



MARKETING SOLUTIONS

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You Don't Have To Be A Star To Look Like One! Amazing Airbrush Makeup now offered in Salons And Day Spas

By: Dina Ousley

A new makeup revolution has been showing up in salons and day spas around the nation! Professional Airbrush Cosmetics are a new and exciting service opportunity for you and your clients, with a wonderful technique that's been part of Hollywood for over 20 years. Makeup artists of the rich and famous use this style of applying makeup for flawless complexions. Everyone knows that makeup we see in movies and on television help define the way the rest of us want to look. That is why salon and day spas around the country have made the move from traditional makeup to a stunning airbrush technique.

This latest breakthrough in makeup application is using a complete airbrush system and water-based professional-quality makeup to achieve perfect coverage. Professional makeup artists are switching to airbrush versus traditional makeup for the numerous benefits and beautiful results they achieve. Airbrush cosmetics are rub-resistant and can be misted beyond the neckline; on the arms, shoulders and legs; and to create or hide tan lines. Clients love the fact that one application lasts beautifully all day without touch-up, making this a very popular service for weddings and special events.

You can create amazingly fast and even coverage with these lighter-than-air sprayable cosmetics. The makeup is non-comedogenic and completely sanitary as it is dispensed directly from the color bottle into the airbrush as needed. The airbrush never touches the skin...and is never contaminated by sponges or brushes. The colors set and dry instantly upon contact without setting powder or manual blending.

There are many more unique differences between airbrush makeup systems and traditional makeup. Airbrush cosmetics are rub-resistant and can be misted beyond the neckline; on the arms, shoulders and legs; and to create instant tans or hide tan lines. No more makeup rubbing off on your clothes. The colors are water-resistant yet can be easily washed off with a mild cleanser. The special coverage and techniques cover wrinkles, natural folds and squint lines without cracking. The coverage can be spray-blended seamlessly from a matte look on the cheek to a dewy look around the eyes. Adding a light sheen over body coverages to match the natural sheen can create a uniquely natural look.

To use the airbrush, you pour the specially formulated makeup into the airbrush. Holding the airbrush about five inches from your face, you control the direction of the spray with your fingertips. As air flows through the airbrush, a fine mist of tiny dots cover the skin. The pressure is extremely light. It almost feels like gently blowing out a candle. One quick pass gives ultra-sheer coverage, letting your natural skin tone show through. For more coverage, the makeup can be layered to cover fine wrinkles, acne scars, discolored skin, spider veins and age spots. The process is similar to a fine art style called pointillism, in which a painter uses dots of color to create a rich image. "The tiny micro-dots are amazing for achieving perfect coverage," says Tony Dabella, makeup artist and hairstylist in the New York and New Jersey area. "When I use Dinair Spraybrush Makeup System on my clients I always get the same reaction, they can't believe the difference and how beautiful they look, Men love it because it doesn't feel like makeup," he says. Tests on Jay Leno at NBC have proved airbrushing is well geared to this new TV medium, so NBC is considering using airbrush systems for all of its high-definition television programs. Even former president Bill Clinton is reportedly a fan of airbrushed makeup.

Now this amazing new technique is available to professional makeup artists and the system is used on a day-to-day basis in salons and day spas. Airbrush cosmetic systems are so effective that a makeup artist can do a complete makeover, at a very relaxed pace, in 10 to 15 minutes or less. It is four times faster than manual makeup application, ensuring speed and quality for the professional. The ability to schedule more clients, more frequently, at full price, can increase hourly income. The era of dirty sponges, soiled powder puffs and cross-contaminated cosmetics is over!

What to look for

When you are searching for the perfect airbrush makeup system for you or your salon, there are several factors to look for. Beauty compressors should be lightweight and very quiet. The airbrush, connected to the air source, should be light and easy to use. As with any new product for your salon or spa you want to choose a reputable company with a proven track record that has been in business for several years will offer a variety of airbrush makeup kits. Look for a company

that offers a large variety of colors and product support is another important quality to keep in mind. When introducing a new service you need a company who will support you with marketing and training. A business that stands behind their product and helps their clients get started and stay profitable is the company that you know is the right choice. Make certain the company has education and training that covers all facets of airbrush makeup.

Find workshops that teach you glamour makeup for bridal and special occasion while teaching airbrush skills for high-definition television. How to achieve transparent to opaque coverage, opalescent glitter and fluorescent makeup effects and using stencils to help create natural eyebrows and eye shadow, are just some of the things you should learn attending these advanced workshops. Locating makeover workshops or classes with qualified experts, will teach you the technique and skill to be successful in the professional makeup industry.

Bride Beautiful

The most important day in a woman's life is her wedding day, and most bridal makeup is done in the salon or spa. In order to be successful at doing makeup for weddings, the artist needs to make the bride and her attendants appear lovely in photographs as well as in person. One of the largest complaints a bride has about her wedding-day makeup experience is that it smeared or faded before the end of the day. With airbrush makeup you can now offer the bride a flawless coverage from morning to night without touchup. One application in the morning will last all day because it is not affected by perspiration. You can service the whole wedding party in less than half the time of using traditional makeup. Showing your clients that the makeover is rub-resistant and water-resistant will make this a highly desired service for all weddings and formal events.

