

*Top 10*

# ESSENTIAL TOOLS AND TIPS FOR ASPIRING MAKEUP ARTISTS

EVERY MAKEUP ARTIST NEEDS TO KNOW



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Every good makeup artist needs key tools, their brushes! I call them my magic wands as I can literally transform any feature, on any face with them! Find out why I choose the ones I do.

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With so many options out there, what's the best choice for your needs? Are sponges all they are hyped up to be? I'll give you my two cents on that one!

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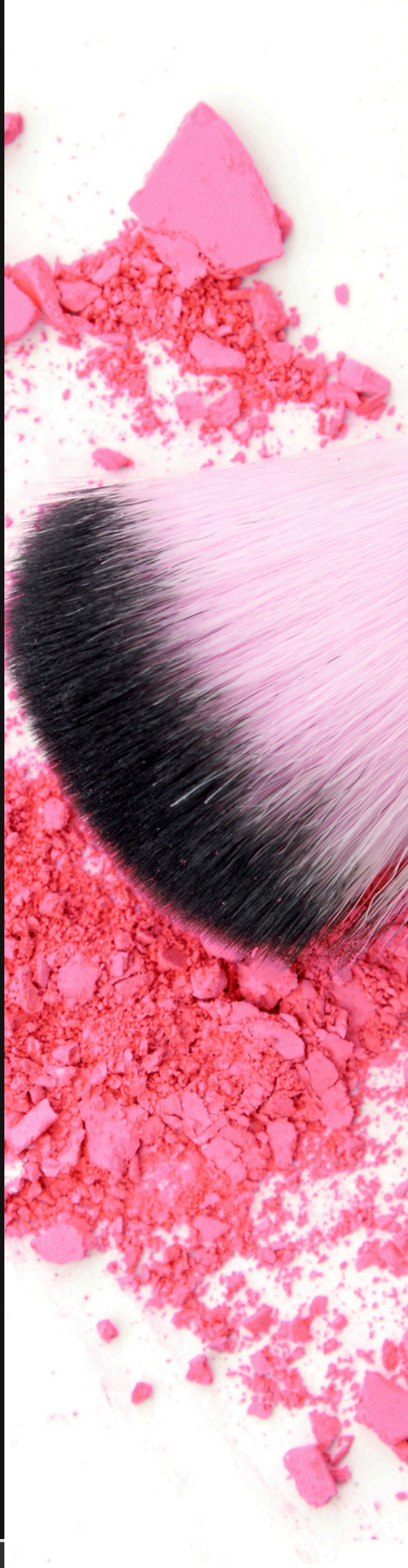
When it comes to eyeliner, the right type, color and formula can totally transform your look from basic to bombshell!

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Where do you start when trying to achieve the perfect lip look? It's like being a kid in a candy store with all the fun options out there! Let's start with first base.

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Attention to detail is everything. The final touches can transform any makeup look into a show-stopping masterpiece. Here's how...







# WELCOME TO ONLINE MAKEUP INSTITUTE

Hey there, future makeup mogul!

Ready to dive into the dazzling world of makeup artistry?

Whether you're just starting out or looking to level up your skills, I've got you covered!

As the founder of Online Makeup Institute, I've been training makeup artists with these techniques since 2003 with a special formula that works, and wanted to share some of my faves with you!

From must-have tools, to tips that'll make your makeup pop, this guide is your new beauty BFF!

*Tara Cowley xo*



# CHAPTER



# NUMBER 1

**YOUR MAGIC WANDS AKA ...**

HIGH  
QUALITY  
BRUSHES

*Imagine yourself*

as a makeup wizard – every magician  
needs their wand, right? Well, in the world  
of makeup, that's your brushes!





## *Material Matters*

What makes a good makeup artist, great? The tools we use. I couldn't do what I do if I didn't have the amazing arsenal of brushes I have at my disposal! Here's a quick guide to what I use and why!

### **SYNTHETIC BRISTLES**

These are a must in my kit. Made from man-made materials such as nylon or polyester, they are ideal for cream and liquid products. Brushes made of hair will absorb cream based products, while synthetic fibres help creams to glide seamlessly onto the skin. Another bonus is they are much easier to clean, and often more affordable.

### **NATURAL BRISTLES**

Often made from animal hair (like sable or goat), are excellent for powder products due to their ability to pick up pigments like a pro, and distribute product evenly.

