKEUP 101

Start

Disclaimer! be a smart consumer.

You don't need all of these products or tools to achieve a satisfying makeup routine. Remember, makeup routines are personalized - choose what best suits your skin type & addresses your skin concerns.

don't be afraid to make mistakes - trial & error is key!



Welcome to the world of makeup!

Whether you're a beginner or just looking to boost your skills, this guide covers the essentials. Makeup is for everyone & offers a fun, expressive way to feel confident. With this guide, you'll find tips to create looks that feel like you.

What is your skin type ?

Dry skin (prioritize hydration)

- Signs: Tightness, flakiness, or dullness, especially post-cleansing
- Products: Cream-based, dewy/hydrated finishes
- Splurge: Primer, foundation, blush

Combination Skin (balance hydration & oil control)

- Signs: Oily T-zone (forehead, nose, chin) with drier cheeks
- Products: Mix dewy for dry areas, matte for oily areas

Oily skin (prioritize oil control)

- Signs: Shine (especially in T-zone) & visual pores
- Products: Powder & matte finishes
- Splurge: Primer, foundation, powder

What is your skin undertone ?

Cool Undertone (Embrace Silver Hues)

- Signs: Veins appear blue; silver jewelry looks best
- Products: Cool-toned pink, berry, & blue-based red shades
- Best Matches: Foundations with pink or blue undertones

Olive/Neutral Undertone (Versatile with Balanced Hues)

- Signs: Blue & green veins; gold & silver jewelry both suit
- Products: Neutral shades like peach, rose, & coral
- Best Matches: Foundations with balanced undertones

Warm Undertone (Embrace Golden Hues)

- Signs: Veins appear green; gold jewelry looks best
- Products: Warm-toned shades like peach, coral, golden
- Best Matches: Foundations with yellow or golden undertones

What is your desired makeup look ?

Tailored Look

(What products will help create your desired effect)

- Sunkissed → Add bronzer for warmth
- Sculpted → Use contour for definition
- Rosy → Apply blush for a flushed, rosy glow
- Big Eyes → Mascara enhances eyelash size & lift
- Natural Glow → Highlighter adds a subtle shimmer
- Full Lips → Lipliner & Gloss gives lips a fuller look
- Defined Brows → Eyebrow pencil or gel to shape & fill

Things to consider

Basic Makeup Kit

Products

Here are a few basic products to help you get started, but you don't need everything at once! Products are listed in the order they're typically applied.

- SUN SCREEN** Protects skin from UV damage; apply before makeup for lasting defense.
- MOISTURIZER** A hydrated base is the first step to smooth glowing makeup.
- PRIMER** Preps your skin by smoothing pores & helps makeup last longer
- FOUNDATION** Evens out skin tone. Choose one that matches your natural complexion.
- CONCEALER** Helps cover any blemishes or dark circles.
- SETTING POWDER** Sets makeup in place & reduces shine.
- BLUSH** Adds color & flush to your face.
- BRONZER** Adds warmth & tan to your face. (warm toned brown)
- CONTOUR** Adds definition & angularity to your face. (cool toned brown)
- SETTING SPRAY** Locks in your makeup for long-lasting wear & a fresh finish.
- LIP STICK/GLOSS** Adds color or shine to your lips.
- MASCARA** Defines & lengthens lashes for a more open-eyed look.
- EYEBROW PENCIL** Fills in & shapes brows.
- EYESHADOW** Adds color to your eyelids. Start with neutral shades if you're unsure.
- EYELINER** Defines eye shape; choose pencil for a softer look, liquid for bold precision.
- HIGHLIGHTER** Adds a glittery shine to the highest points of your face

Tools

There is a broad array of the tools you can use to achieve your ideal makeup look. You don't need them all - just pick what suits your needs!

Pro tip:
use denser brushes for cream products & fluffier brushes for powder products



Tools for your Base:

- 1 Foundation Brush**
Denser brush that provides smooth coverage with fuller coverage potential.
- 2 Beauty Blender**
Sponge that creates a natural, hydrated finish; ideal for blending cream products.
- 3 Concealer Brush**
Precision application for under-eye areas, shaping eyebrows, & blemishes.
- 4 Powder Brush**
Large, fluffy brush for setting makeup & reducing shine.
- 5 Triangle Powder Puff**
Perfect for pressing powder into the skin for a long-lasting matte finish, especially in smaller areas.

Supplementary Tools:

- 6 Fluffy Brush**
Soft brush for light application & blending, ideal for powders
- 7 Stippled Brush**
Dual-texture brush for smooth, airbrushed foundation or blush application
- 8 Contour Brush**
Angled brush for creating dimension to sharpen features
- 9 Fan Brush**
Light brush for applying highlighter or dusting off excess powder
- 10 Eyeliner Brush**
Thin brush for detailed eyeliner application or soft smudging
- 11 Eyeshadow Brush**
Small, flat brush for precise eyeshadow application on the lid or crease

Prioritize Skin Health

Skin Prep & Cleansing

A PROPER CLEANSING ROUTINE REMOVES MAKEUP, EXCESS OIL, & IMPURITIES, PREVENTING BREAKOUTS & IRRITATION. WASH WITH LUKEWARM WATER, PAT DRY (DON'T RUB), & AVOID HARSH SCRUBBING TO MAINTAIN SKIN BARRIER HEALTH.

