



# MARKETING SOLUTIONS

10875 Main Street ~ Suite 205 • Fairfax, VA 22030 • USA

703-359-6000 FAX: 703-934-5490 EML: mktgsols@mktgsols.com

## **Fall Into Makeup!**

### **Share Beautiful Concepts and Ideas With Your Clients**

By: Shannon M. Barnes

#### **Change of Seasons, Change in Trends**

Autumn is just around the corner and many of your clients will be looking to make changes to their beauty routine for a smooth transition into the new season. Many of the adjustments involve color with relation to hair, clothing and certainly makeup. The summer's emphasis on vibrant, lively, sheer, shimmery tropics inspired makeup colors will transition to deeper, richer, saturated, dramatic matte shades for Autumn. Along with new makeup colors, the beginning of the new season also necessitates a few changes in your client's skincare routines to ensure that the smoothest, most flawless makeup looks can be achieved.

These are the kinds of changes that most modern women will want to make. They want to learn new makeup techniques, and they want to try new colors. As professionals, it is our job to suggest ideas and to encourage our clients to try something new! Many women want to have trend conscious looks, although they often do not know how these looks and colors can work for them. Some clients will even be embarrassed to ask for help. As a beauty professional whether you are a makeup artist, hairstylist or esthetician, you should help them to understand how the new fall makeup looks and trends will emphasize their individual beauty. Makeup and cosmetics should become an important element in your client consultations and communications. You can suggest the best new seasonal colors and intensities that will help them to look their very best.

#### **Fall Trend Predictions**

"The fall is going to be all about using the color you were blessed with naturally. A silky matte finish for your eyes will give the perfect look. Less is more, just a hint of color will do. Deeper toned shadow will complement any skintone. The lips for fall will set the stage of your makeup application. Deep lip color will definitely be the seasons fashion flair, something in the blackberry, deep wine, or burnt red family. For all of our chocolate lovers you're in luck. A creamy matte chocolate lip color will make a trend-setting statement as well this season. "

*– Nia Khalila, Diva Makeup Artistry & Design*

"I think we will see a lot of earth tone metallics this fall season. Gold is a color that is pretty on most skintones. Even if your client has cool coloring they can wear gold provided the other colors you use work well with their natural coloring. Don't forget to use a bronzer to help extend the look of summer, tanned skin. This fall you can use makeup colors that have a lot of depth and intensity. Use a lighter touch on clients with light hair and light skin as intense colors can overpower their coloring."

Heather Lubischer, de Jensen Salon & Spa

"The trends for fall will be warm tones with punch like copper, gold, and verde gris greens. The season's colors will pull from nature and add the pizzazz of subtle metallic. I suggest that you be selective when using trendy makeup looks on clients. Choose one area of the face to makeup with a trendy look. If you apply the same makeup trend on the eyes, lips and cheeks your client is guaranteed to look like a fashion victim. Choose one of these features to highlight and you will achieve a beautifully in style image!

- Dawn Bantivoglio, Currie Hair'Skin'Nails in Glen Mills, PA

#### **Fall Makeup Shades**

As fall season creeps back, there will be a slow turn toward sultry drama. The makeup color conversions that you will see include magenta deepening to burgundy, bright green going more towards a deeper forest green and orange will become rust. You can see the concept behind the substitution of fall shades for summer hues. It's a more serious feel; the pigments of the warmer months give way to tones of mystery and depth. The colors that have come to represent autumn like mustard, orangey-red, and other deep earth tones are beautiful on some women, but may make other women look tired or drab. As a professional, you should never recommend cosmetics to a client simply because of a current trend. You want your client to receive more complements on your recommendations than they do on the shades they choose on their own. So, you must choose the hues that will complement their coloring and make them look their most beautiful.

You can also choose the shades in their color scheme that “best” match the season and give them individualized makeup application tips.

Fall is known to be the season of vibrant warm tones, so it is easy to find coordinating shades for clients who have warm coloring, like your clients with buttery blond, auburn, or golden brown hair. However, for clientele with Black, Ash Brown, or Platinum Blond hair, it is not as simple. The following color chart will give you a good idea of the colors that work best with different hair and skin tones. The idea is to still wear the colors that complement your skin tone and haircolor but to choose different intensities and textures to coordinate with the current season.

