

# Ayu

Online Master Your Make Up Course

## Overview

### **Lesson One:**

Skin Types

Tools & Accessories

### **Lesson Two:**

Q&A

Foundations (different undertones, textures, consistencies)

Concealer

Powder

### **Lesson Three:**

Q&A

Blush/Bronze

Contouring (different face shapes)

### **Lesson Four:**

Q&A

Brows (different shapes, how to measure etc)

Lips- choosing the right colour and how to shape

### **Lesson Five:**

Q&A

Day Eye Look

Eye Liner

### **Lesson Six:**

Q&A

Eyes- Smokey Eye

False Lashes

## Skincare

One thing that always strikes me when I do make up lessons is the amount of skincare products people possess these days. You can have a press full of products but it won't guarantee good skin. People are spending fortunes on all the latest creams that come out when all you need is a few key products and to be consistent with them to change your skin.

If you are a lover of new products and it's your thing that's cool but if you are buying them all in the hope that they will instantly transform your skin, then you are more likely wasting your money.

Regardless of your age or skin type, your face will do better with just a few targeted products and a simple, consistent routine. These include:

- Cleanser
- Facial Serum/Oil
- Eye Cream/Serum
- A moisturizer with SPF daily
- Night cream
- Facial Exfoliator
- Face Mask

These are the absolute basics that you need for better skin. I see people more and more using super strong products, and telling me about all the microdermabrasion sessions, glycolic washes, chemicals peels, the list goes on that they are getting and using on a far to regular basis which at the end of it all is leaving their skin sensitized, with break outs and often in worse shape than when they started. You need to ask yourself, is your skin better or worse since you started with all these treatments. Sometimes people mistake seeing redness as a good thing as they think it's a process but your skin should never be left sensitive. If you have a specific skin issue, then you should see a dermatologist so they can give you a proper treatment plan. Here is an example of what your morning and evening routine should look like:

### Morning:

- If you removed make up before bed then you don't need to cleanse your face in the morning, a splash of water is enough.
- Apply your facial serum or oil followed by your moisturizer and eye cream.

### **Evening:**

- Cleanse off make up. Even if you don't wear make-up, you should still cleanse at night to remove any dirt, dust etc. that may be sitting on your skin from throughout the day.
- Apply your serum followed by your night cream and eye cream.

### **Weekly/Bi-Weekly:**

- Exfoliate
- Mask

It should be that simple, and I think you are more likely to stick to it if it is quick and straightforward, plus your skin will thank you for it.

The big thing is consistency. It is also worth me mentioning too, that it takes about 4 weeks to see the difference in your skin when you start a new routine so be patient as you won't see changes right away but you are going in the right direction!

### **Skin Types:**

Everyone has a skin type—understanding yours should be simple, right? Wrong! Skin type is one of beauty's biggest enigmas. Here is a simple guide to help you identify yours!

#### **Dry Skin**

Tightness? Flaking? You probably have dry skin. It feels uncomfortable most of the time. If you wake up with flaking, and you tend to feel like you need richer creams to keep your skin feeling normal, you are dry. The upside is that you might break out less or have fewer clogged pores than other skin types.

#### **The Dry Skin Routine**

##### **Morning**

Cleanse with a moisturizing wash—you'll want one with aloe, glycerin, ceramides, or hyaluronic acid in the label. Next, boost your hydration levels with a hyaluronic serum, and finish with a moisturiser that comes in a jar. That usually means that is rich.

##### **Night**

Wash with an oil cleanser. Follow up with a hyaluronic acid serum, and layer a thick moisturiser on top.

#### **Oily**

If your skin gets progressively shinier or greasier as the day wears on you have oily skin. This skin type is prone to clogged pores and breakouts and your spf and makeup might seem to ball up or slide off. Pores will be visible. Oily skin needs a strong face wash to combat oil production and keep pores clear. On a positive note though oily skin tends to age pretty well compared to other skin types.

#### **The Oily Skin Routine**

##### **Morning**

You'll need a cleanser that can cut through the oil your skin produced overnight, Neo Strata Clarifying Wash is amazing. Pat on a balancing serum afterwards to trick your

skin into producing less oil, and to prevent excess oil from clogging your pores. The best ones include ingredients like salicylic acid, and tea tree oil.

#### **Night**

Double cleanse with your morning wash. Stick to a water or gel based cream for night then. Even a hyaluronic acid serum will be enough at night if you are very oily.

### **Combination**

Combination skin is probably the most common skin type. Combination skin can be greasy in some areas and dry in others, and usually this is worsened by products or environmental factors. Your T-zone is usually the oily area, and the outer parts of your face and cheeks are usually drier.

#### **The Combination Skin Routine**

##### **Morning**

Use either a gel or lotion cleanser. Apply hyaluronic serum around the areas where you tend to get dry, and then rub a lightweight moisturiser all over.

##### **Night**

Cleanse with your morning cleanser and then apply a moisturiser with hyaluronic acid in it to hydrate your skin without adding more oils.