Oil-Based Cleanser

Best for breaking down makeup & sunscreen. Use lightweight, non-comedogenic oils like jojoba, squalane, or grapeseed oil. Avoid coconut oil if acne-prone.

Double Cleansing

Recommended for heavy makeup wearers—oil cleanse first, then use a gentle water-based cleanser suited to your skin type.

Moisturizing

For dry skin, opt for rich creams with squalane or ceramides. For oily skin, choose lightweight, oil-free moisturizers with glycerin.

Water-Based Cleanser

Essential for removing remaining residue. Dry skin benefits from hydrating cleansers with ceramides & glycerin; oily skin does well with gel-based cleansers containing salicylic acid or green tea extract.



IMPORTANT NOTE:

This cleansing routine should be followed both **BEFORE** applying makeup & **AFTER** removing makeup to maintain a clean, healthy, hydrated base.

Makeup Hygiene

WHY IT MATTERS: DISREGARDING HYGIENE CAN INCREASE RISK OF BREAKOUTS, INFECTIONS, & IRRITATION. CLEAN PRODUCTS & TOOLS HELP MAINTAIN HEALTHY SKIN & BETTER MAKEUP APPLICATION.

Makeup Expiration

- Expired makeup, whether opened or not, loses effectiveness, harbors bacteria, and should be discarded.
- Check the Period After Opening (PAO) symbol on packaging—a small jar icon with a number indicating months of use after opening.
- For exact expiration dates, use a batch code checker website.

Sharing Makeup

Avoid sharing makeup products and tools to prevent bacteria spread; if sharing is necessary, use disposable applicators.

Cleaning your Makeup Tools

Wash brushes & sponges weekly with gentle soap to remove buildup & prevent bacteria growth. Allow tools to dry completely before using.

Sun UV Protection

DAILY SUNSCREEN USE IS ESSENTIAL TO PREVENT RISK OF SKIN DAMAGE, SKIN AGING, & SKIN CANCER.

When buying sunscreen, look for:

1. SPF 30 or higher for adequate protection.
2. "Broad-spectrum coverage" against UVA & UVB rays.

HERE ARE THE 3 MAIN TYPES OF SUNSCREENS:

Mineral Sunscreen

Provides physical protection by blocking UV rays. Generally a safer option for sensitive skin, though may leave a white cast, especially on darker skin tones.

Chemical Sunscreen

Absorbs UV rays, offering lightweight, invisible protection. Many Korean & Japanese formulas are designed to blend seamlessly on all skin tones, minimizing white cast.

Tinted Sunscreen

Provides broad-spectrum protection while shielding against visible light to help prevent hyperpigmentation. Evens skin tone, offers a natural finish, & can replace foundation for a more sheer, lighter coverage.

APPLICATION TIP: FOR THE FACE, APPLY APPROXIMATELY 1/2 TEASPOON. REAPPLY EVERY TWO HOURS, & USE SPF POWDERS OR SPRAYS FOR TOUCH-UPS.

Sensitive Skin & Ingredients

Common Skin Concerns

WHILE MAKEUP CAN HELP EVEN OUT SKIN TONE, UNDERLYING SKIN CONDITIONS SHOULD BE PROPERLY MANAGED RATHER THAN JUST COVERED UP. CONSULT A DERMATOLOGIST TO IDENTIFY TRIGGERS & RECEIVE APPROPRIATE TREATMENT. ALWAYS PATCH-TEST NEW PRODUCTS & SEEK PROFESSIONAL GUIDANCE IF ISSUES PERSIST!

- **Redness & Irritation:** Choose fragrance-free, hypoallergenic skincare. Avoid alcohol-based products & harsh exfoliants.
- **Acne Breakouts:** Use non-comedogenic, oil-free products & avoid pore-clogging ingredients.
- **Eczema:** Opt for rich, fragrance-free moisturizers & stick to gentle, minimal-ingredient makeup & avoid potential irritants like alcohol & synthetic fragrances.

Clean Ingredients

IF YOU HAVE SENSITIVE SKIN, CONSIDER AVOIDING THESE KEY CATEGORIES:

- **Fragrances:** Hidden irritants that can cause redness & reactions.
- **Preservatives:** Certain parabens & formaldehyde releasers may trigger sensitivity.
- **Talc & Heavy Metals:** Found in some powders & pigments, with potential contaminants.
- **Harsh Alcohols:** Can dry out skin—opt for hydrating formulas instead.

Pro tip:
Use apps like Yuka or the website [incidecoder.com](https://www.incidecoder.com) to check ingredient safety.