

FabJob[®] GUIDE TO

BECOME A
MAKEUP ARTIST



JENNIFER JAMES



Contents

How to Use This Guide	3
About the Authors	9
1. Introduction	12
1.1 Makeup in Society	13
1.2 A Career in Makeup Artistry	14
1.3 Benefits of the Job	18
1.4 Inside This Guide	20
2. How to Do the Job	22
2.1 Supplies and Tools	22
2.1.1 Your Kit	23
2.1.2 Your Makeup	28
2.1.3 Your Tools	33
2.1.4 Proper Hygiene	37
2.2 Steps of Applying Makeup	38
2.2.1 Assess the Look	39
2.2.2 Prepare the Face	45
2.2.3 Foundation	48
2.2.4 Eye Makeup	51
2.2.5 Blush	56
2.2.6 Lip Color	56
2.2.7 Complete the Look	58
2.2.8 Airbrushing	59

2.3 Specialty Makeup	61
2.3.1 Makeup for TV, Film and Video	61
2.3.2 Makeup for Fashion and Live Shows	67
2.3.3 Makeup for Print Photography	68
2.3.4 Makeup for Stage and Shows	70
2.3.5 Corrective Makeup	73
2.3.6 Makeup for Men	74
2.4 Special Effects (SFX)	75
2.4.1 SFX Supplies	76
2.4.2 How to Achieve SFX Looks	79
3. Getting Ready	84
3.1 Developing Your Skills	84
3.1.1 Visual/Aesthetic Sense	84
3.1.2 Communication Skills	85
3.1.3 Working with People	88
3.1.4 Other Important Skills	90
3.2 Ways to Learn the Job	91
3.2.1 Study Makeup on Your Own	92
3.2.2 Find Makeup-Related Work	95
3.2.3 Volunteer Your Services	98
3.2.4 Find a Mentor	100
3.2.5 Intern with a Cosmetics Company	103
3.3 Educational Programs	105
3.3.1 Alternatives to Formal Education	105
3.3.2 What a School Should Offer	107
3.3.3 Makeup Courses and Schools	108
3.3.4 Cosmetology and Beauty Schools	116
3.3.5 Online or Correspondence Courses	117
4. Getting Hired	119
4.1 Types of Employers	119
4.1.1 Salons and Spas	119
4.1.2 Retail Stores or Boutiques	121

4.1.3	Cosmetics Companies	122
4.1.4	Portrait Photography	124
4.2	Finding Job Openings	124
4.2.1	Advertised Positions	125
4.2.2	Unadvertised Positions	128
4.3	Job Hunting Materials	130
4.3.1	Your Resume	130
4.3.2	Your Cover Letter	132
4.3.3	Your Portfolio	134
4.3.4	Letters of Recommendation	135
4.4	Interviews	136
4.4.1	How to Prepare	137
4.4.2	What to Wear	138
4.4.3	How to Make a Great Impression	139
4.4.4	Interview Questions	140
4.4.5	Discussing Salary	143
4.4.6	Following Up	143
4.5	Success on the Job	145
5.	Starting Your Own Business	147
5.1	Getting Started	147
5.1.1	Creating a Business Plan	148
5.1.2	Start-Up Funding	153
5.1.3	Choosing a Name	155
5.1.4	Legal Structure	157
5.1.5	Insurance	159
5.1.6	Taxes	161
5.2	Setting up Your Business	162
5.2.1	Choosing a Location	162
5.2.2	Equipment and Supplies	167
5.2.3	Employees and Contractors	169
5.2.4	Keeping Track of Your Finances	171

5.3 Marketing Your Business	172
5.3.1 Choose Your Target Market	172
5.3.2 Promotional Materials	173
5.3.3 Your Website	176
5.3.4 Strategic Partners	179
5.3.5 Networking	181
5.3.6 Advertising	184
5.3.7 Publicity and Promotions	186
5.4 Working with Clients	192
5.4.1 The Initial Consultation	193
5.4.2 Makeup for Special Occasions	194
5.4.3 Doing a Makeover Consultation	195
5.4.4 Setting Your Fees	196
5.4.5 Arranging Payment	198
6. Freelancing as a Makeup Artist	200
6.1 Getting Ready	201
6.1.1 Testing or Test Shoots	201
6.1.2 Time-For-Print (TFP)	203
6.1.3 Assisting Other Makeup Artists	207
6.2 Promotional Materials	213
6.2.1 A Professional Portfolio	213
6.2.2 “Comp” Cards	214
6.2.3 A Demo Reel	216
6.2.4 The Internet and Talent Directories	218
6.3 Where the Jobs Are	219
6.3.1 Photographers	219
6.3.2 Magazines	222
6.3.3 Music Videos	225
6.3.4 Catalogs and Advertisements	227
6.3.5 Runway Shows	228
6.3.6 Film and TV	231
6.3.7 Celebrities	236
6.3.8 Theater	239

