

the makeup course™ **preview**
by elke von freudenberg

141 pages

Chapter by Chapter



ADOBE ACROBAT READER REQUIRED
UNIVERSAL .pdf FORMAT FOR MAC or WINDOWS

Ch 1 Bone Structure

LEARN HOW TO ANALYZE YOUR BONE STRUCTURE, TO GET THE RIGHT MAKEUP LOOK FOR YOU. LEARN TO SEE YOUR BONE STRUCTURE IN A WHOLE NEW WAY.

MINI PREVIEW

Ch 2 Color Theory

LEARN WHY SOME COLORS LOOK GOOD ON YOUR WHY OTHERS DON'T. UNDERSTAND HOW TO LOOK AT COLORS SO YOU NEVER BUY THE WRONG SHADE AGAIN.

Ch 3 Opposite Color

LEARN THE PHOTOGRAPHIC MAKEUP TRICK OF USING COLOR TO HIDE COLOR. CONCEAL UNDER EYE CIRCLES AND SKIN DISCOLORATIONS FOR GOOD.

Ch 4 Color Keys

UNDERSTAND YOUR COLORING OF SKIN AND HAIR TO GET THE RIGHT MAKEUP SHADE FOR YOU. IT'S THE COLOR SEASONS SIMPLIFIED.

Ch 5 Makeup Brushes

SEE ELKE'S TOP BRUSHES, AND THE BRUSHES YOU ABSOLUTELY HAVE TO HAVE, AND THE ONES YOU CAN'T LIVE WITHOUT.

Ch 6 Guidelines

ANALYZED YOUR BONE STRUCTURE? NOW LEARN WHAT TO DO WITH IT!

Ch 7 Preparation

EVERYTHING YOU NEED TO KNOW ABOUT CREATING PERFECT SKIN. FROM SKIN CARE, TO FOUNDATION, CONCEALER, TO EVEN CREATING THAT J.LOW GLOW.

Ch 8 Blushing

ACHIEVE THAT PERFECT BLUSH, WITH THE RIGHT TOOLS AND PLACEMENT.

Ch 9 Eyebrows

LEARN ELKE'S 'MODEL EYEBROW' TECHNIQUE, TO GET THE PERFECT EYEBROW THAT SHE CREATES FOR EVERY MAJOR MODELING AGENCY.

Ch 10 Eye Shadow

LEARN YOUR EYE BONE STRUCTURE AND THE RIGHT WAY TO APPLY YOUR EYE SHADOW. FROM NATURAL TO DRAMATIC.

Ch 11 Lips

IT'S ALL ABOUT LIPS. FROM SHEER, MATTE TO GLOSSY. THE RIGHT TOOLS AND THE RIGHT TECHNIQUES.

Ch 12 Mini Makeup Course

EVER WANTED TO QUICKLY UPDATE YOUR LOOK WITHOUT SPENDING HOURS IN FRONT OF THE MIRROR? IT'S BACK TO BEAUTY SCHOOL.

Ch 13 Wedding Makeup

ON THAT SPECIAL DAY, EVERY BRIDE WANTS TO LOOK HER VERY BEST.

Ch 14 Photo Makeup

HOW TO DO MAKEUP FOR BLACK & WHITE HEADSHOTS.

Credits . Product Information

LIKE THE PRODUCTS YOU SEE IN OUR MAKEUP COURSE? EASY! JUST CLICK ON THE LINKS IN THIS CHAPTER FOR DIRECT PRODUCT AND SALES INFO.

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about the author

Elke is a make-up artist with style and originality. Her creative sense is phenomenal; her technique is impeccable; and her ability to translate this into layman's terms for easy applications for the make-up dummies in all of us is amazing! She is an awesome make-up artist. Now if I can just learn how to do my eyebrows the way she does ...

**Stevie Wilson,
Writer, Makeup Artist**

Elke Von Freudenberg's early passion for makeup artistry proved prophetic. Today, after nearly twenty years, Von Freudenberg travels the country and the world as an internationally renowned makeup artist. Faces may change, but her mission remains the same:

"To bring Beauty into the Obvious."

Photographers working with Von Freudenberg have frequently compared her to Kevyn Aucoin, with her signature look of polished and glamorous makeup and a love of beautiful luminous color. Known for pretty and wearable makeup for women, you can find Von Freudenberg working backstage at a fashion show for *Dolce & Gabana*, *Ralph Lauren*, or *Diane Von Furstenberg*, beautifying uber models such as *Kate Moss*, *Niki Taylor*, and *Veronica Webb*, enhancing *Brooke Burke's* natural beauty from the show *'Wild on E'*, or donating her talents for the



I love working with Elke, because she's a natural talent. I really believe what makes her great is her passion to make you look beautiful. This book gives women the secrets that models in business have known for years.
Stefanie Michaels,
Travel Expert & Host,
AdventureGirl™

models of *Bisou-Bisou* for the wildly successful *City of Hope Benefit Fashion Show*. Von Freudenberg lives in both New York City and Los Angeles.