Powder products phase out seamlessly, can be layered, or washed lightly onto the skin.

The longer the bristle, the softer a wash I can create, the shorter the bristle the more intensity I get.

They might be more expensive and require careful maintenance, but are an investment that is so worth it!





# *Brushes*

## DIFFERENT STROKES

From fluffy blending brushes, to precise liner brushes, each serves a unique purpose helping to make your makeup game strong.

01

### **SOFTNESS**

A high-quality brush should feel like it's gently caressing your skin. Say NO to cheap brushes that can make your flawless looks a challenge. Although comfort for your client is key, more importantly, quality brushes produce results needed.

02

### **DENSITY**

When it comes to bristles, density matters! Dense brushes are your BFFs for that perfect foundation application, whereas lighter brushes are ideal for blending and creating soft finishes.

03

### **DURABILITY**

No one likes a flaky friend, and the same goes for brushes! Make sure your brush has bristles that are in it for the long haul, and handles that feel sturdy and comfortable. Quality is everything.

04

### **VARIETY**

Your brush set should be as versatile as your makeup skills! From foundation and contouring, to eyeshadow and blending, having a brush that works for you, for each task is a must. Brushes can be versatile so feel comfortable with interchanging them to suit you and your needs.



PRO TIP

**CLEAN YOUR BRUSHES  
REGULARLY TO**   
*maintain* **HYGIENE &**  
**FLAWLESS**  *work*

TIP #1



# CHAPTER



# NUMBER 2

**PRO-BLEND SPONGES**

## *Perfecting The Base*

Blending is an art, and there are many ways to do it. I do love a good quality beauty blender for certain tasks, but I also love using my fingers, or a foundation brush at times.

Keep in mind that disposable, one use sponges for clients are great from a hygiene standpoint!





## *How to Choose*

### **MATERIAL MATTERS**

When using any sort of sponge, opt for latex-free sponges in case of sensitive skin or allergies. Opt for disposable sponges for hygiene reasons.

### **DENSITY**

A denser sponge will create more intensity, giving a polished finish, while a softer one is great for a lighter finish.

Disposable sponges have both options with one end being more dense than the other.

### **FINGERS**

Sponges are one way to blend, but I'm also a fan of starting with a foundation brush to create even distribution and coverage, and then finishing off with my fingers.

I like to tap and press all over the face, which melts the foundation into the skin so it looks like part of the skin, not makeup.

### **FOUNDATION BRUSH**

Another go to technique I love, is using a brush when more coverage is required. I pack the product onto that one area by tapping it in with my brush.



# *Sponges* **THE BREAKDOWN**



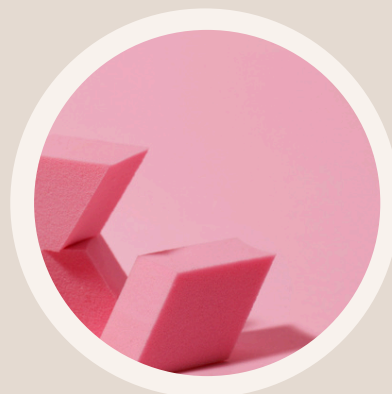
## **SEAMLESS BLENDING**

The unique texture of pro-blend sponges ensures your foundation sits perfectly on your skin, erasing any harsh lines or streakiness.



## **VERSITILITY**

Use them not just for foundation, but for concealers, blush, and even setting powders. A true multitasker that leaves a beautiful, fresh, natural finish!



## **PRECISION**

With their pointed tip, or corners, you can easily reach tricky areas like under the eyes and around the nose. The softer ends of a disposable sponge are perfect for this!



## **HYGIENE**

Disposable one use sponges keep your kit hygienic and your clients safe. They are ideal for using when you can't clean a brush or sponge before using again.

