

[00:00:01.150] - Jacqueline Hill

Skincare is not one size fits all. At IMAGE we rely on skincare professionals and clinically proven ingredients to create solutions that adapt to your lifestyle. But don't take it from us. Just ask the 30,000 plus professionals in over 60 countries across the globe who trust IMAGE skincare to deliver when it comes to results. And while we got our start with Skincare Pros, we think it's about time you got to know us better, too. Tune into Skinfluenced to hear straight from industry professionals on how to keep your skin healthy, radiant, and resilient through every stage of your vibrant life.

[00:00:36.810] - Jacqueline Hill

Hello, and welcome back skincare aficionados, to Skinfluenced, a podcast where we chat all things skin. I'm Jacquelyn Hill, and I am so excited. Today is our new addition to Skinfluenced. So if you tuned into our very first episode, From Passion to Purpose, then she is not going to be a stranger to you guys. She is leading IMAGE Skincare as the founder and the chairwoman of the board. She's also an esthetician, a mentor, a mother, and my very good friend. I'm so excited to welcome our very own Janna Ronert.

[00:01:16.000] - Jacqueline Hill

Welcome to the podcast Janna.

[00:01:18.130] - Janna Ronert

Oh, thank you, Jacquelyn. This is so exciting today. I get to be with you, I haven't seen you in months. We're sitting literally together for the first time.

[00:01:28.180] - Jacqueline Hill

I know.

[00:01:28.780] - Janna Ronert

So there's no better way to kick this off today than to be together talking about one of my favorite topics, which are makeup trends. It's an honor to be here for those of you listening, you are in for a treat.

[00:01:44.210] - Jacqueline Hill

Yeah. So makeup trends, I'm glad this is one of your favorite things, because I honestly am a makeup novice. I have like, three pieces of makeup that I just do over and over again. And if it takes more than two minutes, then I'm out. Right? But we got our experts here today, so we're going to get some help.

[00:02:02.890] - Janna Ronert

We do. But I will tell you, I think I'm the opposite of that. I have come to be a makeup junkie. So I watch YouTube videos, I have so much makeup. I have much more IMAGE Skincare, but I do love makeup, so I'm super duper excited about this today.

[00:02:22.330] - Jacqueline Hill

All right, I'm in the right place. I'm going to step my makeup game up after this, and hopefully, you guys listening, if you're like me will step your makeup game up. Let's talk about expert number one who is going to help us. This is Rachel Shapiro. And Rachel, I'm going to brag on you a little bit. Rachel has 22 years of experience. She is a licensed medical esthetician. She has her own makeup line. I have three pieces of makeup, she has a whole makeup line, so...

[00:02:50.620] - Jacqueline Hill

She has traveled the country as a professional makeup artist and a bridal coordinator.

[00:02:56.730] - Jacqueline Hill

Her expertise in this area has allowed her to learn new techniques and work with leading skincare companies, and she's always working to make sure that her clients feel their best. So these unique opportunities really keep Rachel's admiration strong for this profession and this evolving industry. So welcome, Rachel. Thank you so much for joining us today and getting us all on track with makeup.

[00:03:22.630] - Rachel Shapiro

Thank you so much for having me. I'm very excited to be here.

[00:03:26.360] - Jacqueline Hill

And I actually got to get a little makeup done with you on one of our events before. So I know that you are amazing because you even made me, with my no makeup face look good.

[00:03:35.720] - Rachel Shapiro

That was a fun event.

[00:03:36.910] - Jacqueline Hill

Yeah. That was a very fun event. Who else do we have here today, Janna?

[00:03:40.850] - Janna Ronert

So, I am so excited to introduce our next guest, Maegan Lewis. Maegan has 11 years of experience as a professional makeup artist. But really, her love and passion for makeup is what led her to practice and become a specialist in the art of microblading, which eventually led her to attaining her esthetician license, of which we know and love. She started her own company called Glamtourage-

[00:04:11.010] - Jacqueline Hill

I love that name.

[00:04:12.990] - Janna Ronert

Glamtourage, we all want to be Glamourage, in 2016. And a little inside beauty secret for those of you who are listening today, she is my go-to for my brows.

[00:04:25.840] - Jacqueline Hill

Ah, okay.

