

A GIFT TO
YOU FROM
KAT ARAGON

MAKEUP IS ART LESSON

The 6 step process to falling in love with your beauty routine, learning how to use what you have, and feeling empowered in making decisions on what you may need.

AS WRITTEN BY
PRO MAKEUP ARTISTS
KAT ARAGON AND MELISSA COLLAZO

MAKEUP IS ART LESSON

DO YOU LOVE YOUR BEAUTY ROUTINE?



HERE IS WHAT WE FOUND...

As makeup artists we have had many conversations where the answer is astoundingly "No!" to this question. Our passion lies in helping everyone find those very items or techniques that help someone feel their best in the most efficient way. For that reason, we naturally came upon the idea of taking a traditional makeup bag makeover, but putting an artist spin on the concept of what makes a beauty routine complete. We hope you appreciate this concept and revisit it often as your needs change. Please reach out to your beauty guide for any further advice after doing the assesment.



MAKEUP IS ART LESSON

WHAT WE PROMISE IN THESE PAGES

Authenticity is key when finding the perfect routine. This is why we look to help you learn the overall concept to what creates a balanced look vs. telling you what product you need to have. By the end of this assessment, and followup conversation with your Beauty Guide, we will be able to help guide you closer to your beauty goals by getting you the right product for YOU. We will help you find what you already own and how to use it in multiple ways. We will help to empower you in knowing your routine is complete, whether you are mostly showing off your natural skin and grooming your brows, or you decide to pick up a full contour and highlighting look. We celebrate your authenticity and don't want to shove you into a box of having to fit into anyone's idea of beauty. Our promise is that we get you more clear that your ideas of beauty are enough and that we have you covered no matter what that looks like.

MAKEUP IS ART LESSON

WHAT ARE YOUR OVERALL BEAUTY GOALS?

You are about to go through a series of tips that will help you discover how to more effectively use your time in your beauty routine. While all can be fun to learn, make sure you are jotting down notes on the things that truly fall in line with what your beauty goals are.

For example, if your goal is to get your 5 minute work look down then make sure you are not focused on the 10 minute contour highlight tutorials you may come across.

This Makeup Is Art lesson is aimed at helping you streamline, declutter, and get focused on the things that you DO have and need that will get you feeling your most confident and excited about your routine.

So first things first. Write down your beauty goals on your "I have/ I need" sheet.

SELF ASSESMENT SHEET

We highly recommend you utilize this Makeup Is Art Lesson "I have/ I need" sheet as we dive into the 6 Core Concepts of a complete beauty routine. Don't skip ahead in filling things out until you go over each section. You may be surprised that the answers may not be what you thought before you got through the information.

When you are done you should see a clear picture of what you know you need, what you know you don't need, and what may make things a little bit easier to have. You can reach out to your beauty guide for anything that may fall under the I need section.



MAKEUP IS ART

- Multi-Use Saves Time
- Be Aware of Shelf Life
- High Pigment Lasts Longer

My Beauty Goal is: _____

PREP	
I have:	I need:
TOOLS	
I have:	I need:
CANVAS	
I have:	I need:
DIMENSION	
I have:	I need:
FRAME	
I have:	I need:
FOCUS	
I have:	I need:

MAKEUP IS ART

WITH KAT ARAGON

- Multi-Use Saves Time
- Be Aware of Shelf Life
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MAKEUP IS ART LESSON

TOSS EXPIRED ITEMS

Before we dive into each section we first need to do a general toss of expired items. Do a quick check through these categories and make sure you are not holding things past their safe suggested use date.

- [ ] Gels and liquids that have access to sensitive areas (such as eyes) usually expire the fastest. This includes gel liners, mascaras, and other cream products. Check the package recommendations.
- [ ] Skincare items and other lotions that are natural will have a shorter shelf life than those with parabens, etc. Check the side of the packaging to see if there is a jar icon w/a number next to it. That is the number of months that you are suggested to replace the item.
- [ ] Powders tend to have a longer shelf life but if you find your powders have been packed in due to moisture being introduced or is past it's suggested shelf life then consider tossing it as well.
- [ ] Natural hair brushes can get pokey, scratchy on the skin, or shed. They can't come back from that. Time to replace.
- [ ] When all else fails, if it looks off or smells funny (and unlike it's original smell) it is better to be safe than sorry.