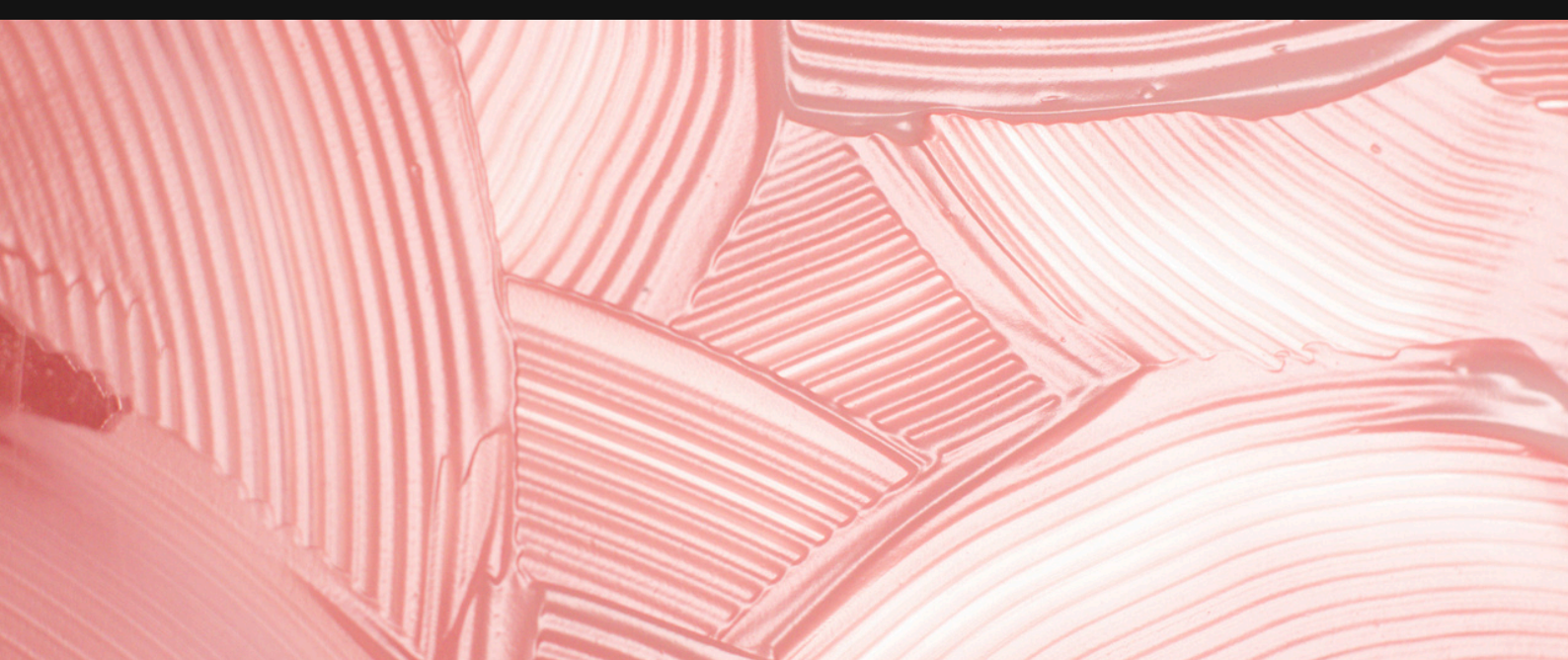


PRO TIP

A DAMP SPONGE  
DIFFUSES PRODUCT  
AND *creates*   
A  DEWY FRESH  
BLENDED *finish.*

TIP #2

# CHAPTER



# NUMBER 3

**PRIMER PREP**

THE KEY TO  
LONGEVITY

## *The Magic*

Think of primer as the prep for your canvas before creating your masterpiece. This is the key to making sure your makeup stays put all day & night!



# *How* **TO CHOOSE**

## **SKIN TYPE AND FORMULA MATTER**



### **KNOW YOUR SKIN TYPE**

*IF YOU HAVE OILY  
SKIN, GO FOR A  
MATTIFYING  
PRIMER. FOR DRY  
SKIN, A HYDRATING  
PRIMER IS YOUR  
BEST FRIEND.*



### **CHECK THE INGREDIENTS**

*LOOK FOR BENEFICIAL  
INGREDIENTS LIKE  
HYALURONIC ACID,  
VITAMIN E, OR  
SALICYLIC ACID BASED  
ON YOUR SKIN'S  
NEEDS.*

PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP

*Primers*

# WHY YOU NEED THEM

## Flawless Base

Primers fill in pores and fine lines, giving you a smooth base to work with. They also allow your foundation to sit on the surface of your skin so your foundation doesn't absorb throughout the day.

## Let It Sit

Let it sit for a minute before moving on to the next step. Foundation that lasts from dusk till dawn to follow!