[00:04:26.330] - Janna Ronert

Now, I'm not saying they look the best today, but since I was doing this program, I tried my very best to strike a good pose with my brows. So Maegan is also a mommy to a three-year-old little boy and is currently planning the wedding of her dreams. So welcome, Maegan.

[00:04:44.950] - Maegan Lewis

Thank you, Janna. I'm so excited to be here today.

[00:04:47.640] - Jacqueline Hill

All right. Well, this is going to be, I think, a really fun podcast. So since they both are makeup artists and skincare therapists, I thought we would start a little bit with does the skin maintenance go hand in hand with makeup? Like, do you need a good canvas or... What is your guys' thoughts on makeup and skin maintenance?

[00:05:08.980] - Maegan Lewis

Absolutely. Getting into makeup, naturally, I wanted to get into skin and especially... We'll talk about trends and everything later, but especially with the no makeup, makeup trend, I think that is such an influence to take better care of your skin. Because it is difficult when you have problematic skin to make it look perfect or airbrushed or whatnot. But it definitely makes you want to take better care of your skin and prep your skin and use the right products.

[00:05:45.310] - Rachel Shapiro

Absolutely. So I was saying, you just pointed out something perfect is a lot of girls want to look like they don't have too much makeup on. But in order to get that look, I think you need to start off with using a great skin care and taking care of your skin. And then that gives us a great canvas to work with.

[00:06:02.650] - Janna Ronert

And when you give the readers a couple of tips on what products are your go-to to get the skin prepped for that makeup, no makeup look, what are a couple of your favorites?

[00:06:15.530] - Rachel Shapiro

For my favorites I actually use the Vital C mist. I spray it on the beauty blender and I mix it with my foundations, and it really gives them that dewy glow. And honestly, it has worked for all of my clients, whether they're dry, oily, combination, it evens it out. Then I have used it as a setting spray as well, just to play around with it. But making sure that their skin is prepped and ready is such a great thing.

[00:06:47.210] - Rachel Shapiro

My favorite, so much, is IMAGE, which is-

[00:06:51.430] - Janna Ronert

We're so glad to hear that. Thank you.

[00:06:53.540] - Jacqueline Hill

That's not a bad thing.

[00:06:54.740] - Janna Ronert

Not at all.

[00:06:56.230] - Rachel Shapiro

I love that look of not wearing a lot of makeup, but still achieving... Don't you find a lot of girls asking that?

[00:07:03.570] - Maegan Lewis

Of course. Yeah, and it can be difficult for us. I think, especially when it comes to bridal, we have an opportunity to do trials leading up to a wedding date, and I take the opportunity with them to let them know. "Listen, we're doing this trial. We want to achieve a certain look. We have some time, so let's put some work in with your skin." And I would recommend certain facials or even just skincare products at home, because a lot of it is at home. We can only do so much with that time right in front of a client, but when you're taking care of your skin at home and using the right products for your skin, it makes a big difference.

[00:07:41.920] - Janna Ronert

And what would you recommend for your go-tos that get the skin prepped?

[00:07:47.850] - Maegan Lewis

Well, prepping, aside from in the moment, I love the Ageless Resurfacing Mask. I think texture is a big deal because you can prep...

[00:07:59.890] - Rachel Shapiro

Is that the one with the grit?

[00:08:00.630] - Maegan Lewis

Yes, you can do so much with prepping the skin, but if texture is an issue that's really difficult in one appointment to achieve a flawless smooth finish. So I let the clients know to exfoliate, prep their skin before even coming into me. Or come see me for a facial and we'll prep your skin the right way if there's some problem areas. And then a really good primer is so important just with filling the pores and making sure that there's a barrier there between your skin and the makeup to help with the smooth transition.

[00:08:37.110] - Maegan Lewis

It's hard for me to pick a favorite because I do customize per client. Not everyone's skin is the same, so I can't use the same exact product and every single person but my go-to really is the Hourglass mineral veil. I love that primer.

[00:08:53.320] - Jacqueline Hill  
Okay. Hourglass mineral veil.

[00:08:55.180] - Rachel Shapiro  
I like their setting powder.

[00:08:58.060] - Maegan Lewis  
Yes. All their products are really amazing. Yeah.

[00:09:01.550] - Janna Ronert  
And that kind of leads us to what ingredients should you avoid for different skin types? I mean, what are some ingredients that the listeners today. If you've got very sensitive skin, what do you say no, don't prep your skin with that, because then I'm going to have a hard time really making your skin glow?

