



Face with a Heart

Mastering Authentic Beauty Makeup

Chris Scott

MAKEUP *G*OURMET

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San Francisco

Face with a Heart

Mastering Authentic Beauty Makeup

By Chris Scott

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About the cover

The cover design is an homage to Kevyn Aucoin who elegantly brought the beauty and power of makeup into our hands with his outstanding books.

About the author

CHRIS SCOTT, M.A. is the creator of San Francisco-based Makeup Gourmet®. Over his nearly 30-year career, in addition to doing makeup for top models from every corner of the planet, he also had the honor of working for legends like Paul McCartney, US Vice President Al Gore, Shirley Temple Black, Maya Angelou and Olympic Gold medalists Oksana Baiul and Kristi Yamaguchi. He was the creator and host of the TV show 'Makeup Gourmet' from 2008 – 2010. He was a leading Chanel Beauté national artist for over two decades, and is also the creator and guest teacher of Fashion Makeup at the Academy of Art University in San Francisco. He created his unique Makeup Gourmet line to ensure his clients and the public could have access to high-quality, ethically produced, 'green' makeup and skincare with a low-carbon footprint. Chris is also the author of the wonderfully visual 'how to' book Face with a Heart: Mastering Authentic Beauty Makeup (2014), as well as Cosmetic Counter Survival Guide: How to Buy the Right Skin Care and Makeup (2003).

Favorite saying that I think I made up:
The grass is always greener where you water it.

Please visit

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Dedication

I dedicate this book to every individual I have had the opportunity to apply makeup.
It is you who taught me how to honor each face, and how to keep the makeup true to you.

I also dedicate this book to Mary Jo who flies me like a kite.
Thank goodness for the string that connects us!



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Dear Reader,

Face with a Heart is a breakthrough method of makeup application that works for all face types and lifestyles. *Face with a Heart* teaches both the theory and the practice of mastering true, authentic beauty makeup.

Creating a makeup application method that works for everyone and fulfills a client's expectations is a daunting task. As I have studied and practiced the art of beauty makeup, I have tried to answer these two questions: "What are universal beauty truths?" and "How do they translate from face to face?" The answers to these questions, coupled with the opportunity of applying makeup on over 50,000 clients in over 25 years helped me develop this method of makeup application. The criteria are always the same: find the most efficient way to create the absolute best results with each makeup application. The demands of this work forced me to clarify a method to handle the abundance of people I face each day.

When I became a fashion makeup instructor at the Academy of Art University in San Francisco, I started putting this method on paper so that I could better teach my students. You now hold in your hands the result of this work. *Face with a Heart* holds a double entendre: it is true to each person's authentic beauty and anatomy, and it celebrates the face as a physical centerpiece—a "highly structured grid"—that allows users of the method to intensify their individual beauty.

Equally appropriate for individuals and students of makeup alike, *Face with a Heart* method of makeup application redefines and demystifies how to achieve authentic beauty makeup. Authentic beauty makeup is the result of using the *Face with a Heart* method of makeup application and works in almost exact opposition to traditional beauty makeup. The direction of each brush stroke, order of application, well-defined borders, and simple color logic reinvents how makeup is applied and worn forever.

Traditional makeup is applied on top of the skin, and then spread out, eventually masking the face. Because the technique works by blending makeup down, product is being applied using a more-to-less (put it on-rub it in) method. The result reveals the makeup before the person wearing it; we see and become conscious of the makeup a person is wearing.

Through a markedly different approach to applying makeup, authentic makeup works in the opposite direction. It imperceptibly layers itself up away from the skin, creating an outward energy that reveals in precise detail, the features of the face. By layering makeup upwards and outwards from the skin, and only applying where and when you need it, the artist is in complete control of the desired intensity of the makeup. Authentic beauty makeup will always reveal the person before the makeup.

Once you read and incorporate these new techniques, you will master your makeup application, do it in a pleasing and efficient manner, and, most importantly, look and feel authentically beautiful every day.

With deep gratitude,

Chris Scott

How to use this book

This book is written for everyone who applies beauty makeup; valid for both self-application and to the makeup artist who applies makeup on someone else. When the term 'makeup artist' is used in this book, it refers to both self-application as well as those who apply makeup to others.

This book will speak strongly to technique so you can be the best makeup artist possible. No matter who sits in your chair (even if it's you!), you have the means and expertise to deliver a flawless, authentic beauty makeup application every time. Some faces are easier than others, and some faces wear makeup better than others. Your job as a makeup artist is to apply the best possible authentic makeup application to the anatomy of every person you encounter.

In order to achieve this level of confidence and skill mastery, this book will codify the anatomy of the face for you. It will break down into exact detail how and, more importantly, why you do the things you do. Rather than interpreting makeup application style from one face to another, you will have an exact anatomical formula that you will use, and it will adapt to the anatomy of every face to which you apply makeup.

Part one will instill in you the philosophy and theory of the *Face with a Heart* Authentic Beauty Makeup application. Part two will teach you how to do it, explaining everything you need to know so that you can master the application of Authentic Beauty Makeup.

Who is this book for? You!