## Long-Lasting Wear

Primer helps your foundation and other products adhere better, meaning fewer touch-ups throughout the day.

## Customized Results

There are primers for every need – mattifying, hydrating, pore-minimizing, and more.

PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP PRIMER PREP



A background image of two women at a beach. They are both wearing white towels wrapped around their heads like turbans. The woman in the foreground is wearing a blue and white striped one-piece swimsuit, a pearl necklace, and large gold hoop earrings. She is looking to her left. The woman in the background is wearing a white swimsuit and white sunglasses, and is also looking to her left. The overall tone is relaxed and summery.

PRO TIP

**APPLY A *thin***  
**LAYER OF PRIMER**  
*after* **YOUR**  
**MOISTURIZER,**  
**BEFORE YOUR**  
**FOUNDATION.**

TIP #3



# CHAPTER



# NUMBER 4

**FOUNDATION OVERWHELM**

TYPE  
SHADE  
MATCH

## *Finding Your Match*

Finding the right foundation can feel very overwhelming – so many options, but which one's the real deal? Don't worry, I've got the scoop on how to find your perfect match!





## *Shade Match*

### **KNOW YOUR UNDERTONE**

Is it yellow, pink, olive, or are you a deeper golden, red, or blue? This is key to picking a shade that blends seamlessly.

### **TEST IT OUT**

Always swatch on your jawline, not your wrist. Your face must match your body, no floating heads!

Natural light is your best friend here.

### **PRIME TIME**

Always start with a primer to keep your foundation looking flawless all day. Primer will allow your foundation to literally float on the skin, so it doesn't absorb throughout the day, leaving you with flawless makeup from dusk till dawn!

### **BLEND, BABY, BLEND**

Use a disposable sponge, or brush to apply, but finish melting into the skin with your fingertips. Remember, flawless foundation is the key to any strong look!



# *Foundation*

## DIFFERENT TYPES

Skin type plays a big part on the type of foundation you should be using. Let's touch on the different types of foundation and what is best depending on skin type.

01

### LIQUID LOVE

Perfect for a dewy or lighter finish. Available in moisturizing or oil free formulas making it a great choice for all skin types, but particularly dry or combination.

02

### POWDER POWER

Ideal for oily skin and when creating a matte look. Can be layered over a liquid foundation for more coverage or intensity. Set liquid with a translucent powder first to avoid patchy areas where texture of skin absorbs more.

03

### CREAMY DREAMS

Best for dry skin, offering full coverage with a natural glow. Can be layered for more coverage or applied with a damp sponge for less.

04

### BB & CC

BB or CC Creams give more coverage than a tinted moisturizer but not as much as a foundation. A great option for a light dewy finish on even skin.

The background of the entire image is a collection of makeup products, including several glass bottles of foundation with black pump dispensers and several round, open jars of cream blush or highlighter. The products are arranged in a scattered, overlapping pattern across a solid light purple background. Each product casts a soft, dark shadow.

PRO TIP

A DAMP SPONGE  
OR *brush* CAN  
CREATE A  
LIGHTER, DEWY,  
FRESH *finish*

TIP #4



# CHAPTER



# NUMBER 5

**SETTING POWDER**

LOCK  
IT  
DOWN

## *Lock It Down*

Applying your makeup once and knowing it's going to last is every makeup artist's dream. Setting powder is part of the key.

It's all about ensuring your look stays flawless from dusk till dawn.



## *Shade Match*

### **INVISIBLE IS BEST**

Once you match your foundation, don't mess with it by using a colored powder. Invisible works for every skin tone, and every situation.

Translucent doesn't show if it grabs hold of dry spots so it never looks patchy.

### **TRANSLUTED VS TINTED**

Tinted powders are great if you need extra coverage or want to warm up the skin tone.

Try setting with a translucent powder, then add your tinted powder for the extra!

### **LOOSE VS PRESSED**

Loose powders are great for a lightweight finish, I love a loose powder for my initial set to keep the finish light.

Pressed powders are perfect for on-the-go touch-ups.



# *Setting Powder*

## WHY YOU NEED THEM



### **OIL CONTROL**

Setting powder absorb excess oil, keeping shine at bay. Focus on the t-zone area.



### **LONGEVITY**

Setting powder sets your foundation and concealer, making sure everything stays in place. I love using a small brush in small areas to make sure every area is set well.