Note what you are tossing so you remember what you want to replace.

KAT ARAGON'S

SIX CORE CONCEPTS TO FIND YOUR AUTHENTIC BEAUTY ROUTINE

01 PREP

02 TOOLS

03 CANVAS

04 DIMENSION

05 FRAME

06 FOCAL POINT

PREP

Question 1

Do you have something to pre-cleanse with before cleansing?

Question 2

Which of the items you own satisfies your skincare needs?

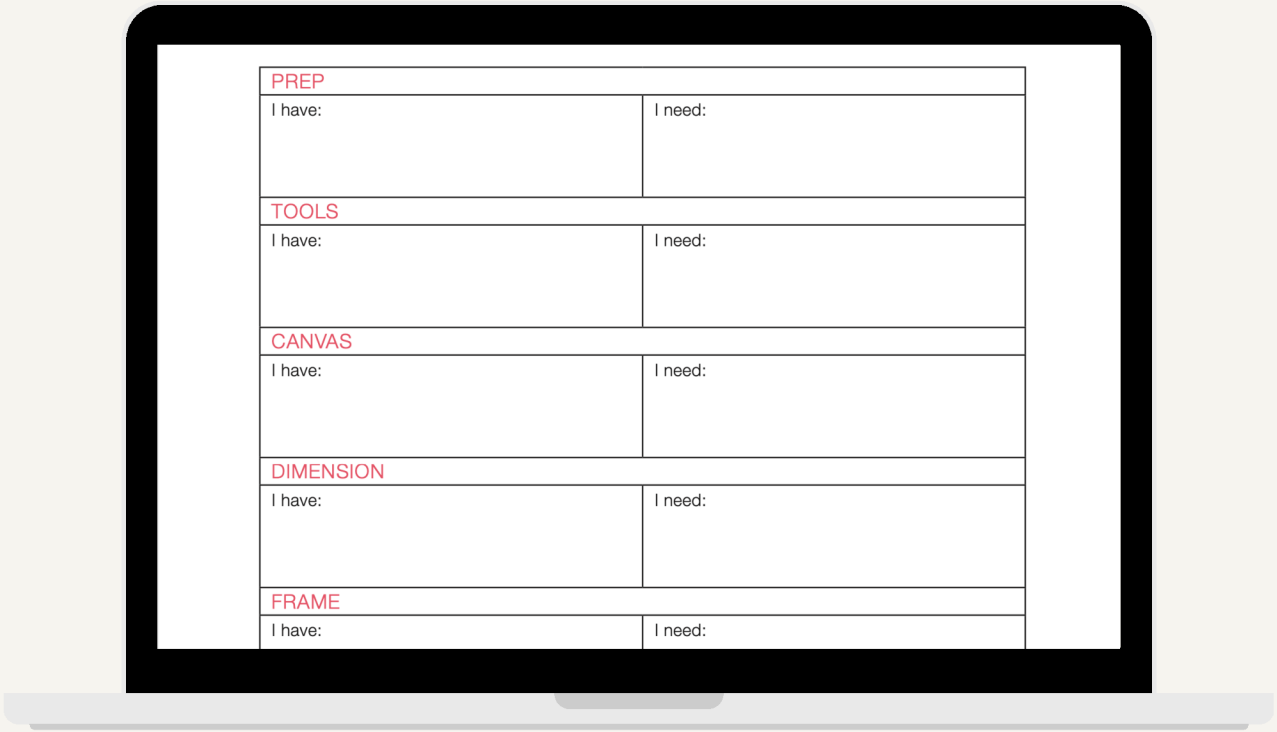
Question 3

What results do you feel you are lacking still (if any)?