6.4	Joining an Agency	242
6.4.1	What an Agency Will Do	242
6.4.2	How to Choose an Agency	243
6.4.3	Agency Contact Info	245
6.4.4	What Agencies are Looking For	247
6.5	Joining a Union	248
6.5.1	Should You Join?	248
6.5.2	Union Requirements	249
6.5.3	Union Contact Info	250
6.6	Getting Paid	251
6.6.1	Deal Sheets	251
6.6.2	Sending Invoices	251
6.6.3	Typical Rates of Pay	252
7.	Success Stories	254
7.1	Dyana Aives	254
7.2	Tara Anand	256
7.3	Tobi Britton	258
7.4	Thecla “TC” Luisi	260
7.5	Davida Simon	262
8.	Resources	264

1. Introduction

As a makeup artist, you will get paid to help people look drop-dead gorgeous and **feel great** about how they look. You will use your sense of style and creativity to select the right colors and types of makeup, and apply it to your clients. You may find yourself working on movie stars one day, and runway models the next, or you may put the perfect touch on weddings and other special occasions.



A career in makeup artistry gets people excited, and for good reason. The hours are flexible, the job is fun and creative, and top makeup artists command hundreds or thousands of dollars a day for their services. Behind many beautiful faces is a makeup artist who transformed it into what you see. Some makeup artists come into contact with **celebrities** on a daily basis, to the point where certain stars will only have their faces made up by one chosen individual.

No matter if you work with beauty queens or brides, you will be helping people achieve their dreams by enhancing their image. With the right makeup, you can take people back in time, make fantasies believable, and make everyday life shimmer with excitement—if only for one enchanted evening. This is a **gift** that makeup artists share with the world: touching lives with beauty and glamour.

The **FabJob Guide to Become a Makeup Artist** will show you how to get started and succeed in this fabulous job. It is loaded with the kind of insider information that helped established makeup professionals get to where they are today.

The next few pages will introduce you to makeup and makeup artistry. You will learn what **role** makeup plays in a modern world, and how you can apply your makeup talents in a variety of ways to find a career path that suits you and your lifestyle. You'll also learn about the benefits of this career that is growing in popularity. If you have a desire to be the real reason people look “naturally beautiful,” then read on.

1.1 Makeup in Society

Cosmetics, including makeup and personal hygiene products, have been in use since ancient times. As early as 4000 BC, the Egyptians were using cosmetics made of iron oxide, black kohl, powdered green malachite, and ochre. Modern cosmetics saw significant **growth** at the turn of the 20th century. The sudden absence of men during World War I led to increased social and financial independence for women, and many spent their newly found money on lipstick, powders, and other personal items.

The emergence of **color cinema** and movie stars who wore bright red lipstick and other makeup during the 1930s, '40s, and '50s resulted in an increase in cosmetic use as well. From that time until today, North Americans have continued to be influenced by celebrity trends in makeup and by the styles depicted on the pages of fashion magazines such as *Vogue* and *Glamour*.

The Importance of Image

Although standards of beauty vary around the world, looking the best you possibly can is important everywhere. **Self-presentation** often determines a person's success or failure in the business world as well as in social settings, particularly in North America. True, how a person talks or acts over the long term makes an impression on people. But it's that all-important first impression that counts the most, and first impressions often depend on how a person looks.

The media and social pressures reinforce the attitude that "image is everything". How else can we explain the explosion in **makeover shows**—complete with through-the-roof viewer ratings—such as *Queer Eye for the Straight Guy*, *Extreme Makeover*, *Style Court*, and *What Not to Wear*?

The strong interest in personal appearance is backed up by annual sales figures for cosmetics. A 2003 report by the UK market-research firm Snapshots International puts the annual sales of color cosmetics in the United States at **\$3.82 billion** in 2003. Three companies, namely L'Oreal, Revlon, and Procter & Gamble, control more than 32 percent of the multibillion-dollar cosmetics market, although there are many other low- and high-end manufacturers.

Why Makeup Consultation Matters

While proper makeup application can help people make a **positive impression** on others, improper makeup application can result in a negative impression that may never fade.

For instance, in a 2001 Cosmetic, Toiletry and Fragrance Association survey, 82 percent of those surveyed said that light makeup is a good idea for women in the **workplace**, but 80 percent of those surveyed believe that heavy makeup is a definite workplace faux-pas.