### **SMOOTH FINISH**

With finely milled powders, a loose powder helps to achieve a smooth and velvety texture to the skin, blurring pores and imperfections.



### **CREATE A FRESH FINISH**

Apply with a large brush or puff in a pressing motion to avoid disturbing your foundation. Dust off any excess to prevent a cakey finish.



A close-up photograph of a makeup brush with dark, dense bristles applying a light-colored powder or cream to a person's skin. The brush is positioned diagonally across the frame, with the bristles touching the skin. The person's skin is a warm, light brown tone. In the upper right, a person's eye with long, dark eyelashes is partially visible. The overall lighting is soft and even.

PRO TIP

**APPLY WITH A  
LARGE *fluffy*  
BRUSH USING A  
PRESSING *motion***

TIP #5



# CHAPTER



# NUMBER 6

## PALETTE PLAYTIME

### *Decoding the Rainbow*

This is the fun part! There are many factors that come in to picking the right eyeshadow but it doesn't have to be tricky. Let's decode the rainbow of options out there.





## *How to Choose*

### TEXTURE

Much of this is determined by the model you are working on. the eye color, the age, is it fashion, is it bridal?

Matte is going to recede, gloss is high maintenance, and liquid or creams are fresh and dewy.

### NEUTRALS NEVER FAIL

Perfect for everyday looks and a good choice if you are a beginner. Think browns, beiges, and golds.

Work with colors close to the skin tone if you aren't sure, this is always a safe bet.

### COLOR POP

Contrasting eyeshadow colors with the eye color you are working on makes the eye pop. Think back to your color wheel, blue eyes look great in any orange or gold based shades. Green eyes work great with purple or copper tones while Brown eyes thrive with blue or greens.

### MIX & MATCH

Palettes with a mix of mattes, shimmers, and metallics are a great place to start. They give you endless possibilities.

Don't be afraid to mix texture. Try a glossy eye with a matte face, or a dewy, shimmery base and highlight with a bright matte lip!



# *Application*

## LET'S MASTER IT



### PRIME LIDS

Eye primer is no different than a face primer. It's going to reduce redness, darkness, and give an even, neutral tone so you get your true shadow color. A good eye primer makes colors pop and shadows stay put until you take them off.



### LAYER AND LAYER SOME MORE

Don't be afraid to layer once shadow over the other until you have blended out harsh lines for a seamless look. You shouldn't see where one color stops and the next starts.



### BLEND LIKE A BOSS

Build up color slowly, pressing rather than 'brushing' your shadow to avoid fallout. Pressing your shadow will give you more intensity, and zero mess. Once you have phased your colors then go in with a longer bristled brush with NO color added to phase out those edges.



### TEXTURE MATTERS

Matte textures are always harder to blend seamlessly. They take more work but can create stunning strong looks. Try layering a shimmer or sheen over a matte shade to create interest and dimension.



PRO TIP

EXPERIMENT WITH  
DIFFERENT TEXTURES  
AND *colors*



 IT'S ALL  
ABOUT *expressing*  
YOURSELF AS AN  
ARTIST

TIP #6

# CHAPTER



# NUMBER 7

**MASTERING BLENDING TECHNIQUES**

MUST  
HAVE  
TECHNIQUES

## *Make or Break*

Blending is the key to makeup artistry. It can totally make or break your look. Ready to blend like a pro? Here are some must-know techniques for every aspiring makeup artist.





## *Blending*

We've talked about how important your brushes are as a makeup artist. Brushes are your BFFs, your everything! Knowing the right brush for each job will take you from a good makeup artist to a fabulous makeup artist.

## **DENSITY**

Dense brushes are your go to for packing on color, while a fluffy brush is what you need for creating softer textures or to blend out edges.

The softer a wash of color you want the longer and softer your bristles should be.

## **HOW MANY DO YOU NEED**

When I started as a makeup artist I couldn't stop buying brushes, the longer I did this, the more I realized all I really needed was my key makeup brushes and I could do anything. I also realized the more brushes I used, the more brushes I had to clean!

Brushes can have multi uses. You don't have to use a lip brush just for lips, just as you don't have to use a bronzing brush only for bronzer. Don't be afraid to experiment and play with these techniques and your brushes.



# *Blending* MUST HAVE TECHNIQUES

Let's look now at combining brushes together with various techniques.

