

Mascara



Why:

Mascara creates a healthier, shinier, thicker appearance to eye lashes while drawing focus more intently to the eyes.

Mascara is one of the main cosmetics worn by most cosmetics wearers. Mascara is brilliant in that it captures the very nature of the eye while enhancing it. Just as with lash liner where shape of the eye is highlighted by focusing on the lashes as the basis for our application, mascara takes that enhancement and runs it along every fiber of the eyelash.

As with all of the makeup, it is important to find the right balance of mascara with the rest of the beauty makeup look. Not enough, and the look lacks that extra sizzle which makes the eye the focal point of the makeup. Too much and the thought is 'why so much mascara' as the eyes are the place our gaze continually returns to on anyone's face.

The makeup artist must create the effect that fulfills the goal of the look.

Mascara is applied last because powder product tends to float around and stick to lashes which dulls them. Whenever possible, apply the mascara last to create the shiniest, healthiest looking lashes possible. If more powder is needed to smooth and set the look, apply the finishing powder before mascara.

For mascara, return to the concept of the sweet spot of the eye. If mascara is applied evenly across all the lashes, you have a wall of lashes. If the mascara becomes increasingly thicker as it moves from the inner to the outer corner of the eye, the lashes build

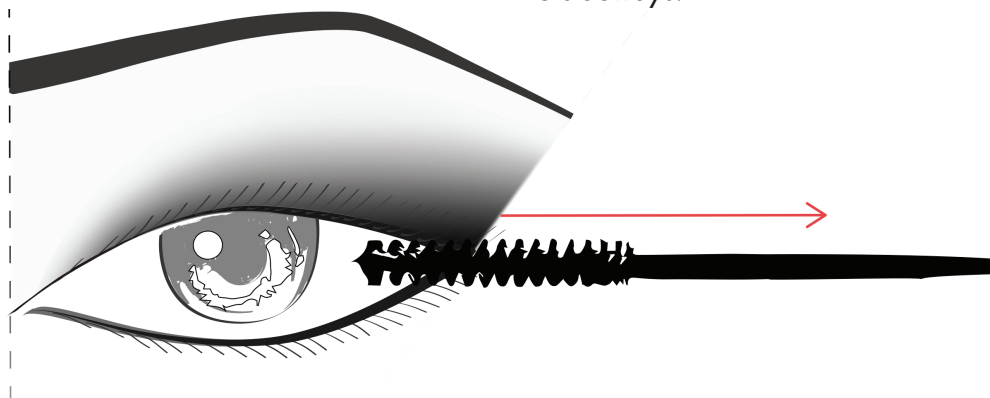
in volume and support the appearance of the eyes growing wider. The goal of mascara is to make the sweet spot of the eye, the area from the pupil of the eye out to the corner, grab more focus. Also attempt to make the outer lashes break outside the heart line to pull even more focus to the openness of the eyes. This technique is referred to as, 'Bambi the lash'.

Please note: It is suggested to apply a final smoothing application of translucent powder before the mascara so that powder doesn't stick to wet lashes and create a dull ashy lash instead of a glossy lash. A final powder will create an overall layer of smoothness to the skin and the contour/blush application, as well as further the wearing life of the foundation.