[00:09:22.750] - Maegan Lewis  
When it comes to makeup, at least, anything with an oily base to start off... It's hard because I love oils, but if you're doing anything oily before we're starting the make up, it can be a little bit difficult to apply the makeup seamlessly. Especially if they already have oily skin.

[00:09:43.210] - Janna Ronert  
Okay.

[00:09:45.250] - Maegan Lewis  
I prefer my clients not to prep so much and let me do all the prepping, just because I can see their skin. And you can layer too much product too. Other things to avoid...

[00:10:00.470] - Janna Ronert  
I think oil is a good one. I would suspect as a makeup artist it's pretty hard if you have a face full of oil, that's really difficult to create that beautiful canvas. Right?

[00:10:11.550] - Rachel Shapiro  
Absolutely. And then also something else for me is I make sure that the client has nothing on. They're asking, what should I do to get ready for the day of? The big thing is make sure that you don't wear SPF in your moisturizer. I find, especially as a makeup artist, it flashes back a little bit in the photos. Also, primer-wise, it doesn't all go all the way all over if you have SPF just in certain areas. So I'd rather my clients not even prep their skin at all and let me do it and get it ready because like you said, customizing is very important.

[00:10:50.650] - Janna Ronert  
Well, Jacqueline and I are pretty good preppers, but I know what we've liked when we've been traveling together is that sheet mask from IMAGE. That sheet mask is the best.

[00:11:01.420] - Rachel Shapiro  
Have you ever put that in the fridge?

[00:11:02.930] - Janna Ronert  
The best. Freezer is great when you travel before makeup application.

[00:11:09.540] - Jacqueline Hill  
It lives in my mini-bar in every hotel I'm at.

[00:11:16.530] - Janna Ronert  
It does, it really does. That, and champagne.

[00:11:16.530] - Jacqueline Hill  
That and champagne live in my mini-bar every hotel.

[00:11:20.040] - Maegan Lewis

I do love sheet masks, and I feel like it gives you just enough product on your face and you can rub it in. I gift a lot of my brides sheet masks. I give them little kits and I'll start their makeup with one, and they'll have one for when they take their makeup off later.

[00:11:37.320] - Janna Ronert

So those are all good tips. So let's kind of recap exfoliation is a must, right?

[00:11:42.700] - Rachel Shapiro

Absolutely.

[00:11:43.360] - Janna Ronert

Probably physical and mechanical. A little bit of acid to get rid of all the dead skin, throw a little bit of that sheet mask in essence, and then let your makeup artists do the work from there, right? And don't sneak anything in on it. We don't want to be snuck in, right? Because then the skin is going to look great.

[00:12:01.600] - Janna Ronert

So let's switch now, and let's talk a little bit about microblading. For those listeners, what is microblading? Why is it such a hot trend? Why is it such the thing to get your brows microbladed?

[00:12:14.770] - Maegan Lewis

Well, I think brows just have become such... Like, everyone pays attention to brows now. Within the past ten years, it's been a huge deal. I actually got into microblading because of my clients. So I was doing makeup at the time I was working at Mac, and my clients were telling me "Have you heard of that microblading? You're the only person I trust with my brows. Like, you have to do it." I'm like, I don't even wax your eyebrows, I just put makeup on them. But when I looked into it was so interesting to me that you can create this realistic look.

[00:12:49.650] - Maegan Lewis

Especially for people who don't grow hair or they grew up in the 90s where brows were non-existent.

[00:12:55.410] - Jacqueline Hill

You're talking to me Maegan. Don't look at me when you say that. I know I have tiny brows.

[00:12:59.910] - Maegan Lewis

You have great brows.

[00:13:01.290] - Janna Ronert

We're not even talking 90s here.

[00:13:04.650] - Maegan Lewis

So I think just the trend of brows alone has led to that. And even now, there's so much more than just microblading that there is out there to offer. But I think it's the natural look of it and the realism that is... Well, of course, I'm sure people have seen botch jobs, but it's that people want to wake up and they just want to feel beautiful without having to do too much and brows are hard. It's really hard for yourself to master the perfect look of your brows for yourself.

[00:13:36.770] - Jacqueline Hill

How is that different from, like, I know when I was starting this, it was the permanent makeup brow. So how does that look different from the permanent makeup brow?