Question 4

Is there anything you will need to replace soon?

Do you have a step in between skincare and makeup that will best prime your skin for successful makeup application?



YOUR BRAND NAME HERE

FILL OUT THE PREP SECTION OF THE I HAVE/ I NEED LIST

WHICH WILL GIVE YOU MORE COVERAGE WHEN PAINTING?



OR



TOOLS

Have you ever looked at your brushes and wondered how to use any of them? The confusion is caused when a brush is touted to be for one specific use. Here we help you break down what you may already have, or what you need, to get the job done for each part of your face depending on your goals.

01

MATERIAL

Synthetic Tools will last longer and can be used between creams and powders (easily washable). Synthetic does not get pokey and scratchy over time because there are no pores in the bristles.

02

SHAPE

Look for brushes that can be used in multiple ways based on its shape. Brushes with tapered bristles and angles can have different parts used in different ways. The small tip of an angled cheek brush can be used for a smaller area to place highlighter, while the width of the top can be used for powder. When you have a versatile shape a brush can be used in more than one way.

03

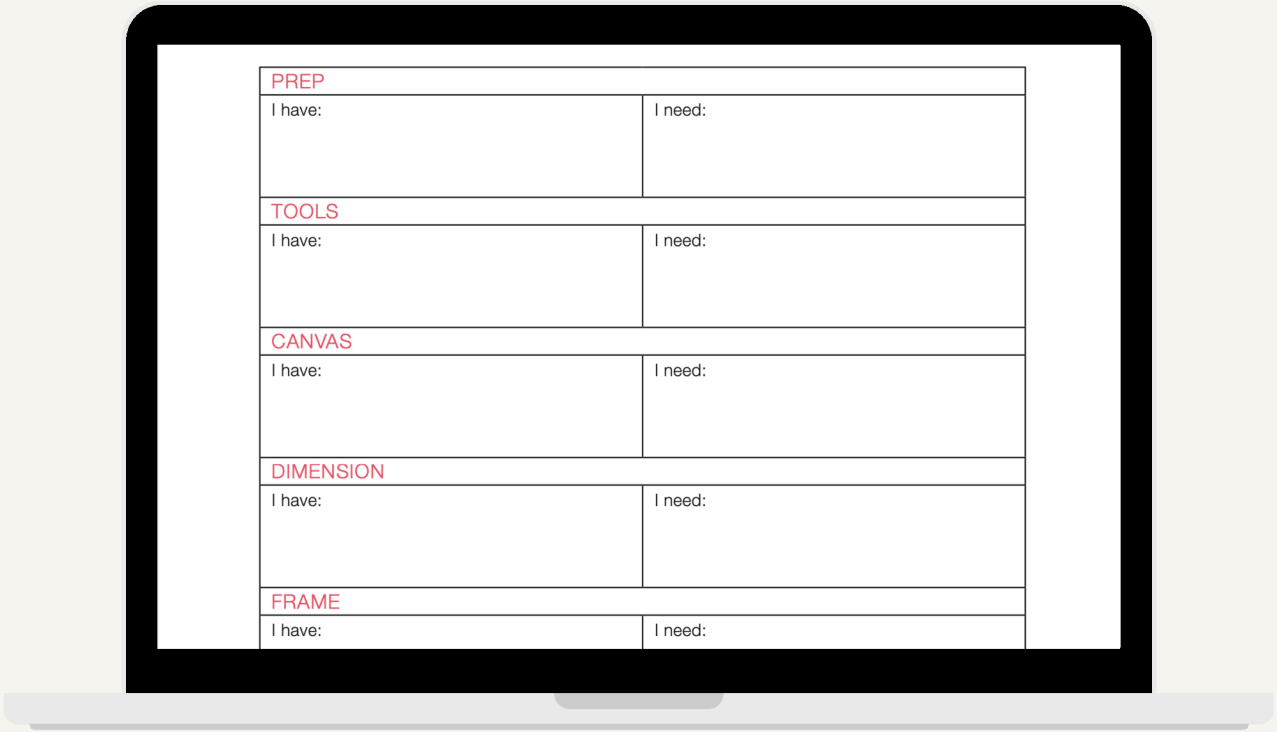
SIZE

Size should directly correlate to the area you want to work on. The brush should not be too small if you are looking to work on your eyelid but also shouldn't be too big and bulky.