01

## THE WINDSHIELD WIPER MOTION

Your crease brush has long soft bristles with a tapered end, Instead of dabbing into your shadow, roll it in your shadow. Place in the eye crease and move back and forth like a windshield wiper. This simple move gives you a smooth, perfect transition that's does the blending for you!

02

## CIRCULAR MONTIONS

Try small circular motions with your blending brush for soft diffusion. This technique is perfect for blurring out harsh lines and creating a gentle haze around your eyeshadow. Keep it light and gentle for the best results. Here's the key, use a brush with no color added to it for seamless diffusion!

03

## LAYERING COLORS

Working with multiple shades? Start with the darkest color and a small smudge brush. Press your shadow, working it up the eye until the shadow has diffused. Now add your medium color but start half way up ht edarkest so it automatically phases in. Press in until you have no color on the brush. Keep repeating the process and finish off with circular motions with a blending brush with no color.

04

## FEATHERING OUT EDGES

Eliminate harsh edges with a clean blending brush, that you gently flick outward to feather the edges of your shadow. This creates a natural fade that's perfect for smokey eyes or any soft transition you're going for.



# *Blending* **CONT...**

05

## **PRESS & BLEND**

For that intense color pop, press the eyeshadow onto your lid with a small dense brush, then blend the edges with a fluffy one. This way, you get that amazing pigmentation where you need it while making sure your edges are perfectly smooth.

06

## **HIGHLIGHT AND CONTOUR BLENDING**

Blending isn't just for eyeshadow! Try a damp beauty sponge to phase our edges of a cream contour or highlight. Layering the edges of a powder highlight and contour and use a clean brush to blend together. A longer bristled brush works well for this as a soft edges is needed.

07

## **CREAM COLORS**

When applying a cream eyeshadow, or blush, work with a nylon brush which will deposit the product smoothly and evenly, the edges can be phased out with a clean brush for seamless edges.

PRO TIP

EXPERIMENT WITH  
BRUSHES AND   
*technique* TO FIND WHAT  
WORKS FOR  *you.*

TIP #7



# CHAPTER



# NUMBER 8

**ESSENTIAL EYELINER TYPES**

LINE  
WING  
SMOKE

## *Finding Your Match*

When it comes to eyeliner, the right type can totally transform a look from basic to bombshell. Check out these must-have eyeliners every aspiring makeup artist should stash in their kit.

# *Eyeliner Breakdown*

Each type of eyeliner brings something unique to your makeup game. Knowing their different vibes and strengths helps you choose the perfect one for any look you're dreaming up.



## **PENCIL EYELINER**

Pencil eyeliners are super versatile and easy to use, a beginner favorite! Whether you're going for a sharp line or a sultry smudge, a good pencil liner has your back. Choose one that's soft enough to glide on like butter but firm enough to nail the precision you need. My favorite is a gel pencil which is the most buttery, giving great intensity, and versatility.



## **LIQUID EYELINER**

Want to ace that fierce wing? Liquid eyeliner is the one!! Liquid liners can be activated with water or for longevity, a mixing liquid. Create whatever shape you want, go as big, or go small. Work with a nylon brush as fine or thick as needed.



## **GEL EYELINER**

Gel eyeliners are like the rockstars of the eyeliner world. They can be applied with an angled or a thin liner brush. Perfect for creating bold, intense lines, or blended out for a sultry smoked eye. Gel liner makes dramatic looks a breeze. Plus, their creamy texture means smooth sailing during application.



## **KOHL EYELINER**

Kohl eyeliners are known for their rich pigment and creamy texture. If you're all about that smoky eye, this is your jam! Super easy to blend, they give that soft, smoldering vibe. Smudge out with a mini smudge brush, a sponge or even your fingers.



# *Eyeliners Breakdown*

## **CONT...**



### **WATERPROOF EYELINER**

Tears or sweat, we've got you covered. Waterproof eyeliners are a must for longevity. They come in many forms - pencil, gel, you name it—offering flexibility and style that stays put through it all. These are my favorite for lining a lash line that lasts.



Each type of eyeliner brings something unique to your makeup game. Knowing their different vibes and strengths helps you choose the perfect one for any look you're dreaming up.



