



module 1  
find out  
about  
you

lesson  
103

what's  
my  
face  
shape?

# index

- 1 the importance of face shapes
- 2 equipment required
- 3 how to measure your face shape
- 4 working out your face shape

# the importance of face shapes

Determining your face shape is very important as it helps you select the best make up, accessories, hair and clothing styles. Your facial shape determines a set of guidelines that will help you feel confident and look your best.

## **knowing your face shape helps you choose your best:**

- ◆ Makeup style
- ◆ Eyebrow shape
- ◆ Hairstyles and haircuts
- ◆ Sunglasses and eyewear
- ◆ Jewellery such as earrings and necklaces
- ◆ Necklines and print tops
- ◆ Hats

Your facial shape is an essential point of looking your best because it helps you know what to look for when shopping for makeup and deciding if the latest is right for you. You'll know what products accentuate your best features and how to downplay the parts you're self-conscious about.

## how makeup affects your face

Because your face is the first thing we notice about a person, the wrong makeup for your face shape can easily make people think: "What's up with her face?"

Ever had people say you looked different but they couldn't quite pinpoint the change? Maybe you changed your eyeshadow or lipstick, tried a new hairstyle or colour? Yes, that's exactly how "subtle" changes like that can create a new impression of you.

If you want to create a fabulous first impression, it really pays to make sure that you're wearing the right makeup that looks good with your face shape.

Think about it...

Have you ever tried to wear a new lipstick colour or eyeshadow, or maybe a new hairstyle and discovered that it just didn't look right? Maybe your face turned wider, narrower, shorter, longer, etc.?

Or maybe a facial feature such as a pointy chin or a square jawline got more noticeable?

You may have put on something that didn't complement your face shape and its features – and it's more than likely accentuated parts you didn't like which highlighted the bits you're not so confident about.

Because, just like the shape of your body - what make up you wear with your face shape can visually alter the silhouette of it or the shape and size of your facial features.

So by understanding the shape and proportions of your face you'll be able to bring out the features you love and downplay the rest.

# equipment

## For measuring your face shape

- ◇ a mirror
- ◇ hair clips - to pull hair away from face and expose ears
- ◇ tape measure - a soft flexible tape, not a hard ruler or metal tape
- ◇ a good light to see yourself clearly
- ◇ paper and pen to record your measurements on



# here's how

- ◇ Face your face in front of the mirror. Avoid tilting your head as side profiles can alter your perception of your own face shape (e.g. analysing your face from the side won't always show the true shape of your jawline and cheekbones)
- ◇ Keep a relaxed face – avoid smiling as this can make your lower face pointier and longer.
- ◇ Pull back your hair to behind the ears and clip it in place so that you can see your entire face.

## 1 Measure your forehead.

Put the measurement tape across your forehead at the widest region, usually half way between the eyebrows and hairline. Note the measurement on your paper

## 2 Measure across the top of your cheekbones.

Place the measurement tape starting from below the outer corner of your eyes taking it to the other outer corner of your eyes. Make sure the tape is resting on the bridge of your nose and not just standing straight on it. Note down the measurement on your paper

## 3 Measure your jaw line.

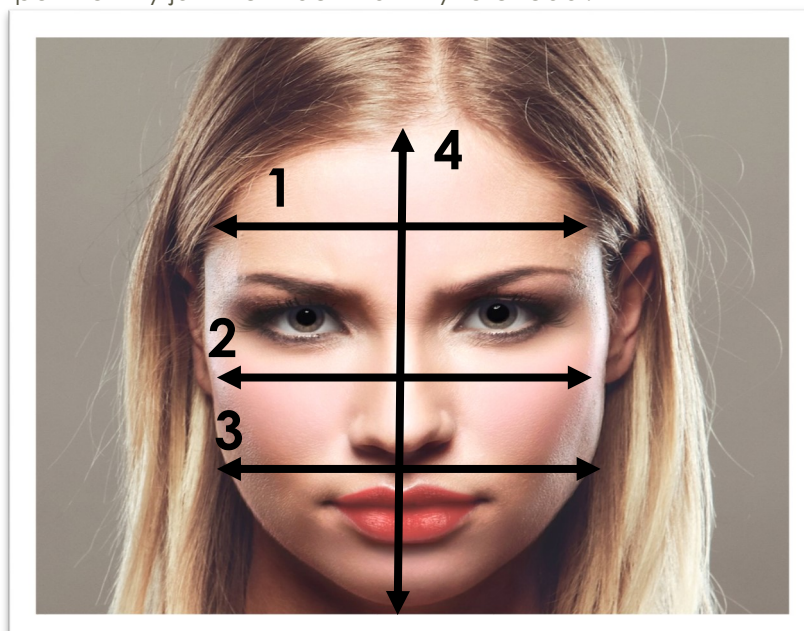
Measure across at the widest part of the jaw, just along the top of the top lip  
Note the measurement on your paper