[00:13:47.090] - Maegan Lewis

The permanent makeup brow... Well, first of all, when that first came around it wasn't makeup artists doing it. It was a lot of doctors and people who weren't really in the beauty world. So the first thing is the shape, a lot of people, they didn't really know what they were doing honestly. Then it's just

advanced so much. So the permanent makeup brows, they used a tattoo machine and I think back in the day, and it's just because they didn't really know much then, they were going too deep.

[00:14:19.720] - Maegan Lewis

The skin on our face is so thin, so compared to a conventional tattoo, that's why you're seeing a lot of blue brows and these different colors because the pigment is just too deep for how thin our skin is on our face.

[00:14:33.520] - Maegan Lewis

With microblading, it's a manual tool, so I personally feel like I have more control. The blade is super thin, so I can actually go in and create these hair strokes. And I still use a tattoo machine sometimes for shading...

[00:14:48.030] - Janna Ronert

So it's kind of like a scalpel, right? You dip this little ink in a little scalpel and you're kind of drawing the brow.

[00:14:55.090] - Maegan Lewis

Similar. So actually, the blade is a set of needles bunched together.

[00:15:00.800] - Jacqueline Hill

Okay.

[00:15:01.700] - Janna Ronert

This sounds scary but it's really not. It's not. It's not. When you think of this microblading, how long does something like that last?

[00:15:10.770] - Maegan Lewis

Everyone is different, but typically anywhere from one to three years before you need a touch-up.

[00:15:17.850] - Janna Ronert

You want to make sure you go to the right person?

[00:15:20.360] - Maegan Lewis

Definitely, and I even push my clients the way when they're like "I want another touch-up. I don't want it to fade." I like to set their expectations where it should be. It's meant to fade out. We don't want this to be something that's permanent, totally, where you never have to touch your brows again. It's good if it's fading out because we can touch it up, and then you don't have to worry about having these brows you hate later on.

[00:15:40.850] - Janna Ronert

And so, Rachel, you must see good brows and bad brows. Right? So how, as a makeup artist, how do you address those bad brows?

[00:15:51.990] - Rachel Shapiro

I'm just laughing because I've been doing this for such a long time. I actually tell people it's so important to do your research before that. But for somebody that does have a bad job, I try to go in as much as I can and make it look natural myself. Doing hairstrokes with makeup has been so fun, or covering it with certain type of color correctors or shading it because I have ran into a lot of clients where it is changing color where they got it done years and years ago.

[00:16:32.510] - Rachel Shapiro

I actually used the IMAGE... What is the new one to grow lashes?

[00:16:40.610] - Jacqueline Hill

Oh, the Brow and Lash Enhancer.

[00:16:41.720] - Rachel Shapiro

Yes. So I use that a couple of weeks ago as a brow gel.

[00:16:47.990] - Jacqueline Hill

That's a good tip, I haven't tried that.

[00:16:50.480] - Janna Ronert

I haven't either.

[00:16:51.040] - Rachel Shapiro

I needed something and it was in my kit, and I just used it, and it brushed the brows up, and it actually worked perfectly. I was like, wow, this is good to know. That was also something else that I was going to bring up to you is how girls like their brows.

[00:17:04.560] - Maegan Lewis

The fluffy brows, yeah.

[00:17:06.180] - Jacqueline Hill

Well, that takes us to the lamination. That is a new thing that I see with the saran wrap on the brow. So what is lamination? That's different from the microblading.

[00:17:17.550] - Maegan Lewis

Yeah. Do you offer lamination?

[00:17:19.970] - Rachel Shapiro

No, I don't.

[00:17:21.050] - Maegan Lewis

So lamination is more of a treatment for the hair. So I compare it to a perm for your eyebrow hairs. There's so many different brands and everything out there, of course, with it now. But the specific brand that I use is a keratin base. So it ends up being like... I compare it to my clients as a keratin treatment for your brows.

[00:17:41.870] - Janna Ronert

I love it.

[00:17:42.720] - Maegan Lewis

It's amazing.

[00:17:44.570] - Janna Ronert

Sounds super cool.

[00:17:46.360] - Maegan Lewis

Yeah, and what it does is, it kind of gives you brows you never knew you had. It's temporary. It lasts, like, four to six weeks, but we extend the length of your actual hairs so you can shape the brows however you want. You can brush them up and fluffy. You can totally control the look of your brows, and they're just more manageable, and it's honestly addicting. It's my number one booked appointment right now with all my clients.