That's all well and good, but who decides the difference between light makeup and heavy makeup? And are there times—say, outside the workplace—when heavy makeup is a good thing? Understandably, many women are **intimidated** by the selection of cosmetics out there, and are confused about the latest and greatest techniques to apply them.

That's where the makeup artist comes in. A makeup artist is a **professional** whose training and experience can prepare him or her for helping others select and use makeup appropriately. It's a creative profession that can literally help people transform the way they see themselves.

According to a 2002 survey conducted by Market Research Pro for *Soap, Perfumery & Cosmetics Magazine*, 75 percent of all women seek **advice** about cosmetics from some source, and 5 percent report having difficulty in getting good information. While women reported that they do consult magazines and books, product packages, and online sources, nearly half of all women surveyed asked friends and family for cosmetics advice.

To an aspiring makeup artist, this means that women value the **opinion** of others when it comes to cosmetics. They want to be good at using cosmetics and want their makeup results to make a good impression. As a makeup artist, you will be uniquely positioned to assist women in optimizing their personal appearance.

1.2 A Career in Makeup Artistry

Essentially, a makeup artist has **two career paths** to choose from (or combine): you can work with individuals who hire you to enhance their image, or you can work with other professionals who hire you to help them do their work.

Work with Individuals

If you work with individuals, your **clients** will generally be women, although some men in the public eye, such as politicians and high-level executives, hire makeup artists as well. Your clients might include brides, wedding parties, and their families, as well as people who need to look their best for a special occasion, such as an awards dinner, beauty pageant, Christmas party, or prom night.

You might do a **makeup consultation** (as opposed to application) for women who want a new look or who have had plastic surgery, young girls who are just learning to use makeup, or for a group of friends at a makeover party.

You will usually be applying powder, lipstick, mascara, and other basic products to the face, but in some cases, you could be using **body glitter**, body paint, or shimmer powder on your clients' bodies to complement the look you have created.

Makeup artists who enhance the look of regular people can work for a company, or be **self-employed**. You might find full-time work in a busy beauty salon or spa, with customers coming to you with the frequency they come to hair stylists. Full-time work is also offered by department stores and cosmetics companies looking for makeup artists to do consultations to sell their products.

Self-employed makeup artists work out of their own home or visit clients' homes, or they might rent space out of a salon or spa. They also find work with **private clients** by partnering with wedding planners, image consultants, PR firms or portrait studios for referrals, on a part-time or full-time basis.

Work with Professionals

When you work with other professionals, you will be hired by **photographers**, videographers, theater directors, production companies, fashion designers, TV producers and filmmakers to design and execute a look for print models, actors, TV reporters and personalities, and other people in the public eye. You will take direction from whoever hired you, and add your own creative flair.

Most makeup artists working with professionals are self-employed and hired on a **contract** basis, although longer-run engagements like TV shows might provide full-time employment.

Makeup artists who work with professionals will do their job "on-site," meaning a foreign or local film location, TV studio, or runway show, for example. They are usually required to work quickly in an industry where "**Time is money, people!**" The makeup artist has to be on hand in case changes or touchups are needed, so some work days may be long, but there will likely be several days between assignments for you to relax.

Experienced makeup artists with more **technical expertise** are hired by filmmakers to do special-effects makeup, in which case you would be working with latex, fake beards, and prosthetics to dramatically alter the look of the actor. You've seen special effects makeup in movies such as *The Lord of the Rings*, *The Nutty Professor*, and the *Star Wars* films.

Another area of makeup specialization is the **theater**, where makeup must be visible even from the balcony, and hold up under hot lights and activity. The type of makeup used in theater is very different from everyday makeup, and because most stage actors will apply their own makeup, this specialty is focused more on designing a look than the actual application.

Industry Terminology

Let's start with a few **definitions** that will help you as you read this guide.

You will see the words "**makeup**" and "**cosmetics**" used somewhat interchangeably, as both are used to describe the makeup artist's tools of the trade. The term "cosmetics" applies to a broader range of beauty products applied to the face, hair, hands, and body, while "makeup" is specific to products applied to the face.

Makeup products include foundation, concealer, blush, lipstick, lip gloss, lip liner, eyeliner, eyebrow pencils, eye shadow, and finishing powder. Certain types of makeup artistry, such as special effects or theater, include a broader range of products than these, and will be referred to as "**special effects makeup**" or "**stage makeup**".

Some other types of makeup application include "**straight makeup**", which is makeup for actors, models, celebrities, etc. that is supposed to look like everyday wear—or perhaps slightly more glamorous or handsome. Straight makeup is meant to enhance the actor's looks, but not to make him look otherwise different, though it could be used to slightly alter the shape of his face, for example, to make him look more attractive.

