

1/7/2024

Created by Filios Dimitris, Approved by Filios
Dimitris, Internal Use



LIPSHADES, COLORS & HOW TO APPLY

THE PURPOSE OF LIPSTICK IN MAKEUP

- Enhance lip color & definition (color/lip shape)
- Complete overall make-up look
- Express personal style & mood
- Provide hydration & protection
- Functional uses (longevity/correction)
- Versatility in make-up artistry



LIP CONSIDERATIONS IN MAKEUP

- **Lip shape & symmetry** (determine the natural lip shape and perform correction techniques)
- **Skin tone & undertones** (choose complementary colors such as neutral shades)
- **Occasion & lighting** (day vs night and lighting)
- **Lip texture & condition** (exfoliate and moisturize)
- **Product selection** (lip liner/lipstick/lip stain/lip gloss)
- **Application techniques** (primer/lip liner outline/fill in lip liner/ layering/set with powder/highlight)
- **Longevity & maintenance** (long-wear products and touch-ups)
- **Hygiene** (clean brushes/sanitize products)



FULL LIPS

- **Prepare the lips**
 - Exfoliate by using a lip scrub
 - Hydrate by applying moisturizing lip balm
 - Apply lip primer/foundation over the lips
- **Outline with lip liner**
 - Select a lip liner matching the natural lip color
 - Line slightly inside the natural shape
- **Apply lipstick**

Choose a matte/semi-matte lipstick and apply it with a lip brush by starting at the center (work towards the edges, staying within the liner)
- **Blend & refine**
 - Blend the edges of the lip liner with the lipstick
 - Conceal around the edges of the lips (clean up mistakes/define shape)
- **Set the lips**

Lightly powder a tissue and place it on the lips to set the lipstick



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THIN LIPS



- **Prepare the lips**
 - Exfoliate by using a lip scrub
 - Hydrate by applying moisturizing lip balm
 - Apply lip primer/foundation over the lips
- **Outline with lip liner**
 - Choose a lip liner close to your natural lip color/desired lipstick
 - Overline the lips focusing on the cupid's bow/center of lower lip
- **Fill in with lip liner**
- **Apply lipstick**
 - Choose a light/medium shade with glossy/satin finish
 - Apply using lip brush starting at the center and outward
- **Add dimension**
 - Highlight the center by applying a lighter shade/lip gloss to the center of the upper and lower lips
 - Highlight the cupid's bow by using highlighter/shimmery eyeshadow
- **Blend & refine**
 - Blend the edges of the lip liner with the lipstick
 - Conceal around the edges of the lips (clean up mistakes/define shape)
- **Set the lips**
 - Lightly powder a tissue and place it on the lips to set the lipstick

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UNEVEN/ASSYMETRICAL LIPS

- **Prepare the lips**

- Exfoliate by using a lip scrub
- Hydrate by applying moisturizing lip balm
- Apply lip primer/foundation over the lips

- **Outline with lip liner**

- Select a lip liner matching the natural lip color/ desired lipstick
- Start with the lower lip by outlining its natural shape
- Outline the upper lip by carefully drawing a line outside the natural lip on the thinner/uneven side and maintain symmetry

- **Fill in with lip liner**

- **Apply lipstick**

Start at the center of the lips and work outwards using a lip brush or directly from the tube

- **Blend & refine**

- Blend the edges of the lip liner with the lipstick
- Conceal around the edges of the lips (clean up mistakes/define shape)

- **Set the lips**

Lightly powder a tissue and place it on the lips to set the lipstick



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DOWNTURNED LIPS

- **Prepare the lips**

- Exfoliate by using a lip scrub
- Hydrate by applying moisturizing lip balm
- Apply lip primer/foundation over the lips

- **Outline with lip liner**

- Choose a lip liner matching the natural lip color or lipstick
- Lift the corners by lining the lips slightly above the natural lip line as you move outwards

- **Fill in with lip liner**

- **Apply lipstick**

Choose a light/medium shade with satin/glossy finish to add fullness and dimension and apply starting at the center of the lips and outwards

- **Add dimension**

Highlight the center of the lips with a lighter shade or lip gloss to draw attention away from the corners

- **Conceal and define**

Use a concealer around the edges to define shape and blend well

- **Highlight the cupid's bow**

- **Set the lips**

Lightly powder a tissue and place it on the lips to set the lipstick



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HOW TO APPLY LIPSTICK IN TV, FILM & THEATRE

- **Prepare the lips**
 - Exfoliate by using a lip scrub
 - Hydrate by applying moisturizing lip balm
 - Apply lip primer/foundation over the lips
- **Application for TV & cinema**
 - Choose the right lip product (long-lasting, highly pigmented lipsticks, no glossy finishes)
 - Outline with lip liner (lip liner matching lipstick or one shade darker)
 - Fill in with lipliner
 - Apply lipstick (start at the center of the lips outwards, apply thin layer first then second for longevity)
 - Set the lips (lightly dust tissue, then place over lips)
 - Highlight cupid's bow (apply small amount of highlighter to add dimension)
- **Tips for theatre**
 - Choose bold, long-lasting lip colors
 - Use lip stains
 - Apply multiple layers
 - Set with powder
 - Highlight and contour



LIP COLORS FOR DIFFERENT SKIN TYPES

○ Fair skin tones

- Cool undertones: soft pinks/rosy reds/berry/mauve/cranberry
- Neutral undertones: Blush pinks/peachy nudes/light mauves
- Warm undertones: Peach/coral/warm nudes/soft apricot

○ Medium skin tones

- Cool undertones: Deep pinks/rich reds/berry tones/mauve
- Neutral undertones: Rose/soft berry/peachy pinks
- Warm undertones: Terracotta/warm reds/coral/bronze

○ Olive skin tones

- Cool undertones: Plums/rich berries/wine reds/mauve
- Neutral undertones: Nude pinks/rose/peachy nudes/soft reds
- Warm undertones: Orange-reds/warm browns/coral/brick red

○ Dark skin tones

- Cool undertones: Deep reds/wine/berry/plum shades
- Neutral undertones: Rose/mauve/deep pinks/soft berries
- Warm undertones: Copper/bronze/warm browns/ orange-reds



LIP COLORS IN RELATION TO EYESHADOW COLORS

○ **Color harmony & balance**

- Warm tones: Gold/bronze/warm brown eyeshadows complement peach/coral/warm reds/warm brown lipsticks
- Cool tones: Blues/purples/cool gray eyeshadows complement mauve/berry/plum/cool-toned red

○ **Intensity & contrast**

- High contrast: Bold eyeshadow + bold lipstick (ex. Smokey eye + deep red lipstick)
- Low contrast: Subtle/neutral eyeshadow + soft lipstick (ex. Light brown + light coral pink)

○ **Overall make-up look**

- Theme/style of make-up can influence your selection of colors (ex. monochromatic look)
- Occasion can influence selection (ex. Choosing classic combinations for formal events /bold colors for artistic settings)