04

DENSITY

Density gauges coverage. Imagine painting over a wall that already has color on it. If you need more coverage then you will want a tightly packed bristle or flat surface (like a sponge). If you want to let some of that color come through then you would want a less packed brush so the color is whisped over. (a fluffy makeup brush).



PREP	
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MAKEUP IS ART LESSON

FILL OUT THE TOOLS SECTION OF THE I HAVE/ I NEED LIST

CANVAS

One does not work to perfect the canvas just for the makeup to be noticeable. Here are some tips to look the most natural when evening out and skin pigmentation, undereye circles, and more.

01

SWIPE YOUR FOUNDATION ON YOUR CHEST

One way to look naturally flawless is to have your foundation match your overall body tone. For this reason we suggest to match your foundation to the chest for a more cohesive look from face to body.

Does your color match? If it does then that is great! If your foundation does NOT match then make a note on your sheet to have your beauty guide match you. They will have a quiz link for you and can try some swatches on you as well.

02

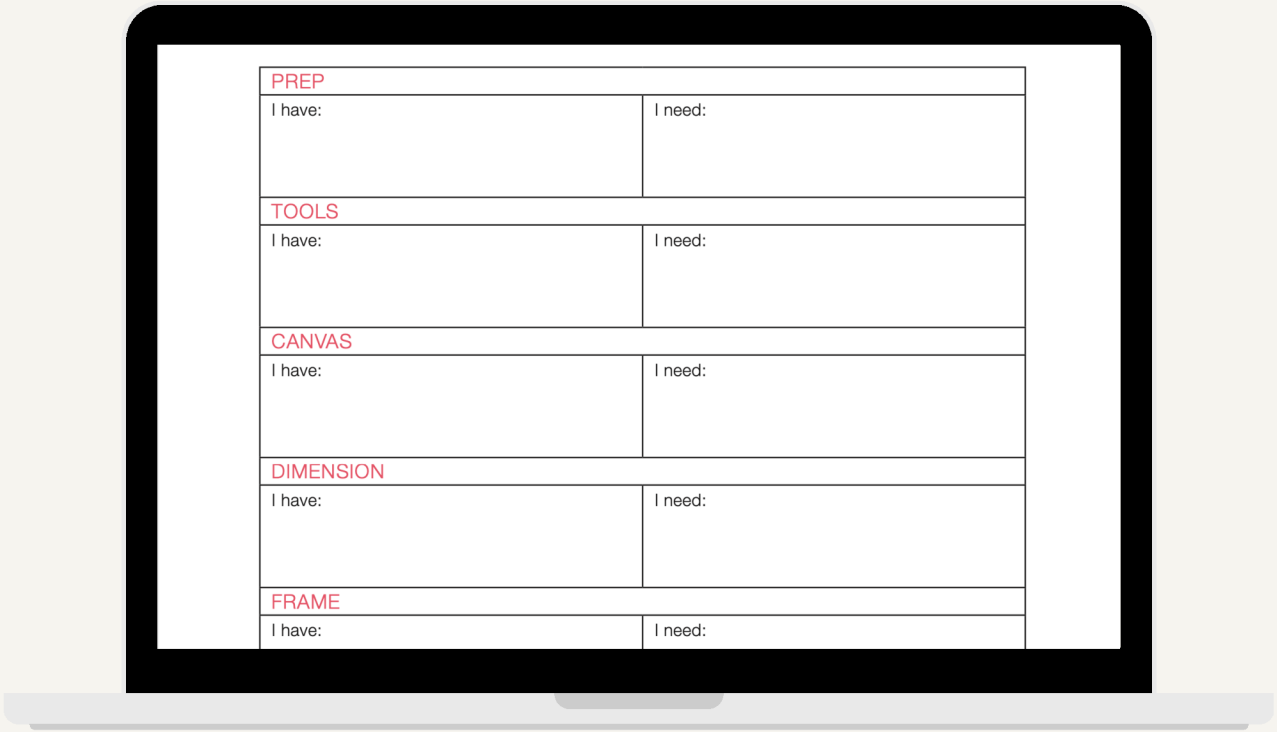
COLOR CORRECTION

Do you have a product that you feel performs well in covering up any deeper pigmentation, undereye circles, redness, or other places you would like to color correct?

03

TEXTURE

Remember, all skin has texture and makeup can only cover up pigmentation, not get rid of texture. If something you are trying to correct is texture related then talk to your beauty guide about what you may be able to add into your prep/skincare routine for your face to appear even more flawless with or without makeup use.



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FILL OUT THE CANVAS SECTION OF THE I HAVE/ I NEED LIST

DIMENSION

Now that you have a plan for getting your canvas perfected in your own way we need to make sure you don't completely lose dimension. Dimension will bring back natural high and low points that you may have lost in the process of creating a blank canvas.

01

TAKE ATTENTION AWAY

Contouring is the act of taking attention away and/or drawing back an area. For this reason the placement of contouring is super important as you can bring a face down too much if you don't place contour in anatomically correct areas. Having the right tools to help you will help alleviate that in many ways.

02

PROPER COLORS

If the idea is to truly fool the eye into believing there is natural structure in an area than it is important to use a product that emulates the tone of a shadow being cast upon the skin. Taupes and colors void of obvious warm undertones work best to create believable contouring.