"**Character makeup**" is used in TV, film, video and theater work to make actors look like the character they are trying to portray—older, younger, downtrodden, or even like another species. Character makeup takes advantage of all the tricks in a makeup artist's bag, from false hair used to create beards, to extravagant makeup effects to create gory and frightening injuries.

"**Fashion, beauty or glamour makeup**," is applied to models and women wanting to look stunning for an event. "**Corrective makeup**" is used to cover scars, burns, and other skin problems or physical disfigurements.

A makeup artist is anyone who applies makeup professionally, and is not a **cosmetologist** or an **esthetician**, which both require licenses in many jurisdictions. While a makeup artist can be a licensed cosmetologist or esthetician, this training is not required to call yourself a makeup artist, although it is required to collect a fee for personal makeup services in some states like New York.

- A **cosmetologist's** job is likely to include cutting and dyeing hair, and shaping eyebrows, as well as doing manicures and pedicures.
- An **esthetician** may apply makeup, but will also do skin treatments, facials, and hair removal.

To become a licensed cosmetologist or esthetician, your state may require you to be of a certain age, have a certain number of **hours worked** or type of training, and pass a written test. Requirements vary from state to state, so check with your state's professional licensing board if you plan to pursue this type of training. Contact information for these boards is provided in **section 3.3.4**.

As custom and practice have evolved in this line of work, providing “**makeup services**” means that you provide the makeup as well. Makeup artists routinely keep a stock of cosmetics on hand that they use for their clients, and they may purchase client-specific products. Some makeup artists charge for the use of cosmetics, or build this cost into their fees.



“**Hygiene management**”—that is, making sure you don't spread germs by using the same makeup applicator on more than one subject—is an important part of makeup service professionalism, and the trade offers palettes, sponges, brushes, and other devices to help with that.

The Makeup Artist's Day

A makeup artist's **day** might include any of the following:

- preparing clients' **skin** for makeup application
- applying and **retouching** makeup as needed
- **redoing** makeup if the look is not working
- researching historical makeup for a **period piece**

- **brainstorming** ideas with costume designers, directors, producers, etc.
- consulting with clients for **weddings**, proms and other special events
- shopping for and maintaining an inventory of **supplies**
- keeping up with **trends** in the industry
- evaluating **lighting** or scripts in advance for appropriate makeup
- **networking** with other professionals to promote your services
- building **special effects** pieces by hand

1.3 Benefits of the Job

So what are the **perks** of being a makeup artist, besides having all the latest cosmetics at your disposal and loving what you do? There are many, so read on.

It is Flexible

Being a makeup artist is a career that offers a lot of flexibility in terms of how much and when you want to work. Many makeup artists start their career part time, and can keep another job if they want. Makeup artists might work only a few days a week, or work for a few weeks and then have some time off. You are the author of your own **career progression**, and can take things at your own pace.

A self-employed makeup artist can **choose** which projects he or she wants to take on, and can schedule themselves around personal commitments and family time. Of course, once you have accepted a job, you need to show up on time, but there is no office to drag yourself into Monday morning, or business suits to wear.

You Can Travel

The career of a professional makeup artist usually involves a certain amount of travel, particularly if you are working on film or **exotic photo shoots**. For example, if you are filming a movie set in Dublin, Ireland, chances are a good part of the film will be shot “on location”, so pack your bags!

A makeup artist who works with private clients might be expected to travel as well, for example to a **Vegas wedding** to do makeup for the bridal party, or just a few hours

upstate to the bride's hometown. At any rate, your expenses, or at least a portion of them, should be covered, and you'll get to see more of the world.

An Exciting Environment

A makeup artist is **intimately** involved in the most important and exciting events of people's lives, from weddings, to political campaigns, to accepting Academy Awards. You are on-hand at the big events amid the flurry of excitement, trying to keep perspiration to a minimum as you do your work.

Makeup artists get up-close-and-personal with models, actors, politicians, and musicians, and can **develop relationships** that go beyond the professional. You get to see what celebrities are really like, and help them do what they do best—present a glamorous, exciting image, courtesy of you and all the other people behind the scenes. Their appreciation of your art might include invitations to parties, admission to exclusive restaurants and clubs, or recommendations to other celebrities you admire.

It is Social

Whatever the type of makeup artistry you choose, you will always be working with **people**. You will need to communicate and find out what look they (or the people they work for) are trying to achieve, and help create it.