A close-up portrait of a woman with dark, curly hair, looking slightly to the side. She has a soft expression and is wearing a small gold stud earring. The background is a plain, light-colored wall.

PART ONE

Theory Behind The
Technique

Beauty Makeup

Vs

Authentic Beauty Makeup

What is beauty makeup?

There is no question that makeup enhances how we appear to others. Understanding how makeup works its magic by creating such a profound effect is, in essence, beauty makeup. It is a term used to describe the style of makeup most widely applied by millions of people daily. It is part of the grooming process that creates how people want to look and how they want to be seen. Simply put, beauty makeup draws focus to the symmetry and balance of one's features while simultaneously distinguishing the communicators; eyes and lips.

The word beauty carries with it a certain amount of expectation. Not only are we to look better, we are to look beautiful, or so the word 'beauty' implies. While 'beauty' can be subjective, there are some core truths that create an authentic beauty look.

Face with a Heart will demonstrate how authentic

beauty makeup applies those truths and will guide you in this process of application.

What is Authentic Beauty Makeup?

Authentic beauty makeup is part of the anatomy. Regardless of how natural or dramatic its effect, it is organically connected to the anatomy of the face. This effect is achieved by a series of techniques that always builds up and away from the structure and features of the face.

Although we wear clothes and jewelry on our bodies, the mindset for *Face with a Heart* is that we are not wearing makeup. Wearing makeup implies that it is something we have draped or attached to our body. This works for clothes and jewelry, but not for makeup. In short, makeup is part of our anatomy, not worn on or attached to our anatomy. *Face with a Heart* authentic beauty makeup appears to be born from and an extension of our actual skin.





AUTHENTIC BEAUTY MAKEUP

A woman with her hair pulled back, wearing light makeup, with her hands framing her face.

Authentic beauty makeup is in balance

Keys to makeup application: reduce the distractions and enhance the attractions. When applying makeup, the goal is for the sum of the makeup applied to equal 100%. If the artist uses the full force of their makeup in each step of the application, the makeup overpowers the features of the person wearing it. The makeup, not its effect, is noticed first. This is makeup out of balance.

The trick of achieving balance in your makeup application is to use just enough of everything. This dynamic will change from face to face, day to day, and from look to look. This is where artistry comes into play. Always be in the moment of the face you are working with, even if it is your own, and assess and apply the makeup as it is needed for the current application.

Use makeup where you need it and when you need it.



Authentic
beauty
makeup is
symmetrical.

A study by David Leopold and Gillian Rhodes was done with primates on attraction. Primates were shown photographs of other primates with different degrees of symmetry and asymmetry in the features on the face. The more symmetrical and in balance the features were, the more the primates were interested in the photograph.

This is also true for human babies. In a study by Charles Feng, babies are seemingly calmed

when the symmetry of the human face they are looking at is more in balance. Most people gravitate to balance and symmetry. For example, if a picture hanging on a wall is tilted, human instinct is to correct it by straightening it out.

When makeup is applied skillfully, it can create a greater sense of symmetry of the face. Symmetry equals balance and balance equals a peaceful grace.



Authentic beauty makeup is respectful.

A truly beautiful makeup carries with it a grace, a knowing, an ease with itself. It honors and celebrates the person to whom it is applied. It is not the makeup artist's position to decide what is beautiful; it is their job to honor and respect the face for whom they are applying makeup. In doing so, the true beauty of the makeup reveals itself and the person wearing it simultaneously.

The artist must learn to allow the face to dictate what it wants and needs, so they can become the conduit between the makeup product and the end result.



Authentic
beauty
makeup is
joyful.

The best part of applying beauty makeup is the way it makes the artist smile. Seeing the effects of makeup artistry as it lights up the face will bring joy to the artist. Beautiful makeup will always bring a smile to the face of the artist and his or her client.



The Power of Makeup

Makeup has power because it affects how people see and feel about others. Makeup is also sensuous and personal and reflects how people see and feel about themselves. The vast array of products available today can create an endless combination of effects on people's faces. As a makeup artist, you want to be in control of these products and the effects they create, possessing the ability to conjure any image your mind may imagine.

As a makeup artist who respects both the client and the products he or she uses on the client, the variations and possibilities for success become limitless. The phrase: 'with great power comes great responsibility' may seem a bit deep for applying makeup. However, as a makeup artist, accepting and respecting the potential you hold with each application wields a magical, powerful perception. To be known as someone who creates 'miracles' with makeup work is to hold a great power and a great gift.

Be powerful with makeup by creating looks and finishes that stun and amaze your clients. The makeup applied should always stand alone and truly represent the concept of a *Face with a Heart*. For this, the makeup artist will be richly rewarded in status, respect and loyalty.

The Why? of Makeup

Knowing the why of makeup will greatly influence the how of makeup. A good question for makeup artists to constantly ask is 'Why'. Why contour? Why concealer? Why eye shadow? A makeup artist must know the reason for every decision made regarding product choice so that his or her makeup application becomes guided and meaningful. The sooner the makeup artist learns and embraces the 'Why', the more informed will become the 'How'.

Throughout this training manual, 'why', and not 'how', is the most important question to answer when applying makeup. Always ask 'why' first. Understanding the concept and purpose of Authentic Beauty Makeup before learning how to apply it is the key to success.