	<b>Category # 1 Vibrant Cool</b>	<b>Category # 2 Soft Cool</b>	<b>Category # 3 Vibrant Warm</b>	<b>Category # 4 Soft Warm</b>
<b>Haircolor</b>	Black Deep Dark Brown Cool Medium Brown Medium Ash Brown	Medium Ash Brown Light Ash Brown Dark Ash Blonde Platinum Blonde	Any Golden Brown Auburn Bright Red Dark Golden Blonde	Strawberry Blonde Medium Golden Blonde Light Gold Blonde Palest Gold Blonde
<b>Skintone</b>	Blue Purple Rosy Brown / Tan Rosy Beige Pearl White	Rose Dark Brown Olive Gentle Rose Beige Pale Beige Translucent Pale Rose	Warm Dark Brown Warm Brown Caramel Peach Ivory	Light Caramel Pale tan Café au Lait Peach Ivory
<b>Lip Color</b>	Clear True Red Vibrant Rose Fuchsia Bright Pinks	Bright Rose Mauves Brownish Pinks Cool Light Pinks	Orange-Reds Warm Earthy Browns Vibrant Warm Peaches Salmon Terracotta	True Salmon Peachy Browns Soft Coral Peaches Soft Warm Reds
<b>Eyeshadow</b>	Light to Charcoal Grey Navy True Purples True Blues True Greens White Pearl Light Neutral Beige	Neutral Browns Neutral Tan Shades of Gray Soft Pinks Soft Blues Soft Greens Bone Soft Beige	Warm Earthy Browns Vibrant Warm Peaches Salmon Warm Tan Olive Warm Greens / Blues Warm Buttery Cream Shimmery Gold	Soft Matte Earth Browns Soft Peaches Gentle Teal Soft Muted Greens Mellow Yellow Golds Delicate tan Soft Bone Warm Cream
<b>Blush</b>	Pinks Soft Red Rose	Mauve Soft Rose Soft Rosy Brown	Terracotta / Bronze Muted Salmon Peachy Shades	Soft Peach Translucent Warm Reds Gentle Bronze
<b>Eyeliner</b>	Black Dark Navy Dark Purple Dark Charcoal	Black Navy Charcoal Purple	Dark Brown Deep Green Deep Teal Dark Aubergine	Brown Dark Bronze Deep Green Deep Teal

### Haircolor Effects Makeup

If a client colors their hair, it is best to find out what category their natural coloring falls under because in most cases this will change the outcome of the colors they wear best. For example, a Latino woman with naturally very dark brown hair and brown eyes may fit into category 1 Vibrant Cool. However, if she colors her hair blonde it will most likely not be a pure blonde. It will usually have a warm golden tone simply due to the nature of dark hair when it is colored. If her hair was naturally a warm gold color and she had dark brown eyes she would probably fit into category 4 Soft Warm, but due to her natural coloring she fits into category 2 Soft Cool because her skin tone has not changed, just her hair. Some of the colors from category 1 Vibrant Cool will still work well on her, but not quite as good as those from category 2 Soft Cool.

## **Pay Attention To Compliments**

Another way to determine a client's category is to ask them what colors they get the most compliments on. This is a very good indication of what color group they fit into. You can also ask what colors make them feel most beautiful. Be careful with this question however because sometimes the colors people like the most are not necessarily the colors complement them. This happens often, so be wary of the answers that people give you. Try to determine which category they fit into first, then ask them questions to confirm what you have determined.

## **Finding The Right Foundation**

Choosing the correct color of foundation for your clients is an area which many makeup artists should fine tune. If you choose the wrong color, you will not bring out the natural beauty of your client's skintone. Once you have an understanding of the best colors to choose you will be confident and understand how to enhance the beauty of every client. You should pay attention to the undertones of the skin and choose the foundation color accordingly. Many makeup artists test the color on the client's jaw line to make sure that it blends perfectly with their skintone.

Heather Lubischer the makeup artist at de Jensen Salon and Spa in Sea Girt, New Jersey shares, "Coverage becomes more of a priority in the fall. As the weather changes and the air becomes dry client's skin will need protection, and foundation provides an excellent barrier. It is good for aesthetic reasons, but it also helps protect delicate facial skin from the elements. If you can, recommend a foundation with sunscreen to your clients. Wearing sunscreen daily is just as important in the fall as it was in the summer."