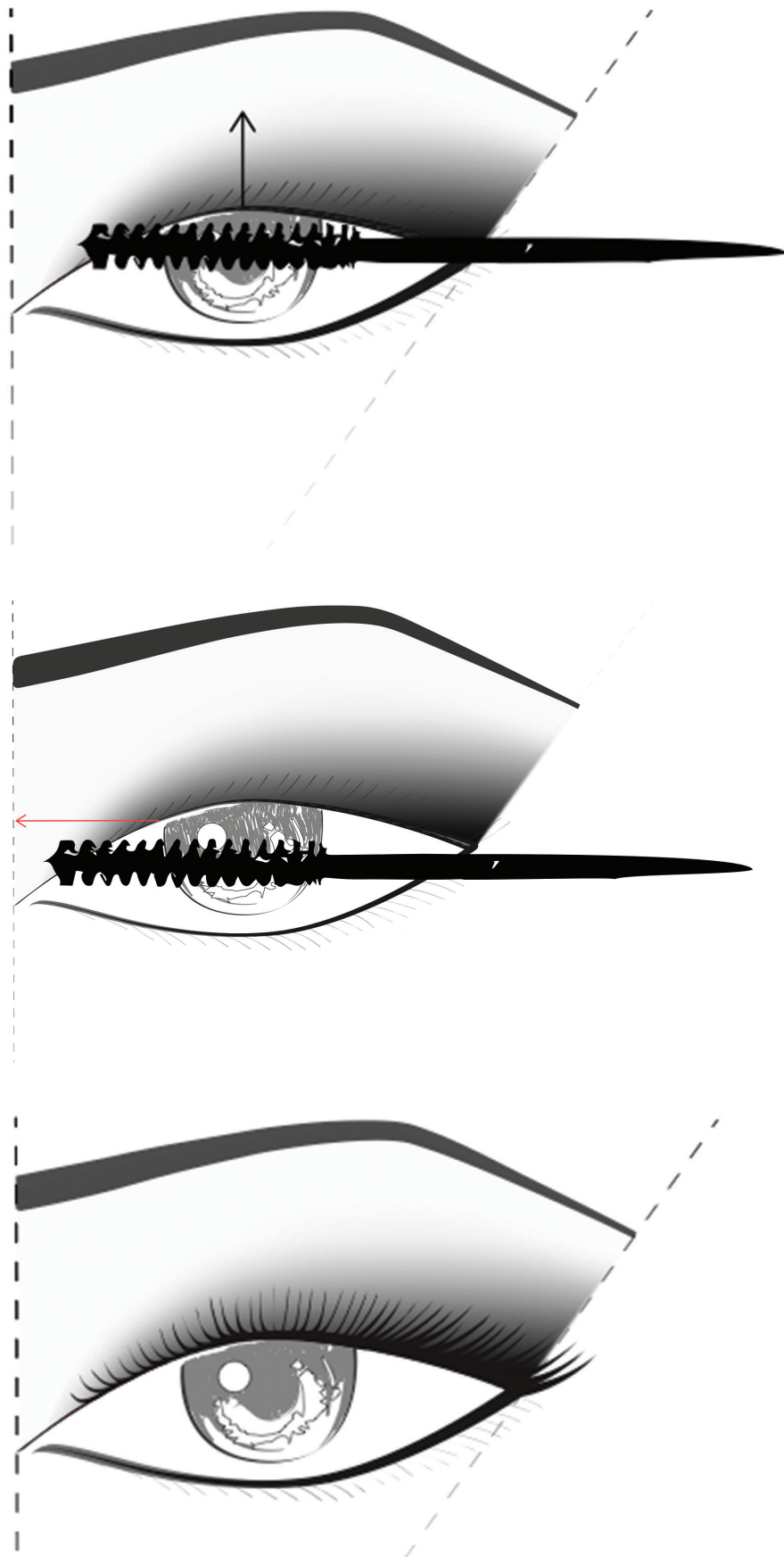
Step 1 - Upper lashes

Applying mascara to someone else requires giving specific instructions to the model.

- Ask the model to look at a specific spot on the ground. If they are just asked to look down, they will invariably look up as the mascara wand comes towards their eyes. If they are looking at a spot, they will stay focused on the spot.
- Take control of the eyelid by gently laying your thumb over the eyelid and gently lifting up to raise the lashes.
- Start with the outer lashes. Try to drag the outer lashes sideways and outwards with the mascara wand. This motion will change the direction that the outer eyelash hairs are going from forward to sideways.



- Because the outer lashes need to be thicker, simply apply more mascara to the outer lashes and they will be thicker.
- The mascara will act as a gel, so as it dries, it will hold the lashes in their new position.
- Next brush center lashes forward and upward. Wiggling the mascara wand back and forth at the base of the lashes before brushing away from the eye will create a thicker base of the lashes.
- Lastly, if possible, fan the inner lashes in towards the nose. This will increase the spread or fanning of the lashes to achieve the fullest looking lashes possible.