WHAT WE'RE READING

"Author Elke Von Freudenberg is a makeup artist who has worked on projects for Dolce & Gabana, Ralph Lauren, Diane Von Furstenberg and on super-model faces such as Kate Moss, Niki Taylor, and Veronica Webb.

In The Makeup Course, Elke goes beyond application techniques. She leads you on a study of your own bone structure and introduces important concepts in color theory.

Who's it for? Women who want to enhance their look without looking "made-up." Elke's style is very natural."

"Making Your Life Easier..."
<http://www.momscape.com>

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 preview chapter

The FIRST STEP to understanding the makeup application process, is to completely understand your bone structure. To look at it in a completely different way.



When applying makeup on a model or a client, I rarely look at the entire face as a whole as it can be a little overwhelming. So where do I start?

I look at each *individual feature of the bone structure*.

When **analyzing** your bone structure understand that what you like and don't like are your personal instincts. Trust them.

Here, we want to deal with the areas that *you* feel need improving. You truly are your own best critic, and your own best teacher as well. Faces are far more than being an oval, or square, or round face shape. It's the individuality of your features that truly make up your individuality.

So how do you analyze your features?

You look at each individually on it's own merit.

My opinion? A feature neither looks good or bad, right or wrong. It just gives you a starting point as to why.

LET'S GET STARTED

1. **PRINT** out the



EVALUATION form.

Enter your notes and analysis as you go through the chapters.

2. Take a photograph headshot of yourself.



Either black & white or color is fine.

Shooting Tips:

- Look directly into the camera, with your hair pulled off your face.
- Look straight into the lens. The slightest tilt or angle of your face can considerably alter how you measure your features.
- Be sure when shooting that your light is directly in front of your face so that no dramatic shadows are cast on your face.
- Enlarge your photo to 4x6 or larger. An 8x10 is best.

3. Once you have your picture, have handy a

Ruler



Pencil



4 pages of clear tracing paper.



You will be drawing on the tracing paper

to measure and analyze. Though it may seem technical, you will start to see your face in a different way.

■ **Prepare, prepare, prepare.**

Want your makeup to go on flawless? Well, the canvas has to be prepared then. And that means moisturizer. The easiest way to get just the right amount on, is by applying it with a makeup sponge. The perfect amount will be evenly applied over the entire face.

■ **Define your features:**

Soften the harshness of a sharp cheekbone, by applying blush in circular motions on the apples of the cheeks. Make eyes sharper by straightening a round eye by applying liner only on the top eyelashes to give the appearance of a more horizontal line.

■ **The eyes have it.**

Want eye shadow to be picture perfect all day? Get in the habit of applying foundation on your eyelids only first. Then apply your eye shadows. When done, lightly mist water or your Evian bottle mister over eyes to set. Let dry. Then apply the rest of your foundation and makeup as usual. By doing eyes first, you save precious minutes by not having to clean up your fly away eye shadow powders.

■ **Let's Cover Up.**

Want perfect coverage? Apply foundation first and then your concealer. Foundation will hide about 75% of all the discolorations you see on a bare face.

Then just go in with concealers on the most obvious. You save time and product this way.

■ **Blushing**

Blush is a sure fire way to look 5 years younger, instantly. How? With the right color. Look for the most natural flush color you can find. Trick: Apply blush on the inside of your wrist. If it looks natural here, it will look natural on your cheeks.

■ **Eyebrows give expression.**

Make sure yours say the right thing. Eyebrow powder should be 1-2 shades lighter than your hair color. The same color can look too overpowering on a face and darker than your hair color is just too severe.

■ **Lash Curling - make it an essential.**

Nothing opens up eyes more than curling the eyelashes. Make it easy by curling at the base of the lashes, hold for 10 seconds, walk 1/2 way out, and then curl for 10 seconds more. Always curl on clean lashes.

■ **Mascara Basics**

Want model length lashes? Do what the pros do. Apply mascara to the tops of the lashes as well as the underneath. Look down into your mirror, and brush your mascara wand on the upper side of your lashes...then look up and brush through again on the bottom side.

■ **Lips 101**

Want a perfect lip line? Use your light brown eye pencil to line lips. Apply a bit more on the inside corners of the lip on both top and bottom to create a depth on the outside of the lips. Apply your lipstick

or gloss over. You've just created a 3-d effect lip. Larger, brighter, fuller.