[00:18:13.740] - Janna Ronert

It's kind of like a keratin blow-dry for your brows. A brow blow-dry, I love it. We're all getting one of those laminations.

[00:18:23.690] - Jacqueline Hill

We are all getting it. My everything can use a blow-dry right now.

[00:18:27.340] - Janna Ronert

So speaking of brows, now, let's move to a little bit of lashes. Lashes are also very in Vogue, right? You can have the press on. You can have the permanent. Rachel, let's go to you. Do you like the individual? Do you like the strip? What is your go-to?

[00:18:41.720] - Rachel Shapiro

So I'm going to start off with my bride, and then my mother of the bride, and then my mother of the groom. I have thousands of lashes in my kit because nobody's eye shape is the same at all. So a whole strip might look great on my bride, but a couple in the corners might look great on somebody else. But I love doing fake lashes the day of a wedding and then taking them off.

[00:19:11.630] - Rachel Shapiro

I'm just a fan of... My first step as a medical esthetician, washing the face properly, and I feel like you sometimes can't do that with lash extensions. And I feel like being an artist you can add on to lashes with doubling them up or just putting a couple in the corner. There's so many fun techniques on how to use eyelashes now. I don't know, what do you like about it? What's your favorite tool with lashes?

[00:19:41.600] - Maegan Lewis

I totally agree with you. I think as a makeup artist, we tend to shift more towards the strip lashes. It's just easier. Then also being an aesthetician, I love to wash my face. I do.

[00:19:55.030] - Janna Ronert

We all do. We are major face washers here.

[00:20:01.190] - Maegan Lewis

But I am a fan of lash extensions. I used to get them. I've had them, like six years straight at one point. Again with the microblading, it's that thing where you just want to wake up and feel beautiful, and your lashes, especially within the past two years, all people can see, is your lashes and your eyebrows. I think it depends on your lifestyle, depends on how much commitment you would want to make for extensions because there is maintenance involved with that.

[00:20:28.430] - Maegan Lewis

They do look beautiful, they could look natural. But again, like Rachel was saying, you have to do your research, make sure that whatever lash artist that you're going to know what they're doing because there's a chance that you can get damaged, they can get damaged. I personally now prefer lash lifts for myself.

[00:20:49.090] - Jacqueline Hill

I was just going to ask you about that, like tinting and lifting.

[00:20:52.050] - Maegan Lewis

Yeah, it's similar to the lamination.

[00:20:54.200] - Janna Ronert

Another perm. We're just perming our eyes all day long. Really. We love it, though.

[00:20:59.880] - Maegan Lewis

I love it because again, a lot of our lashes tend to grow out or down so you don't really see the true length of your eyelashes, unless you use an eyelash curler that lasts 30 seconds. So the lash lifts definitely push your natural lashes up. There's less maintenance involved. You can still wash your face fine. But me, personally, I do love to wear strips when I'm going out and peel them right off and wash my face.

[00:21:27.020] - Janna Ronert

So let's talk about strips because there's a lot of ladies listening today and saying, is it okay to buy the Ardell strips for \$2? Or do I need to spend \$50 for the Mink ones? I mean, come on, what's the deal?

[00:21:43.230] - Rachel Shapiro



I'm all about the Ardell.

[00:21:44.300] - Maegan Lewis  
I love Ardell.

[00:21:45.420] - Janna Ronert  
Okay.

[00:21:46.240] - Jacqueline Hill  
Okay. We heard it from the experts.

[00:21:49.350] - Janna Ronert  
They have spoken.

[00:21:50.590] - Jacqueline Hill  
That is it.

[00:21:51.260] - Janna Ronert  
It's great. Right?

[00:21:52.460] - Rachel Shapiro  
All about it. I think it works perfectly. What's your favorite glue?

[00:21:59.070] - Maegan Lewis  
I honestly don't like black glue because God forbid it touches somewhere, and that stuff never comes off. But I always end up going back to the Duo glue, and I love the new one that is with a handle that's long-wearing.

[00:22:15.520] - Janna Ronert  
It's like a spatula, right? It looks like a spatula on the end. So it's not like a brush. You kind of like paint it on, like a painter.

[00:22:23.320] - Maegan Lewis  
Yes. It makes it so easy, and I just think it's such a great go-to.