03

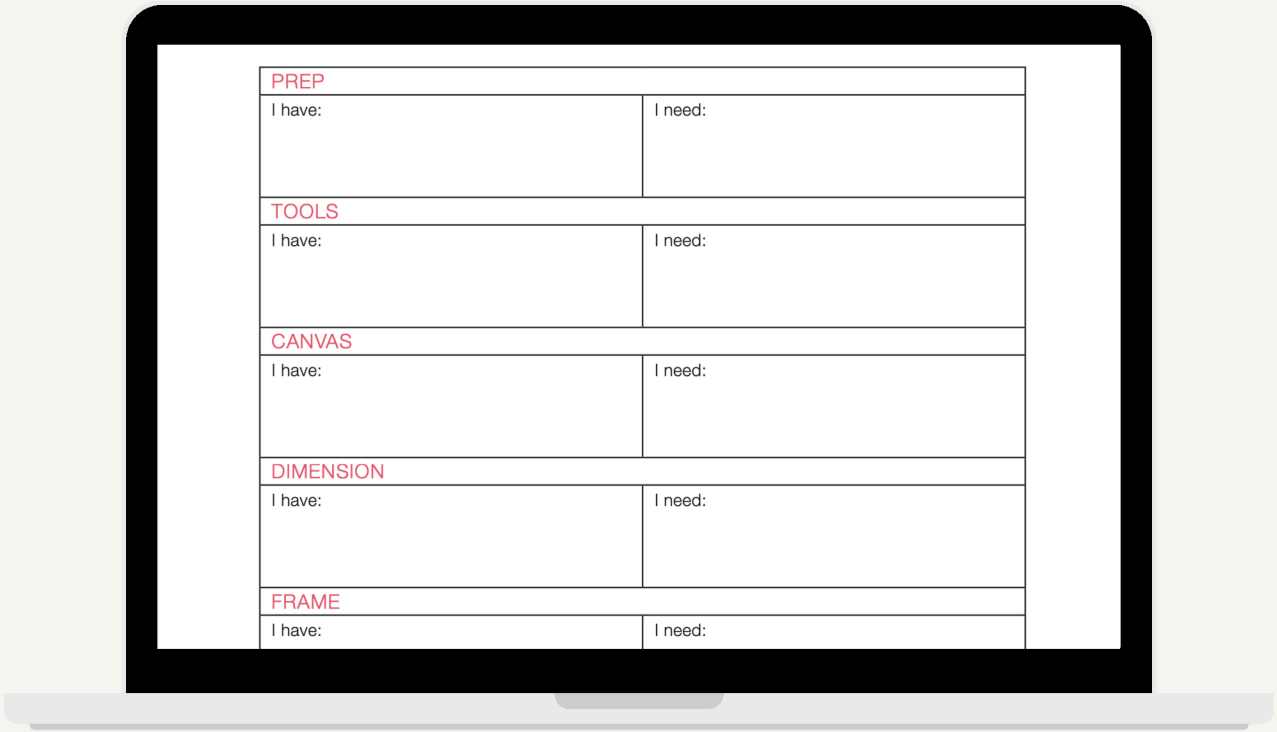
USING TEXTURE TO HIGHLIGHT/ CONTOUR

The idea of highlighting the skin is to bring up and out certain areas that naturally find the lighter easier like the high points of the face. You can create dimension with products that reflect light (like a skin oil) or mattify and dampen the light (like a powder).

04

LET YOUR HIGHLIGHT BE HIGHLIGHTED

Sometimes popular techniques will have you trying lighter concealers near the eyes (where color correcting should be happening instead.) If your highlighter isn't' working on your cheekbone, make sure it isn't because it is placed too close to another highlighted area and actually flattening out the look of that area.



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FILL OUT THE DIMENSION SECTION OF THE I HAVE/ I NEED LIST

MAKEUP IS ART LESSON

FRAME

Framing creates such a drastic change on the face that one can actually get away with doing a lot less if the focus is on framing the brows and lashes. Here are some tips to consider.

CURLING LASHES

A lash curler adds instant lift and opens up the eyes before applying mascara.

FULL LASH LINE

Using a dark eyeshadow on the lash line before applying eyeliner will help your liner look flawless and make your lashes look fuller.

MASCARA

Fiber based mascaras help to build results upon each other. Add one layer for depth and a second layer for intensity.

PROPER CARE

Make sure to swivel your wands back in and out of your mascara vs. pumping the wand back in. Doing so introduces external elements.

BROWS

There are many types of products for brows. You may not need all of them. Here is a quick overview of what each do.