You will work in close physical contact with people, and will often be a key factor in helping them **relax** before the shoot or big event by chatting with them and taking their mind off things. The nature of the job is that you will meet different people all the time, as not many people need a glamorous makeup job every day.

It is Creative

A makeup "artist" is exactly that: an artist who uses human faces as a **canvas** for creating innovative and exciting artwork. You will be on the cutting edge of the latest trends in cosmetics, perhaps even getting "previews" of new products to test for the big cosmetics companies. You will get to express your makeup ideas for the world to see.

The job will challenge you to use your most creative ideas to solve problems, create illusions, and **bring out a beauty** that you can see is hiding, just waiting to be exposed. And when you are at the top of your game, you will have the satisfaction of seeing other people imitating your makeup artistry in their own lives, and possibly inspiring young people to pursue the same dream you once had of becoming a makeup artist.

The Earning Potential

The salary for this job varies depending on the type of clients and frequency of work, but there is potential to be very well paid, especially if you are self-employed. A part-time makeup artist doing bridal or prom makeup may charge \$30 to \$75 per application, or sometimes more. You might also **anticipate tips** for a job well done.

According to the U.S Department of Labor and Statistics, the mean annual wage for makeup artists in the field of performing arts (theater) is about \$30,000 per year. In the film and video industry, the mean annual wage for makeup artists is about **\$88,000**. A freelance makeup artist working for film or television may earn around \$500 per day, and a highly experienced makeup artist working in these industries can command as much as \$2,000 to \$5,000 per day.

Some notable makeup artists, such as Bobbi Brown, have parlayed their careers as makeup artists into **multimillion-dollar** cosmetics enterprises. Brown started her career in 1979 as an assistant to a New York makeup artist, but she quickly worked her way up to doing makeup for models at photo shoots for Glamour and Vogue. In 1990, she and a friend put \$10,000 each into manufacturing and marketing a limited lipstick line. Within four years, the company was doing \$20 million in sales.

You Can Start Right Now

You don't need \$100,000 in start-up capital to start a makeup artistry business, or a bunch of large equipment, or even much of an inventory. You don't need years of specialized training, or any particular licenses or certification to start out. You can start this career part time, **from your home**, or whatever your needs dictate.

What you do need is a **drive and determination** to succeed, a start-up kit of cosmetics, and an eye for making people look their best. This career is open to you starting today, and you can call yourself a professional makeup artist as soon as you beautify your first client.

1.4 Inside This Guide

The **FabJob Guide to Become a Makeup Artist** is arranged to take you step-by-step through the process of getting started and succeeding as a makeup artist.

Chapter 2, How to Do the Job, explores how makeup artists apply their knowledge and expertise. You'll learn about the tools of the trade and how to use them, including information about the contents of your makeup kit. We'll give you practical information

on how to do a typical application, and go over how makeup type and application varies in other branches of the profession, including TV, theater, and film.

Chapter 3, Getting Ready, covers the skills you'll develop to succeed in the industry. We'll explore all sorts of different ways you can get the training and experience you'll need to get hired in whatever type of makeup artistry you choose. From working (or interning!) for a cosmetics company to apprenticing with a working makeup artist to attending a training program, you'll get all the information you need to figure out what preparation is right for you.

Chapter 4, Getting Hired, will tell you who employs part-time and full-time makeup artists, where to find out about job openings, and what employers are looking for on your resume and cover letter. We'll also make sure you're fully prepared for an interview, and tell you what you need to know to get ahead once you're hired.

Ready for the next step? You will find advice on **Starting Your Own Business** in **Chapter 5**. This section provides practical information on what you need to do to start up a makeup application and/or consulting business where you live, including creating a business plan, choosing a name, and where to locate. We'll also give you examples of how independent makeup artists set their fees, and innovative ideas on how to market your service to clients and spread the word about your business.

Chapter 6 looks at working in the big leagues: **Freelancing as a Makeup Artist** for professional media. We'll take you through the process of building a professional portfolio of work (including what not to include!) and how new makeup artists get great samples of work through "testing" or working for free. Then we go through where the jobs are: print, runway, TV, film, commercial, etc. The guide has insider advice from those who have succeeded about the true windows to working with celebrities, actors and musicians: getting hired by an agency, and getting into the union.

Chapter 7 rounds out the guide with **Success Stories** of several working makeup artists—to inform you, inspire you, and give you a realistic idea of how a career path develops. You'll also find a helpful list of **Resources** for learning more about all aspects of makeup artistry.

By the time you are finished with this guide, you will have a **realistic picture** of your entry point into the trade. By applying what you learn, you'll be on your way to a fabulous new career as a makeup artist! Let's get started.