[00:22:26.860] - Janna Ronert  
I think nothing enhances your face more, great skin and great lashes.

[00:22:32.270] - Rachel Shapiro  
Absolutely.

[00:22:33.510] - Janna Ronert  
If you can learn how to throw some lashes on, I mean, you just look glam immediately with a set of lashes.

[00:22:40.830] - Jacqueline Hill  
So if you don't know how to do it like me, do you guys give lash lessons?

[00:22:44.270] - Maegan Lewis  
Yes.

[00:22:45.450] - Jacqueline Hill  
I cannot do lashes. Well, first of all I can't see.

[00:22:49.150] - Rachel Shapiro  
I'm not good at doing them on myself.

[00:22:50.220] - Maegan Lewis

No. I talk about it all the time, too. I'm just like, don't feel bad that you can't. A lot of makeup artists have trouble doing it on themselves as well.

[00:22:57.940] - Jacqueline Hill

Right.

[00:22:58.690] - Maegan Lewis

We can give some tips. I find that if you do your makeup first and you do your eyeliner. When you're self-applying lashes, if you take the glue on a little brush and you apply the glue directly to your eyeliner as your guide, and then you put the lash on-

[00:23:16.680] - Jacqueline Hill

That's so smart.

[00:23:17.580] - Maegan Lewis

It does make it easier. At least when you're first learning how to put lashes on, it does make it easier because you're not worrying about it. Is it dry enough? Is it not dry enough? Is it sliding around? So I find when you're first starting out. Also measuring the lashes, a lot of people forget to do that.

[00:23:33.280] - Rachel Shapiro

Correct. I was just going to say to take a lash and measure it. But one of my favorite tips that I love to give clients that are trying to do lashes themselves is I tell them to take an eyebrow pencil or any type of pencil, and wrap the whole lash around any type of pencil. It will actually make it round and ready to go right on the lash.

[00:23:55.900] - Janna Ronert

That's a very good tip.

[00:23:58.110] - Rachel Shapiro

It really works. You wrap it around... I'm showing them as if everyone is looking at me. But I wrap it around any type of pencil right in front of me, and then it really makes it a U shape, and it goes right on. I find that very helpful for clients that are putting them on themselves.

[00:24:15.100] - Jacqueline Hill

Okay, lash lessons, because it's holiday seasons coming up.

[00:24:18.910] - Janna Ronert

It is, and everyone's going to be seeing one another.

[00:24:21.700] - Jacqueline Hill

Finally.

[00:24:22.570] - Janna Ronert

So good skin. Lashes. So you've got this face full of makeup. Talk to me about setting spray. Fake? Real? Does it work? Does it really keep it in place? What does a setting spray do?

[00:24:35.870] - Maegan Lewis

So I love setting spray. I think there's a huge difference, and kind of a miscommunication between setting spray and refreshing sprays. So I think there's a lot of sprays out there that people think it's going to make their makeup last longer, but it's actually just to help set the makeup in to make it look more natural, like the Mac Fix Plus. I love Mac Fix Plus, but it's not something that's going to make your makeup last longer. You could refresh your makeup, you could set it in.

[00:25:06.990] - Maegan Lewis

The best way to put it is when you first finish your makeup. It could sometimes look done up, like you look like you have makeup on, but like 20 minutes later it naturally will settle into your skin and it looks

just more natural, like a nice glow from within. So setting spray or refreshing spray speeds up that process.

[00:25:28.260] - Janna Ronert  
Okay.

[00:25:29.000] - Maegan Lewis  
I also love it if you accidentally put too much powder, which is impossible to make that look more natural. If you use the setting spray, it will set that in and it looks more like skin. A setting spray that actually helps to have the makeup last longer is something like the Urban Decay All Nighter. Now, that is something that will actually help them make up to stay put and not move and last all night, and I use both a lot.

[00:25:56.880] - Rachel Shapiro  
And then also, I was thinking, setting sprays can be used for a lot of different tools. Whether you're using a pigment eyeshadow to spray it on the brush and you could do a pigment and it will make it more like of a wet look.

[00:26:10.950] - Maegan Lewis  
And you were speaking earlier of the IMAGE, Vital C spray.

[00:26:14.750] - Rachel Shapiro  
Yes.

[00:26:15.970] - Maegan Lewis  
Toners and things like that, a lot of things can be used as setting spray as well that you wouldn't even think of. And they work great.