A close-up, high-resolution photograph of a woman's face, focusing on her eyes and lips. She has light-colored eyes with dark eyeliner and long, dark eyelashes. Her lips are painted a vibrant red. In the bottom right corner, a portion of a red rose is visible. The overall lighting is soft and warm, highlighting the texture of her skin and the petals of the rose.

PRO TIP

**EYELINER** *transforms*  
**FROM BASIC TO**  
*bombshell*

TIP #8



# CHAPTER



# NUMBER 9

**VERSATILE LIP PRODUCTS**

STAIN  
GLOSS  
BALM

## *The Perfect Lip*

Achieving the perfect lip look? It's like being a kid in a candy store with all the fun options out there! Here are the must-haves for your kit:

# *Lip Varieties*

## HERE'S WHAT YOU NEED

Each of these lip goodies brings something unique to the table, helping you create magical makeup looks. Knowing how to mix and match them is your ticket to becoming a true lip maestro!

01

### LIP BALMS

Like a good skincare routine, moisturizing lip balms are the foundation for a smooth and soft canvas. Matte, non greasy formulas are the best. For super dry lips, try leaving for a few minutes and buffing off with a clean mascara wand.

02

### LIP STAINS

For that “I woke up like this” natural chic vibe, lip stains are your BFF. They give a long-lasting, flushed color that survives through snacking and sipping. Perfect for those effortless, low-maintenance days.

03

### LIPSTICK

The ultimate statement-maker. From vivacious reds to dreamy nudes, you need an assortment of colors and finishes (matte, satin, glossy). Matte will give you the most longevity.

04

### LIPLINERS

For definition, to prevent feathering, or to correct or help achieve a plump, fuller lip effect. Working with a lipliner close to your models natural lip color, avoids the need for numerous colors. Waterproof formulas are ideal.



# *Lip Varieties*

## CONT...

05

### **LIP GLOSS**

Add that extra drama or youthful vibe. Wear solo for a subtle sheen or layered over lipstick, or lipliner to add dimension. Sheer formulas give a natural sheen, while pigmented thicker formulas create impact. I love using thick, creamy formulas for cheeks too!

06

### **LIQUID LIPSTICK**

They are packed with pigment, and dry down to a matte finish that won't budge all day. Perfect for when you need lips to stay put without the sheen.

A close-up portrait of a woman's face, split vertically. The left side of her face is in natural skin tones, while the right side is painted a vibrant magenta. She has dramatic eye makeup with dark, glittery eyeshadow and long, dark eyelashes. Her eyes are light-colored and looking directly at the camera. Her lips are full and coated in a glossy, light pink lipstick. A diagonal band of deep teal color runs across the bottom left corner, partially covering her chin and neck. The overall aesthetic is bold and artistic.

OMI

**DON'T BE AFRAID**  
**TO** *mix* **AND**  
*match*

TIP #9



# CHAPTER



# NUMBER 10

**FINISHING TOUCHES**

ELEVATE  
TRANSFORM  
COMPLETE

*Next Level*

Time to add those final touches that take your makeup to the next level. These touches really give you so many options to transform any look

# *Finishing Touches*

## WHY YOU NEED THEM

### **Setting Spray**

Want your look to stay flawless from dusk 'til dawn? A good setting spray has your back, locking everything in place like magic. Whether you're into a matte or dewy finish, there's a spray for every vibe and every skin type!

### **Highlighter**

Get ready to glow like a goddess! A touch of highlighter on your cheekbones, brow bones, and cupid's bow gives you that radiant, lit-from-within sparkle. Whether you prefer powder, liquid, or cream, each one brings its own dazzle to the table.

### **Contour Kits**

Time to sculpt like a pro! Contour can transform a look, transform a face, from subtle definition to chiseled bones structure. For dramatic difference opt for a cream formula whereas powder contour will give more subtle effects

### **False Lashes**

Lashes are a must in any artists arsenal of tricks. From strip lashes, to singles, or bunches, each can create subtle or dramatic effects. My all time favorite is newer on the market, Lashify, which adheres underneath the lash for an invisible bond that can last for a week!

### **Brow Products**

Brows are the frame for any face. With pencils, powders, pomades, and gels, the options are endless. A well-defined brow is a total game-changer and necessity for any look. Define your outer line, then fill in as necessary.

### **Makeup Remover**

A good makeup remover is your best friend. Whether you are cleaning a face, or changing up looks on a photoshoot, you need something that will easily do job without irritation. An eye makeup remover and makeup wipes should always be available.



