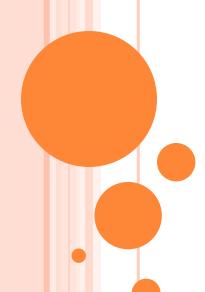
LIPSHADES, COLORS & HOW TO APPLY



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)
- o 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



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





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



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 way 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: softpinks/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)