[00:26:23.030] - Janna Ronert  
I like that all nighter thing. I think I'm probably past that, but anything that can help the makeup last all night. I like that very, very much.

[00:26:31.910] - Jacqueline Hill  
I know. All of my two minutes of makeup work. All right. So we talked about keeping the makeup on. What are your tips for getting it off? Like, what are your makeup removals? How do you guys feel about people sleeping in their makeup or working out in their makeup?

[00:26:51.010] - Maegan Lewis  
I hate that.

[00:26:54.010] - Janna Ronert  
Thank you.

[00:26:54.010] - Maegan Lewis  
When I was a teenager, absolutely, I've slept in my makeup before. College days, I've slept in my makeup. I am such a fan of makeup wipes. I think that should be number one first step because it just makes life easier. If you're someone that just you get home really late and the last thing you want to do is wash your face. I promise you, keep makeup wipes next to your bed because it will save your skin. I usually go in with the makeup wipe, or if you're using anything waterproof, glues or anything like that, you're going to want to use something that has an oil base to remove those things.

[00:27:28.980] - Jacqueline Hill  
Right.

[00:27:29.660] - Maegan Lewis  
And I love oil cleansers. I love oil cleansers for my face now, but if you have lash extensions or anything like that, you can't use anything like that.

[00:27:39.550] - Jacqueline Hill

How do you feel about the makeup wipes or the removal?

[00:27:42.810] - Rachel Shapiro

I'm all about the makeup wipes. I love them. I actually just prefer to use a makeup wipe on my eyes first, and then I'll cleanse with a cleanser, and I always tell everyone, just cleanse twice. It's so much more beneficial to cleanse your face twice, and you'd actually really be surprised. A lot of people don't, aren't aware that makeup wipes don't take everything off, and that's just the beginning process. Really, it's good for when you have a lot of eye makeup on and then using some type of makeup remover with an oil base, I absolutely love.

[00:28:21.510] - Jacqueline Hill

Yeah, I love that too. Even my times I spend ten minutes instead of two. I definitely have to get around my eyes. If you drew in a smokey eye, you don't want to wake up in the next morning-

[00:28:35.820] - Maegan Lewis

With a smokey eye.

[00:28:42.170] - Janna Ronert

So let's talk about a few trends. Let's talk a little bit about contouring. I know a lot of famous celebrities kind of made contouring the go to what's your opinion about contouring? Do you like a powder? Do you like a cream? Do you like a stick? How can we get those chiseled cheeks? Or do you even think that's a great thing to do?

[00:29:06.230] - Maegan Lewis

I love contouring and highlighting. I definitely think that it's again customizing for your client. Because if you just go off of a chart that you're looking at and you completely mimic it, we all have different facial structures. So depending on what you want to contour or highlight, it's going to change. So if you're going to follow along on a YouTube video, which I think YouTube is a great resource, but you can't realistically, completely follow everything the person that you're watching is doing because you have a different face.

[00:29:40.550] - Maegan Lewis

Contouring is meant to kind of hide certain things or create a shadow on your face. I tell my clients a lot when I'm doing lessons or teaching them, a really good fun tip is to take a flashlight and put it at an angle, like in front of your face. And wherever you see cast a shadow that's typically where you would contour for your face.

[00:30:05.390] - Jacqueline Hill

That's a good tip.

[00:30:06.570] - Janna Ronert

Really good tip.

[00:30:07.830] - Maegan Lewis

And I don't do... With certain clients I do, depending on what we're doing. Like, if we're doing makeup for a photoshoot, if we're doing makeup for a wedding, it's different because I like everything to look very natural and look like your skin. So to me, I find that cream contours can be very heavy sometimes, especially if you're not using the right color. I do tend to go more towards powder contours. I feel like I have more control with them, but there are a few creams that I do like as well, and it just depends on the look that you're going for.

[00:30:40.800] - Janna Ronert

What do you think Rachel?

[00:30:40.890] - Rachel Shapiro

Yeah, I'm definitely more of a powder. I just have more control of it. I used the IMAGE...

[00:30:56.970] - Janna Ronert  
Foundation?

[00:30:58.950] - Rachel Shapiro  
Yes.

[00:30:58.950] - Janna Ronert  
The toffee? I conceal?