The 'how' of makeup is a learned set of skills and techniques a makeup artist calls upon when wanting to create precise effects. The 'why' of makeup is the essence, the spirit of the look that transforms the face and delivers a more authentic sense of beauty, not a generic look.

Each step of this training manual will teach every technique in two steps:

1. Why
2. How

This codified approach to beauty makeup is a system that is applicable to every face. It arranges the features of the face in such a simple, clear, and practical way that it standardizes the essence of authentic beauty makeup.

To teach this method of beauty makeup, it is mandatory that students bring no prior preconceptions of makeup to the learning process. When redefining the why and how of makeup at its very core and, at this level, there can be no other influence on the learning process.

The makeup artist visualizes a super-imposed, heart-shaped grid on the client's face as they apply makeup. This allows the makeup artist to consistently achieve these makeup goals:

- Achieve absolute symmetry with any face
- Enhance to the fullest every feature of the face
- Achieve the desired balance between each feature



Authentic Beauty Makeup

LOOKS

Authentic beauty makeup manifests itself uniquely on everyone who wears it. Although over a billion people wear beauty makeup, all beauty makeup the makeup artist visualizes can be placed into one of the following groups.



Not to be confused with no makeup. With natural makeup, the observer sees the person before their makeup

Natural makeup

A close-up portrait of a woman with long, dark, wavy hair. She is looking over her right shoulder towards the camera with a soft smile. Her makeup is subtle, featuring light-colored eye makeup, defined eyebrows, and a natural-looking lip color. The background is a soft-focus white with some yellow accents, possibly flowers.

Balanced makeup

With balanced makeup, the observer sees the person at the same time as the makeup. In this instance, both the person's features and their makeup intensity are equal.

Dramatic makeup



With dramatic makeup, the observer sees the makeup before the person wearing it.

This may seem contradictory to the authentic makeup aesthetic, however it is not. As long as makeup is applied in accordance to this method by residing within the anatomy of the face, even the most dramatic makeup appears to be born from the skin. A vibrant red lip will always stand out. As long as it is applied authentically, it will celebrate the lips, not distort them.

A close-up portrait of a woman with a warm, brown complexion. She is looking directly at the camera with a slight smile. Her eye makeup is the focal point, featuring vibrant shades of green and gold eyeshadow. Her eyelids are lined with a shimmering gold eyeliner, and her eyebrows are filled in with a matching gold shade. Her lips are coated in a glossy, pinkish-red lipstick. Her hand is visible at the bottom of the frame, with her fingers resting near her chin.

Trend makeup

With trend makeup, one part of the makeup purposefully stands out from the others. The intention is that one particular aspect of the makeup is noticed before anything else on the face. Trend makeup is the most widely worn style of makeup, whether intentional or not.

Examples of trend makeup may include:

- Cat eyeliner
- Red Lips
- Highly blushed cheeks
- Super shiny skin
- Beauty mark
- Over emphasized brows
- Extreme glossy lips



All styles of makeup are represented within the authentic beauty makeup umbrella. The difference is how the makeup is applied to the anatomy of the face to achieve its authentic result.

These 'look' categories are designed to help the makeup artist control the effect created with each application and to critique the final result based on the original intention.

Put this classification system into another context. When ordering a steak, the question is 'How would you like that cooked?' The options are rare, medium-rare, medium, medium-well and well done. Each of these options carries with them a somewhat standard definition. It may vary slightly from cook to cook, but for the most part the definitions are understood.

This standard is far less defined in makeup. One person's natural is another person's dramatic. There is much more grey area when clients say they want a natural look as opposed to when they say they want their steak rare.

It is up to the makeup artist to define the intensity level of any makeup and to be able to communicate this with clients before starting the makeup application so there are fewer misunderstandings along the application process.

An easy observation lesson is to categorize everyone's makeup and learn to identify what differentiates one look from another. In doing so, the makeup artist will be better equipped to make these distinctions when applying makeup.



Look Book

Create a book of images of the different types of makeup that visually represents the different intensities of looks. This will easily solve communication between the makeup artist and his or her client (and yourself).

Your criteria for these images need to include:

- Face size needs to be at least half or more the size of the page. Small images leave out too much detail
- Be able to confidently categorize the look
- Make sure it is makeup you personally love
- Make sure it is makeup you can re-create or want to learn how to re-create
- Be able to breakdown/deconstruct the elements of the makeup to your client to explain why this makeup is effective

Use this Look Book with each client to determine what excites them. This tool is indispensable for clarity and clear communication between artist and model.

For makeup enthusiasts, this is a great learning tool to expand your skills when applying makeup to yourself. Many painters perfect their technique by copying painting styles they wish to emulate. The makeup enthusiast can also learn more about how to achieve the desired effects by 'figuring out' how a makeup is done from an image. Makeup artists also follow this discipline to become more proficient with their makeup application.

Most accomplished makeup artists have spent time recreating makeup looks they admire from print. As makeup styles are endless, the more looks that can be perfected, the deeper the pool of ideas to draw from when creating a fresh new look.