1) POWDER SHADOW

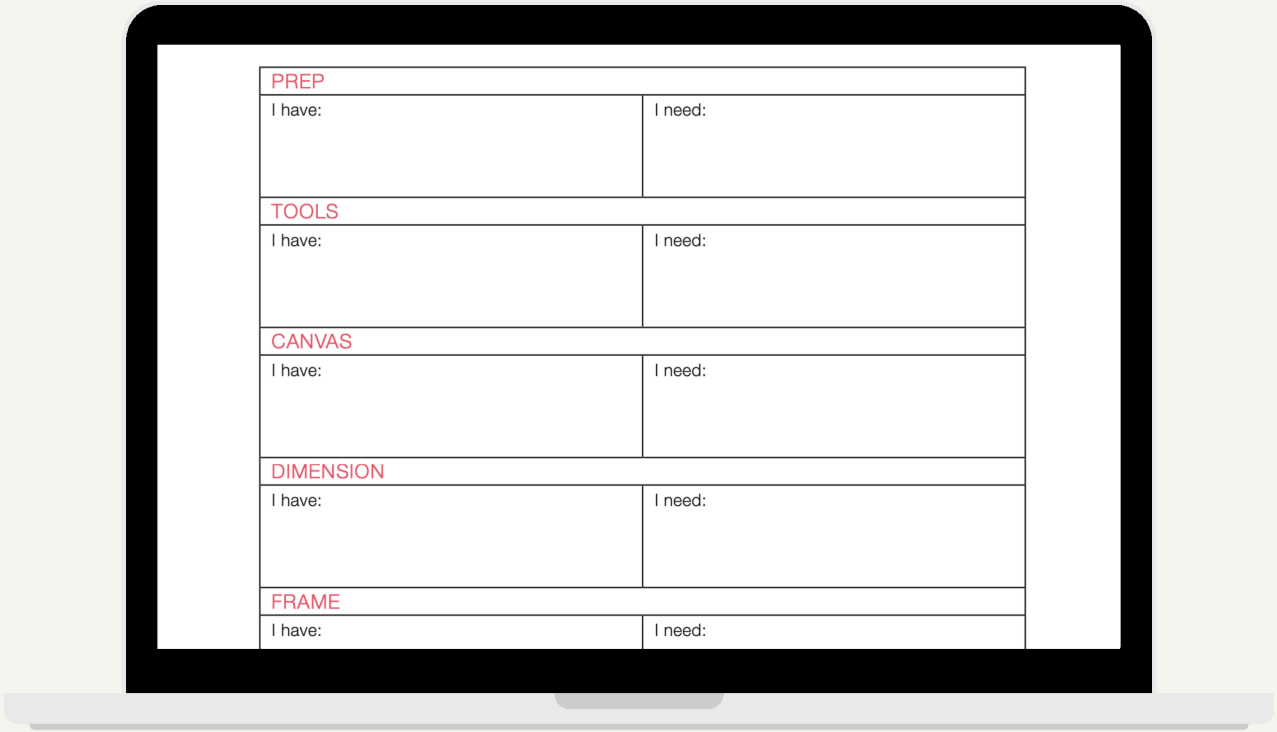
A powder shadow (in a neutral brown tone) helps to create a shape in an area where no brow exists. All brow hairs cast shadows so the color you use should emulate that of a shadow being cast (usually taupe/ash)

2) BROW PENCIL/PEN

A brow pencil or pen is meant to "draw" brow hairs in. This may be all you need if you just want to shape the brow with a few adjustments.

3) BROW GEL

Brings hold, tint, and volume to the hair and blends everything together.



PREP	
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FILL OUT THE FRAME SECTION OF THE I HAVE/ I NEED LIST

FOCUS

Adding one focus to your routine, that is different from your norm, brings a renewed focus to your look A simple addition can revamp your look quickly.

01

TRY A NEW COLOR

Try something brighter or more bold on the lips, eyes, or cheeks! Uncomfortable with bold colors? Try a matte version of a color for a less intimidating finish. Light won't reflect off a matte formula so it becomes more wearable for someone stepping out of their comfort zone. You can also add more bold colors to a smaller area like as an eyeliner or on the lid vs over the full crease, etc.

02

TRY A NEW TECHNIQUE

f you are a minimalist, try a liquid liner or colored liner look instead of a smokier eye. If you are known for a liquid liner look, consider changing it up with a softer smokey look.