To choose the best shade of foundation for women of color, Nia Khalila of Diva Make-up Artistry and Design recommends, "First you must determine the depth of your client's skintone. For women with a lighter complexion you should look for a foundation with a soft golden hue. If the client has a medium complexion you will most often select a foundation color with a slightly reddish, or yellowish hue. For clients with a darker complexion you will need to look for a foundation with a bluish or purple tone."

There are exceptions to these general rules and with practice you will get better and better at choosing the perfect shades to complement your clients skintone.

## **Autumn Skincare**

The condition of the skin underneath your makeup application is an essential element to achieving a flawless look. If the skin is dry and flaky your makeup will look uneven and the flakes will still be visible. In turn, if you are applying makeup to skin that is oily, makeup will not be able to cover it. It will just look like oily makeup. With these kinds of challenges, it is a good idea to prepare skin before you apply makeup to ensure the smoothest, most finished appearance.

Dawn Bouse, makeup artist at The Clinitone Medical Spa in Southfield, Michigan has some great tips for fall skincare. "Exfoliation is the key to removing dead skin cells left over from a fading tan. Chemical exfoliation using glycolic acid is the gentlest and most effective exfoliant. The added bonus is they help other products you put on the skin to penetrate better. This autumn season it is also critical to nourish and hydrate the skin again. Keep in mind that even though summer skin looks healthy when tanned, it's actually damaged skin that is in need of deep repair. This can be achieved through the use of topical antioxidant vitamins like Vitamin C crystals and serums."

Here are some good ideas for preparing the skin for makeup:

### **For Dry Skin:**

1. Wipe the skin with a piece of cotton soaked with moisturizing toner to clear dead skin cells
2. If you can, use an apha-hydroxy product to get rid of excessive dry skin to create an even smoother surface
3. A coating of moisturizer that is not too heavy will give the skin the moisture it needs to stay smooth underneath the makeup

### **For Oily Skin:**

1. Use a toner made for oily skin that will clear most of the grease from the surface of the skin
2. For super oily skin repeat step 1
3. Most oily skin will not need a moisturizer underneath foundation, however if you choose to use one, make sure it is ultra light

### **For Normal Skin:**

1. A toner may help smooth the surface of normal skin, but this step may not be necessary, use your judgement
2. Again, use your best judgment on whether or not to use a moisturizer on clients with normal skin, some will benefit and some won't

During the autumn months the weather begins to get colder which means that many skin types will tend to get dry. Even oily skins may get that surface dryness which can exacerbate the trapping of oil and dead skin. It is important to educate

your clients about preventative measures they can take to keep their skin in top shape before the extra dry winter weather sets in. If you get your clients to make the appropriate changes early, then they will not have to correct the problem once it has already set in. Once a problem occurs, it is much harder to get skin back to normal, and when it comes to any skincare problem prevention is the best approach to take.

Some tips to recommend to your clients during the coming winter months are:

1. Exfoliation becomes very important in the winter months as dry, flaky skin is the number one skincare challenge and complaint.
2. Depending on the client, you may recommend switching to a gentler cleanser, less drying toner and a slightly richer moisturizer for the colder months. If your clients complain of drier skin during the winter these changes could make a huge difference for them.
3. Sun Protection - make sure to emphasize the importance of using an SPF of at least 15 even during the winter months. Help them to understand that it makes a world difference when it comes to the long-term health and aging of their skin.

There are also changes that can be made to your client's makeup regimen. Clients who need extra moisture can switch from regular or powder foundation to a formulation with moisturizers. There are many creamy formulations of blush, eye shadow, and lipstick that smooth dry winter skin and have a beautiful finish.

Many people experience dry skin and other cold weather skincare problems but they may not know the best ways to bring these difficulties to an end. As their beauty professional your clients want you to enlighten them with tips and knowledge about how to look their best. They may not purchase everything you recommend to them, but they will know to come to you if they need a product to treat a skincare or makeup issue that arises.

Many women and men love the color of their skin in the summer, but skin that is tan is really damaged skin but luckily there are several different options to get a beautiful glow without the sun or a tanning bed.