### **Mature**

Mature skin happens to us all!! It usually has increased dryness, sun spots, and fine lines.

#### **The Mature Skin Routine**

##### **Morning**

Cleanse with a lotion-based cleanser. Apply a hyaluronic acid (to plump fine lines) and a moisturiser over the serum.

##### **Night**

Cleanse skin and then apply a retinol (start with 1-2 a week and work your way up slowly so you don't irritate the skin). Retinol is super effective but takes time so patience is needed- it is worth it! Apply a facial oil and moisturiser after retinol.

## **Cosmetic Tools & Accessories**

Having a core collection of tools is really important. It takes the confusion out of what you need for what and makes packing for breaks away so simple. Some core brushes you will need are:

### **Angled Blush/Contour Brush**

This angled brush has soft, round edges. It can be used with powder products such as blusher, or bronzer on the cheekbones for a perfectly blended contour.

### **Buffer Brush**

Our AYU Buffer brush is ideal for full coverage make up application with cream, liquid and powder products.

### **Mini Buffer Brush**

A mini version of our best-selling Buffer brush. It is ideal for foundation, contour, highlight, bronze, concealing, setting and can be used with powder, cream or liquid products. A true all-rounder just like its big sister!

### **Highlighter/ Concealer Brush**

Hand crafted, this round, tapered brush makes application of product easy and precise. It is ideal for applying highlighter and setting powders. Swirl over cheekbones, brow bones, and décolletage for a finished appearance. This brush is also ideal for application of concealer. With its super soft fibers it blends out concealers perfectly every time.

### **AYU Blender Brush**

This blending brush is a must have for all make-up bags. Although named a blending brush it can be used for all shadow applications. If you are only going to have one eye-shadow brush in your bag this has to be the one. The soft hair on the brush allows for easy blending and application of shadows without excess flyaway.

### **AYU Pencil Brush**

Perfect for precision work. The pointed pencil shape tip makes it very easy to line the lashes and shade the crease line; it is an essential for anyone wanting a smokey eye look!

### **AYU Flat Shadow Brush**

This brush features soft and dense fibres to shade or blend eye shadow. This brush has a rounded edge with smooth, firm, fine fibres. It can be used to build and press intense colour on the lid.

Hand crafted, this brush will soften pencil liners, add a touch of definition with shadow to line the eyes or can even be used to highlight inner corner of eyes. It can be used with pencil, powders or cream products.

### **AYU Pro Blender Brush**

This blending brush is a must have for all make-up bags. Although named a blending brush it can be used for all shadow applications. If you are only going to have one eye-shadow brush in your bag this has to be the one. The soft hair on the brush allows for easy blending and application of shadows without excess flyaway.

### **AYU Eyeliner Brush**

A super sharp angled eyeliner brush for precision work. The AYU Eyeliner brush is suitable for working with gel, cream or powder on either the eye line or eyebrow. This brush also has a spoolie to help shape brows and brush through your lashes.

### **Looking After Your Brushes**

Looking after your brushes is so important, it will add years onto their life if you take care of them. You will need to give them a good clean every two of weeks if you are using them for personal use or daily if they are for professional use. When cleaning your brushes you should never put them directly under the water flowing from the tap. If water repeatedly gets up the funnel of the brush it will weaken the glue holding it together and your brush will eventually break.

What you need to do is dampen the hair of the brush (I do this by swirling it around in a little bit of water in my hand), next take your brush cleaner (this can be shampoo, face wash or something like fairy liquid). Put a pea sized amount of your product in the palm of your hand or on your brush egg and swirl the brush, rinse in a little bowl of water and repeat this until the brush is completely make up free and the water is clean. Brush cleaners are only a quick fix, over time the alcohol in them will dry out the hair on the brush causing it to snap or flay.

When drying your brushes it is important never to do so with a hairdryer or on a radiator- this can burn the hairs and distort the shape of your brush. You need to lay the brushes flat on a counter surface with the head of the brush sitting out over the edge of the table- this allows plenty of air to get in around the hairs and make sure it dries out completely, also it will prevent any loss of shape that you would get if you just left them on a flat surface. Leave your brushes to dry (ideally overnight).

### **Homework Exercise**

Between now and next week try and take time to examine your skin. When you wash your face in the morning, take a minute to notice how it feels and figure out what skin type you fall into.

Take this time too, to sift out any old/unused skincare products and make up brushes that you don't use and know are not right for you. We need to clear the table here so you can start as you mean to go on. This time we have now is a great opportunity to start a new routine for yourself that is simple and works. Your skin and pocket will thank you for it!

Please leave any questions you have about this lesson in the comments below and I will answer them in the next video before we start our second lesson.

FYI- We do have a discount code with NeoStrata if you do decide to try their products- it is AYU20 but please email them or message them online first if you are unsure of which line to go with.

Website: [www.neostrata.ie](http://www.neostrata.ie)