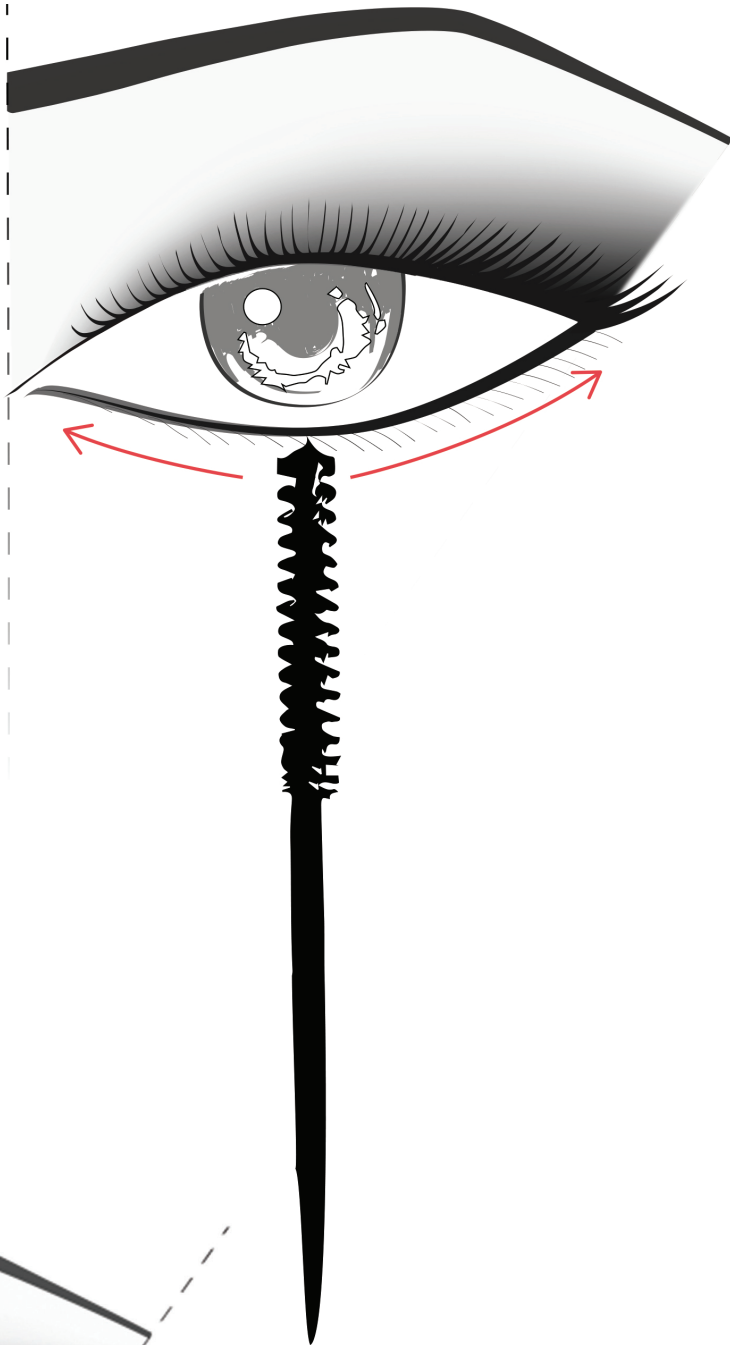


This is the desired appearance of the top lashes.

Step 2 - Lower lashes (optional)

Next, apply mascara to the bottom lashes (if using mascara on the bottom lashes).

- Use the tip of the mascara wand for bottom lashes.
- Ask the model to look up.
- Now sketch back and forth ('tickle') the bottom lashes with the tip of the mascara wand.
- This back and forth motion will give control over the intensity of the mascara on the bottom lashes.
- Make bottom lashes $\frac{1}{2}$ the intensity of the top lashes.



Here is the desired look if doing the bottom lashes.