Dawn Bantivoglio of Currie Hair'Skin'Nails says, "I am an advocate of always using sunscreen! This does not mean you can't have a touch of color. Self-tanners are wonderful for getting that beautiful summer glow. If applying the self-tanner is difficult for you, it would be a good idea to have a salon tanning treatment. This treatment usually includes a full body exfoliation and tanning in one visit. If you have very sensitive skin, it may be best to avoid using self tanner on the face. Instead blend a small amount of foundation a few shades darker than your own skin into your daytime moisturizer then follow with a light dusting of bronzer to keep that summer glow going."

### **Special Touches for Evening Makeup**

There are not as many special evening events in the fall as there are for other seasons. However, there are some special times that your clients will want to look their best. Some of these events and occasions are Homecoming, Halloween, Thanksgiving, Special Dates and early Holiday Parties. Yes, there are clients who may want extra dramatic, or over the top glamorous makeup for Halloween. In any case here are some ideas for these special fall occasions:

#### **For Homecoming & Fall Parties:**

Though fall makeup usually means muted and earth tones for high school and college events, exceptions can be made. Many teen girls and young adults will want to maintain the accents that normally are seen in their spring and summer looks. So, some special ideas for homecoming are:

1. Body Bronzing and Self-Tanners
2. Glitter with Sparkly Makeup and body shimmers
3. Rhinestone accents around the eyes
4. False Eyelashes for the trendsetter, diva or any extra special occasion
5. Highlighting and Contouring the face to naturally accent the curves of the face
6. For teens, you can match the makeup to the dress. However, this is a special exception because for some adults this is not always the best idea.

#### **For Halloween:**

If you want to do Halloween makeup you need to promote it around the salon, and in your local newspaper! Go with an all out glamour look or an eerie evil look! This is the one time your client won't tell you to keep the look neutral and natural. You can have so much fun creating wild Halloween looks!

1. All out color. Anything goes!
2. You can apply the thickest, longest, wildest false eyelashes available. They come in glitter and almost every color.
3. Winged eyeliner. To create the extreme wing, use eyeliner to extend the outer corner of the eye a little or a lot

4. Bring the inner corner of the eye down and to a point for the evil look with the winged eyeliner
5. Use brow powder to extend the outer end of the eyebrow. Then, make the eyebrow's arch a bit pointier or a lot pointier for the evil look.
6. Use a dark color contour shade in the hollows of the cheeks and at the temples, again the scary appearance
7. Glitter anywhere!
8. Use Rhinestones wherever they will work on eyes, body and as a mole.
9. Fake moles. Use small ones for glamour with big ones for a more gross effect, on a witch or old woman.
10. Be creative. Create scars, wrinkles and dark circles. The list goes on.

#### **Thanksgiving or Special Dates:**

1. A matte daytime look is best for these occasions
2. Put a touch of emphasis on one feature, whether it be eyes, lips or even the cheeks
3. Thanksgiving is a very festive eating and family-visiting holiday, so you may want to use a long lasting or matte lipstick. Recommend that they purchase it for touch ups throughout the evening.

#### **Holiday Parties:**

1. For holiday parties sparkles are allowed and expected! So, forget about the traditional autumn rules, which say sparkles are out for these parties.
2. Natural looking false eyelashes are a beautiful touch, for the daring client.
3. Put a strong emphasis on one facial feature for holiday parties. Many people opt for a strong and festive red lip for the holidays. Just make sure the red you choose, complements your clients coloring and the wardrobe they will wear.

When creating a professional fresh new makeup look for your clients, there is no need to follow strict rules. Help them learn to experiment and to be more creative. If there is a rule that says, 'Don't wear false eyelashes in the fall', and you believe they would be a truly elegant accent for your client and they are appropriate for the occasion, then most of the time it is safe to disregard a traditional "Makeup Rule" here and there. Some of the most beautiful and different results can be accomplished when you ignore a rule or two. You will never know until you try. So, take your new knowledge and create fresh, fall makeup looks that your clients will fall in love with!

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**EDITORIAL NOTE:** Shannon M. Barnes is a Marketing Coordinator at Marketing Solutions in Fairfax, VA. She has been involved in the professional beauty business for 10 years, and has written articles for numerous national beauty publications. She was a professional makeup artist in a day spa & salon for three years and has been doing freelance makeup artistry ever since. For more information call 703-359-6000, email [MktgSols@MktgSols.com](mailto:MktgSols@MktgSols.com) or visit their website at [www.MktgSols.com](http://www.MktgSols.com).