03

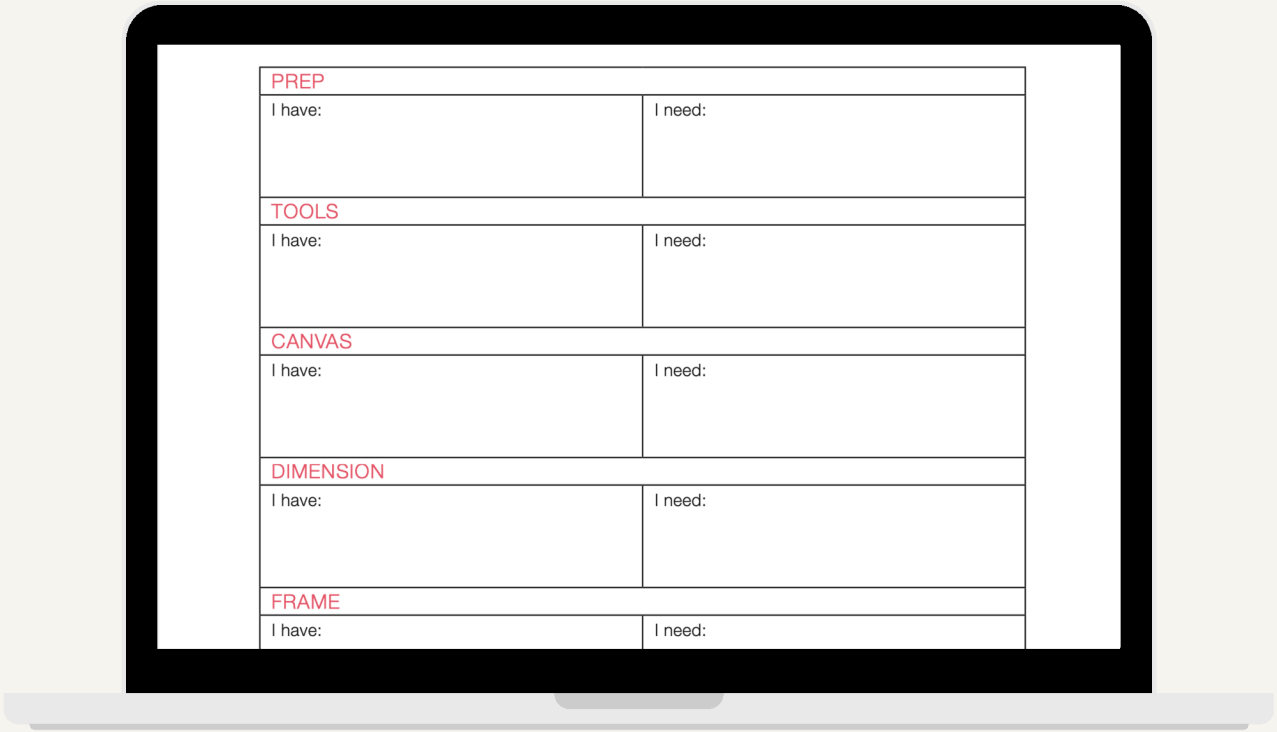
TRY NEW TEXTURES

If you normally wear matte textures then go for something more dewy or glossy, or vice versa in a specific area instead.

04

TRY A NEW OVERALL CONCEPT

Sometimes a statement is in the approach of concept you are looking to achieve overall. Monochromatic looks still give a simplicity but shows confidence in one color palette. You can create nostalgic looks by bringing back some trends (90's lip for Superbowl's half time show anyone?). Makeup can support the look and feel and emotion you want convey so sometimes you will first think of the concept and inspiration and go from there.



FILL OUT THE FOCAL POINT SECTION OF THE I HAVE/ I NEED LIST

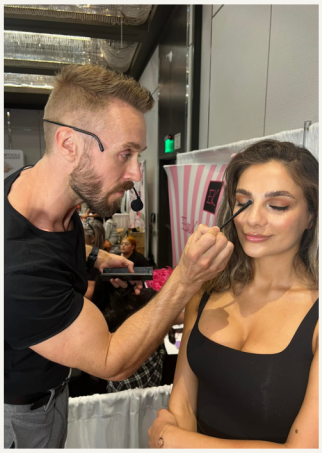
OTHER WORKSHOPS OFFERED



PRIVATE GROUP LESSONS HOSTED BY YOU!



FINDING YOUR PERFECT COMPLEXION APPLICATION.



ALL ABOUT EYES BASED ON SHAPE

SAVE TO BAG

Do you have any items listed in the "I Need" section of your sheet? I can assist you in procuring everything you've mentioned in that column by creating a cart for you. All I require is your email address, and I'll send you the login information.

You have the option to modify, remove, or store your cart for future reference. The cart also functions as a convenient wishlist for items that can streamline your routine and help you achieve your desired outcomes.

I am here and happy to help answer any of your questions.

THANK YOU!