## 4 Measure the length.

Put the measurement tape at the middle of your forehead and running it down to the tip of your chin. Note the measurement on your paper

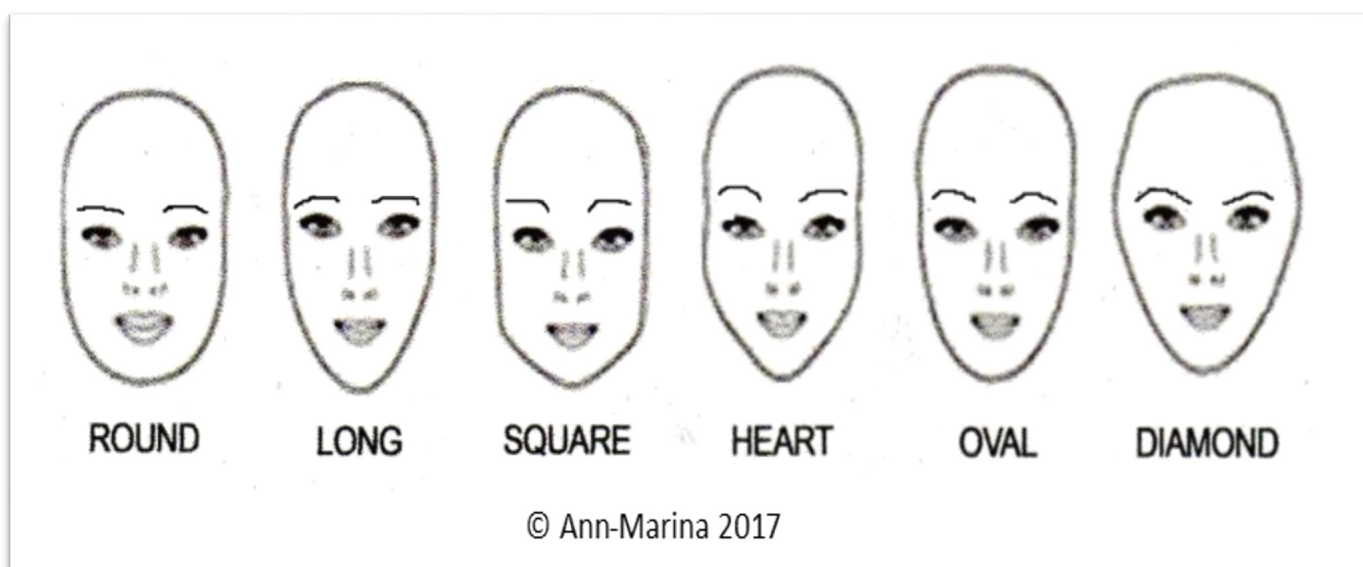
Compare:

- ◆ How wide is the widest point of my forehead compared to my jawline?
- ◆ How prominent are my cheekbones compared to my jawline and forehead?
- ◆ Is the widest point of my jawline wider than my forehead?



## work out your face shape

- 1 **Oval:** The length of your face equals one and a half times the width. The face gracefully tapers towards chin, wider forehead, prominent cheekbones. Considered an ideal face shape because it's neither too wide or long.
- 2 **Long:** Looks like an oval but has more length and less width. Face gracefully tapers towards chin and an elongated feature from forehead to chin. Some have prominent chin. You might appear gaunt. However a long face can apply to all other face shapes (except for Round)
- 3 **Round:** Your face shape is almost as wide as it is long. Widest at the cheeks. Similar to an oval but shorter, often with a rounded jawline. You probably look younger than your age.
- 4 **Square:** Your forehead, cheekbones and jawline are approximately the same width. Your jawline can appear strong and angular
- 5 **Heart:** Face strongly tapers towards chin, chin can be pointy. You're widest at the cheekbones with a forehead and jawline of approximately equal widths.
- 6 **Diamond:** You're wider at the temples and forehead and narrower at the chin. Face highly angular and somewhat bony. Not a common face shape compared to others. Amazing cheekbones usually come with this face shape !!



### Final words...

Don't get hung up on trying to squeeze yourself in one single category. These are just the general shapes and there are variations of each face shape, and we're merely focusing more on looking at your face as a whole to improve its proportions.

***Be Natural, Be Confident... Be You***

# contact

If you have any queries, please get in touch, I'm happy to answer all and any questions.



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