

# makeup 101

Edited by Stacey Ross



Julia Dickenson, founder and managing director of Oradess, is a talented Australian make-up artist dedicated to empowering and promoting self-confidence among women. With 17 years experience under her belt, Julia is sharing the fundamental secrets of make-up application in a special makeup workshop, showing us the tips and tricks to enhance your natural beauty and boost yourself esteem.

## **Julia's class notes...**

**Invest in the right tools.** A decent make-up brush will create a flawless look and make your complexion look great. Brushes made to a professional standard can be seen as an investment, as they will not have to be replaced very often if they are taken care of.

**Product hygiene** is also very important to avoid harmful bacteria. Here are a few simple tips:

1. Do not share your mascara
2. If sharing make-up sharpen eyeliners after use and wipe down lipsticks
3. Keep lids on and wipe down cosmetics
4. Wash hands when handling your make-up

**Preparing your skin** is necessary to achieve a flawless complexion. Think of your skin as a canvas that needs to be cleansed, toned and moisturised on a daily basis. Priming products are key and are different to simply using moisturiser underneath your make-up. There are two types of primers that are equally important.

**Foundation primer** provides a smooth base for foundation to be applied. It contains a moisturising property therefore there is no need to use moisturiser underneath. Not only will it make your foundation last that extra few hours it will smooth out fine lines and uneven textures.

**Eye Primer** makes eye shadow last the distance and makes it look great. Additionally, it can conceal eye discoloration. Most people usually use concealer; however, this can add weight to the eyelids and also make eye make-up look thick and heavy.

**Matching foundation** is not an easy process. so take time to pick the correct colour. Try at least three different shades on the side of your face. You'll know which shade is correct, as it will disappear into the skin at the same time as providing enough coverage. With so many different types of foundation it can be challenging to know where to start. So, let's break it down:

**Liquid Foundation:** Ideal for normal to dry skin especially during summer as it's great for everyday use and provides a light coverage. Use concealer if there are any blemishes that need extra coverage.

**Pressed Powder.** A compact is great for normal to oily skin and is fast and easy to use. However, it is not suitable for those with dry skin.

**Cream-To-Powder.** Goes on like a cream and then dries to a powdery finish. Similar to the pressed powder it provides a smooth coverage. It is ideal for individuals with normal to oily skin.

# makeup 101



**Let's move on to your eyes....**remember three key words: colour, colour, colour! Be experimental and have fun with colour to create an individual look and express yourself. Colour gives you confidence! Certain options will be more flattering than others, but the main thing to remember is to have fun with colour and be comfortable with your choice. Blending is necessary to create a smooth and natural effect. Achieve a professional look by blending your make-up using a brush or a cotton bud.

Make your eyes pop by using **highlight & shade techniques** to define them. Have fun experimenting, but remember that darker matte colours are best for shading, whilst lighter colours are great for highlighting.

**Eyeliner application** can completely transform your eyes. You can make your eyes look smaller by coloring the inside of the lids or larger by coloring the outside. There are various types of eyeliners you can try:

**Kohl Pencil:** Kohl pencils come in a variety of different colours. They are usually soft which allows you to smudge it slightly for a less defined look.

**Liquid Eyeliner:** Lasts the distance but can be a bit tricky to get the hang of. A steady hand and some practice are essential. To achieve the best effect, use on the top

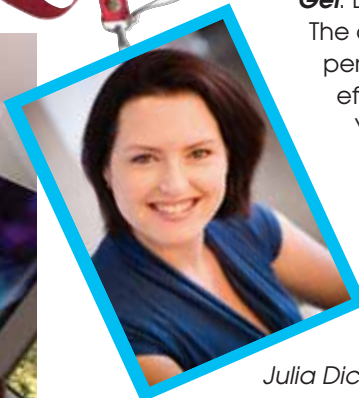
No make up application process would be complete without a coat of mascara. To make your eyes pop apply to the bottom lashes first. If you do not want a clumpy effect, work quickly with the brush. If you want a more dramatic effect add an extra coat or even try false **eyelashes**. For an easier alternative, try getting your eyelashes tinted.

**Eyebrows** shape your face! This is particularly important in creating a polished look. Never tweeze above the brow line; you can achieve fantastic results without doing so. Consider visiting an eyebrow grooming professional to achieve great shape. If it seems too costly, do it once to provide a bit of shape and continue to maintain it yourself. There are three alternatives eyebrow product textures:

**Pencil:** If matched to the colour of your hair the brow pencil can create a very natural finish. Make sure the pencil is sharpened and apply lightly on an angle.

**Powder:** Is an alternative method; however, you can use brown eye shadow to create a similar effect.

**Gel:** Brushes are either clear or coloured. The clear gel can be used on top of the pencil or the powder to create a sleek effect and set your eyebrows in place. You can use the colored gel as a replacement of the pencil or gel; however, it will not provide as much definition.



*Julia Dickenson*  
Founder and Managing Director of Oradess

# makeup 101

It's time **to tackle your cheeks!** Go easy with the blush; it should be applied on the top of your cheek bones and does not need to be applied below the nose. Too close to the nose may make you appear flushed. The easiest way to get it right is to apply it lightly. Less is more. A good tip to remember is to tap the excess off your brush before you begin.

If you're having trouble making your eyes pop an alternative is **experimenting with lip colour**. Sheer and shimmer lipsticks provide a natural look. If you want to downplay your lips, a matte textured lipstick will do the trick. Matte colours work well to prolong the life of lip-gloss and, therefore, also work well as a base. If your lips are dry, foundation will help prepare your lips and improve lasting power.

Applying colour to your lips should be the last part of your makeup application. Remember to experiment with lip colour, as this is something many of us forget to do. Gloss is a common favorite as it feels nice and makes your lips look larger. However, used alone, it will not last very long.

**It's as simple as that!** The more comfortable you become with the application process the more you can experiment with your make-up to achieve different looks (classical, natural or glamorous) making you feel empowered and giving you more confidence. With a wide variety of colours and products on offer, why not have fun experimenting?

**Julia's greatest achievement...**is and always will be 'growing and giving life'. However, in relation to my other baby Oradess, it has been an accumulation of small achievements that have formed 'the' achievement that I am so proud of at the moment; and that is waking up one day with an idea that took up four foolscap pages and, two years later, turning it into Oradess.

## **MAKE-UP WORKSHOPS!**

To learn more about make-up trends, techniques and tips that'll have you looking fabulous, arrange a personalised make-up workshop with Oradess. This reputable company offers workshops for individuals, groups, corporate teams, fun gatherings and events. Oradess also offers an extensive range of high quality make-up products and artistry services.

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**Stacey's greatest achievement....**overcoming my fear of flying and going in a small cessna plane with my boyfriend acting as pilot. Despite going through several different states of emotion I thoroughly enjoyed it and can't wait to do it again soon.