Paramedical

Clients that have recently undergone plastic surgery or skin treatments can quickly and easily cover post-operative bruises and scarring. Coverage can instantly restore a normal appearance so that your client can return to work or play. Airbrush makeup is also great for covering or masking permanent tattoos, sunspots and freckles. Even burns and birthmarks can be camouflaged with the airbrush. This unique coverage does not clog sebaceous glands, as can traditional makeup. The makeup is non-comedogenic and completely sanitary as it is dispensed directly from the color bottle into the airbrush as needed. The airbrush never touches the skin...and is never contaminated by sponges or brushes. The colors set and dry instantly upon contact without setting powder or manual blending.

Brushing Up On Profits

The airbrush cosmetic systems application technique is so effective that a makeup artist can do a complete makeover, at a very relaxed pace, in 10 to 15 minutes or less. It is four times faster than manual makeup application ensuring speed and quality for the professional. The ability to schedule more clients more frequently, at full price, can increase hourly income. To create a full face and neck makeover only takes 5 to 10 drops of makeup, saving you product costs. Every one-ounce bottle contains numerous applications, making it much less expensive than your average or high-end cosmetics. The era of dirty sponges, soiled powder puffs and cross-contaminated cosmetics has passed. Your clients' beautiful seamless makeup applications will make everyone aspire to have makeup just like them. The highest level of increased profitability is the potential of retail marketing personal beauty kits to your clients for home use. The staff becomes the educators; teaching clients airbrush application for every day beauty. Your entire salon will gain profitability from having a full-service business, while offering something that is truly unique and amazing!

Airbrush Magic

Airbrush Makeup can also be used for fantasy or special effect makeovers. Use of stencils and festive colors can liven up any event such as Halloween, Mardi Gras, school plays or just for fun! In the salon, temporary hair streaking is great for the client that is looking for a special occasion look or to try highlighting with out permanent coloring. Temporary tattoos or fantasy face painting can be a fun and inexpensive way to add a new service. You can also work your airbrush magic at community events, parades and children's birthdays.

Marketing And PR Power

In-salon cross-marketing with special packages that include a spa service, hair style and Airbrush makeup, will help turn all of your clients into regular makeup clients. Airbrush makeup services can be promoted by using point-of-purchase materials and counter cards. Another great way to market this unique service is to demonstrate the difference between traditional makeup and the beauty of airbrush makeup. The technique offered by Airbrush makeup will provide your salon or spa with an exciting new PR tool. Be the salon in your area that specializes in airbrush makeup and offer feature stories to local newspapers and magazines.

"Airbrush Makeup is the greatest new cosmetic product system to come along in decades!" says award winning motion picture actress, Sean Young. "I first learned about Dinair Spraybrush Makeup System from my makeup artist on one of my films a few years ago. Now I won't live without it and all my professional makeup artists have to know how to airbrush." Sean is not the only acclaimed Hollywood star to use this fabulous new technique. Some of the world's most recognizable personalities have already used airbrush makeup on various film and television projects including: the cast of *NBC's*

"Friends," "Will and Grace," former President Clinton, former VP Al Gore, Brad Pitt, Loni Anderson, Gena Rowlands, Jennifer Lopez, Tim Allen, Demi Moore, Catherine Zeta Jones, Ricky Martin, Spice Girls, Leonardo DiCaprio, Cameron Diaz, Sharon Lawrence, Leonard Nimoy, Cate Blanchett and the cast of ABC's *"The Practice," "The Gena Davis Show," "Cursed," "Buffy the Vampire Slayer," "Star Trek Voyager" and "Just Shoot Me,"* plus numerous Los Angeles newscasters and supermodel cover girls from such magazines as *Harper's Bazaar, Sports Illustrated and Playboy.*

Airbrush makeup has been featured in television shows such as "Access Hollywood," CNN, Fox News, "Inside Edition" and "To Tell The Truth." Publications such as Newsweek, People, The LA Times, The Enquirer and many leading women's beauty magazines have also profiled this fascinating makeup sensation.

The Future Of Professional Makeup

Enjoy new career opportunities and fantastic income potential by offering airbrush cosmetics in your salon or day spa. You will easily be at the top of the professional makeup industry with this unique new service. Discover the remarkable quality, high-speed application and effortless ease of this amazing makeup technique. If you have not already researched airbrush makeup for your salon, now is the time to get started.

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EDITORIAL NOTE: Dina Ousley is the founder and president of Dinair Spraybrush Makeup System. Dina is the "original airbrush makeup artist to the stars", as she has been airbrushing Hollywood's rich and famous for over 20 years. Professional Dinair Spraybrush Educational Workshops are held regularly in Los Angeles and New York City. Dates are posted on their website. Dinair is located at 5315 Laurel Canyon Boulevard, No. Hollywood, CA 91607. For more information about Dinair or the Spraybrush Institute, call 800-785-4770 or visit their website at www.dinair.com.

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