# *Finishing Touches*

## CONT...

### **Brush Cleanser**

Clean brushes are an absolute must for hygiene, but also for brushes to be able to do their job properly. Use a brush cleanser in between clients, and also wash daily. These are your most important tools, take care of them!

### **Blotting Papers**

Shine be gone! Blotting papers are lifesavers for quick touch-ups, absorbing excess oil without adding layers of powder. Perfect for keeping things matte yet fresh looking.

### **Palette Mixer**

Ever wanted to create your own custom shades? Trust me you will want to! A palette mixer is your backstage pass to blending foundations, concealers, and cream products to personalize perfection.

### **Custom Pallette**

Love those creations you mixed together? Keep them in a custom pallet!! Perfect for regular clients or custom oil colors. I smoosh my lipsticks into one and create custom cream contour shades in another. Amazing for ease, and saving space in your kit!

### **Tweezers**

The unsung heroes of your kit! Tweezers are fab for grooming brows, applying false lashes, and adding tiny embellishments. They'll even save the day when you need to tweeze an unruly hair!

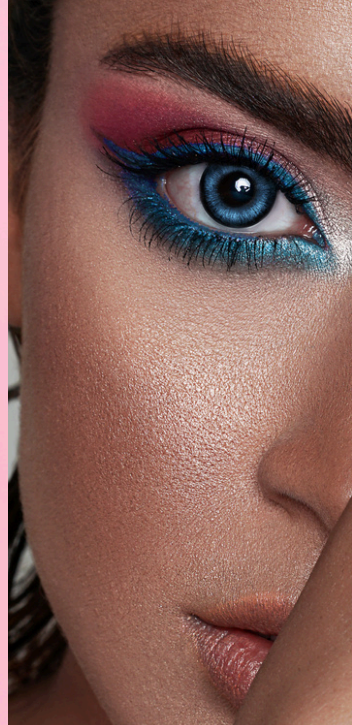


PRO TIP

**TAKE IT  
FROM  
TO** *good  
great*

TIP #10





# IT'S A WRAP!

As you embark on your journey to become a successful makeup artist, remember that the foundation of your success lies not only in the tools you use, but also in your dedication to continuous learning and practice.

The right tools can immensely enhance your artistry, allowing you to create looks that enhance your unique style. By familiarizing yourself with these essential tools, and incorporating the tips and techniques shared in this guide, you are taking a significant step towards mastering the art of makeup.

Whether you are just beginning your journey or looking to refine your skills, consistently experimenting and developing your techniques will set you apart in the competitive world of makeup artistry.

I hope this guide has shown you that you don't need every palette that comes out, every trendy brush holder and 1000 brushes! I know how addicting Sephora is, but it isn't necessary to own half of it!! A strong makeup artist can do anything with very little.

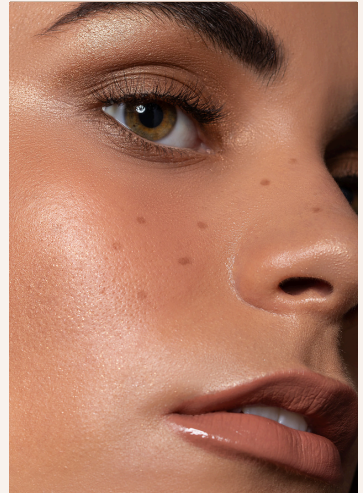
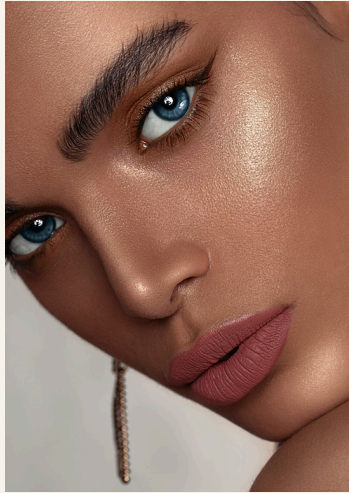
Stay connected with fellow artists, seek feedback, and never shy away from trying new things. The beauty industry is ever-evolving, and your adaptability and willingness to grow will be your strongest allies.

Thanks for joining me, I'm happy to share what I can from my 30+ years as a makeup artist to help you on your journey!

*Tara xo*



*Thanks for Joining Me*  
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