



## Base Makeup Essentials

### Primer Application

<b>Purpose</b>	Creates a smooth canvas, minimizes pores, and extends makeup wear.
<b>Application Method</b>	Apply a pea-sized amount all over the face after moisturizer, focusing on the T-zone and areas with visible pores.
<b>Types of Primers</b>	Silicone-based (for smoothing), hydrating (for dry skin), mattifying (for oily skin), color-correcting (to neutralize redness or dullness).
<b>Key Tip</b>	Allow the primer to set for a minute or two before applying foundation for optimal results.
<b>Example</b>	Apply primer in downward motion to help fill pores.

### Foundation Selection

<b>Coverage Levels</b>	Sheer (light, natural), medium (buildable), full (complete coverage).
<b>Skin Types</b>	Oily (matte, oil-free), dry (hydrating, dewy), combination (balanced), sensitive (hypoallergenic).
<b>Undertones</b>	Warm (yellow, golden), cool (pink, blue), neutral (mix of both).
<b>Application Tools</b>	Brushes (for fuller coverage), sponges (for a natural finish), fingers (for light coverage).
<b>Key Tip</b>	Test foundation on your jawline in natural light to find the perfect match.

### Concealer Techniques

<b>Types of Concealer</b>	Liquid (for under eyes, blemishes), cream (for scars, hyperpigmentation), stick (for precise application).
<b>Application Areas</b>	Under eyes (brighten dark circles), blemishes (neutralize redness), hyperpigmentation (even out skin tone).
<b>Application Method</b>	Apply in a triangle shape under the eyes, gently blend with a sponge or finger. Dab on blemishes, blend outwards.
<b>Color Correction</b>	Peach/orange (for dark circles on deeper skin tones), green (for redness), yellow (for dullness).
<b>Key Tip</b>	Set concealer with a translucent powder to prevent creasing.

## Eye Makeup Mastery

### Eyeshadow Application

<b>Basic Eye Shadow Shades</b>	Lid shade, crease shade, highlight shade.
<b>Blending Techniques</b>	Use fluffy brushes, windshield wiper motions, blend edges until seamless.
<b>Eye Shape Considerations</b>	Hooded eyes (focus on upper crease), monolid (use shimmer on the lid), downturned eyes (lift with outer corner shadows).
<b>Brush Types</b>	Flat (packing color), fluffy (blending), angled (defining crease).
<b>Key Tip</b>	Start with a light hand and build up the intensity gradually.
<b>Example</b>	Use transition shade for easy blending.

### Eyeliner Techniques

<b>Types of Eyeliner</b>	Pencil (easy to smudge), gel (precise lines), liquid (bold, dramatic).
<b>Application Methods</b>	Tightlining (lining the upper waterline), winged liner (creating a flick at the outer corner), smudged liner (soft, smoky effect).
<b>Winged Liner Tips</b>	Use tape as a guide, start with a thin line and gradually build up, connect the wing to the lower lash line.
<b>Eye Shape Considerations</b>	Round eyes (elongate with winged liner), close-set eyes (focus liner on the outer corners), wide-set eyes (extend liner to the inner corners).
<b>Key Tip</b>	Use an angled brush for precise gel liner application.

### Mascara Application

<b>Types of Mascara</b>	Volumizing, lengthening, curling, waterproof.
<b>Application Method</b>	Wiggle the wand at the base of the lashes, then sweep upwards. Apply multiple coats for added volume.
<b>Lower Lash Application</b>	Hold the wand vertically and apply gently to avoid smudging.
<b>Preventing Clumps</b>	Wipe excess product from the wand, use a lash comb to separate lashes.
<b>Key Tip</b>	Replace mascara every 3 months to prevent bacterial contamination.

## Finishing Touches

### Blush Application

<b>Blush Types</b>	Powder, cream, liquid, gel.
<b>Placement Based on Face Shape</b>	Round face (apply along cheekbones), oval face (apply on apples of cheeks), square face (soften with blush on apples of cheeks).
<b>Application Techniques</b>	Smile to find the apples of your cheeks, blend upwards towards your temples.
<b>Color Selection</b>	Fair skin (soft pinks, peaches), medium skin (berries, roses), deep skin (corals, reds).
<b>Key Tip</b>	Use a light hand and build up the color gradually.

### Highlighting & Contouring

<b>Highlight Placement</b>	High points of the face (cheekbones, brow bone, bridge of the nose, cupid's bow).
<b>Contour Placement</b>	Hollows of the cheeks, sides of the nose, jawline, hairline.
<b>Blending Techniques</b>	Use a light hand, blend seamlessly with a fluffy brush or sponge.
<b>Product Types</b>	Powder (for a subtle effect), cream (for a dewy finish).
<b>Key Tip</b>	Choose a highlighter that complements your skin tone, avoid overly glittery products for daytime.

### Lipstick Application

<b>Lip Prep</b>	Exfoliate lips, apply lip balm.
<b>Lip Liner</b>	Define the lip shape, prevent feathering.
<b>Lipstick Application</b>	Apply directly from the tube or with a lip brush.
<b>Long-Lasting Lipstick</b>	Blot with a tissue, apply a second coat, set with translucent powder.
<b>Key Tip</b>	Choose a lipstick shade that complements your skin tone and undertones.

## Beauty Hacks

## Skincare Tips

<b>Cleansing</b>	Cleanse twice a day, use a gentle cleanser that suits your skin type.
<b>Exfoliating</b>	Exfoliate 1-2 times a week to remove dead skin cells.
<b>Moisturizing</b>	Moisturize daily, choose a moisturizer with SPF for daytime.
<b>Sunscreen</b>	Apply sunscreen every day, even on cloudy days.
<b>Key Tip</b>	Establish a consistent skincare routine for healthy, glowing skin.

## Makeup Brush Cleaning

<b>Frequency</b>	Clean brushes weekly to prevent bacterial buildup.
<b>Cleaning Solutions</b>	Mild soap and water, brush cleanser.
<b>Cleaning Method</b>	Swirl brushes in the cleaning solution, rinse thoroughly, reshape bristles, and air dry.
<b>Drying Tip</b>	Dry brushes horizontally or with bristles pointing downwards to prevent water from seeping into the handle.
<b>Key Tip</b>	Properly cleaned brushes ensure a flawless makeup application.

## DIY Beauty Treatments

<b>Honey Mask</b>	Hydrates and soothes the skin.
<b>Oatmeal Scrub</b>	Exfoliates and calms irritated skin.
<b>Avocado Mask</b>	Nourishes and moisturizes dry skin.
<b>Lemon Juice Toner</b>	Brightens skin and reduces dark spots (use sparingly and with sunscreen).
<b>Key Tip</b>	Always do a patch test before applying any DIY treatment to your entire face.