[00:31:00.610] - Rachel Shapiro  
Yes, that's what I used. I was trying to think of what I used and I contoured with it, and we had so much fun.

[00:31:05.880] - Jacqueline Hill  
We had so much fun. You highlighted, contoured, eyeshadowed, like everything with that one product.

[00:31:11.730] - Rachel Shapiro  
That was so fun. It really, really worked, and that's a cream. So once again customizing and making sure every face is so different and every skin is so different. But I do like a cream, and I love powders as well. So it all depends on the person.

[00:31:28.890] - Jacqueline Hill  
Is that an everyday look, or is it only a special occasion?

[00:31:34.350] - Maegan Lewis  
That depends on the person-

[00:31:35.630] - Jacqueline Hill  
How glam you are? Okay.

[00:31:38.670] - Maegan Lewis  
I'm not against anything because some people can get glammed out every single day, and that's great. I used to do that years ago when I worked at counter with makeup. Nowadays I'm more into skin, and I try not to wear makeup every single day. So I would do more of a natural type of contour and I'll just use my bronzer, really. I use my bronzer for my contour for my eye line, for my crease, shadow, whatever I can.

[00:32:05.810] - Maegan Lewis  
But if you want to wear makeup and glam out every single day, absolutely. You absolutely can.

[00:32:11.380] - Janna Ronert  
I think that's the beauty of this industry you got to go with what makes you feel good.

[00:32:15.830] - Maegan Lewis  
Absolutely.

[00:32:16.280] - Janna Ronert  
Because when you feel good, you feel confident, and when you're confident, you just make a difference in this world. So whatever your go to is, I say go for it. Lashes, contouring, glow getting, all of the above.

[00:32:27.220] - Jacqueline Hill  
The whole thing. Next time you guys see me, you won't recognize me.

[00:32:32.070] - Maegan Lewis

We want to recognize you. We are only enhancing, we don't want to change your face.

[00:32:36.370] - Janna Ronert

So we've got the holidays upcoming. Tell us, what are some new colors, new trends. What should we go to that counter and buy?

[00:32:44.700] - Rachel Shapiro

A lot of people right now are focusing on plum colors for the eyes. But people are very much set towards more of a natural look. The bronzes, the golds, the plums.

[00:32:58.990] - Janna Ronert

I love it.

[00:32:59.530] - Rachel Shapiro

Maybe like the humid green color. But people are definitely more shying away from those really bright eyeshadow colors that were used to be in. But all those, like, very naturey beautiful browns and greens is definitely more of a trend for the holidays.

[00:33:18.160] - Janna Ronert

And that works for every eye color? Or should different eye colors be picking different colors?

[00:33:23.730] - Maegan Lewis

Honestly, there's no rules with makeup and whatever you feel like wearing, we can make it work. Absolutely. I do agree with Rachel that a lot of the Earth tones are more popular. I think people want to feel good in their own skin, so the more natural, the better. As far as color wise, because you can make those natural colors look full glam as well. I always think during the holidays, though, the red lips always come up, the smokey eyes always come up. They're always like that one holiday party.

[00:33:51.720] - Rachel Shapiro

What about, like, a red lip with a Smokey eye?

[00:33:54.530] - Jacqueline Hill

I was going to ask that, do you have to pick one or the other? Can you do them both?

[00:33:58.790] - Maegan Lewis

You can absolutely do them both. I personally don't like it. I do try to talk people out of it, but I feel like with makeup, there's no rules if that's what they want that's what they're going to get, and we can make it look great.

[00:34:12.480] - Jacqueline Hill

Okay.

[00:34:13.090] - Maegan Lewis

Yeah. But I do agree with you. If you're going to do bold eyes generally, I'm like, okay, let's do a softer lip. If you want to do a bold lip, we'll do a softer eyes. But there's ways to make smoky eyes look more natural.

[00:34:27.120] - Rachel Shapiro

Exactly. People always tend to think a smokey eye is gray, black, brown, and it's not. You could do a smokey eye with so many different colors.

[00:34:35.110] - Maegan Lewis

Absolutely.

[00:34:36.570] - Janna Ronert

So I guess the tip here is only let your makeup artist do both.

[00:34:41.070] - Jacqueline Hill  
At home pick one.

[00:34:42.930] - Janna Ronert  
That's right. That's right. Any new trends you'd like to see come back in 2022?

[00:34:52.800] - Maegan Lewis  
I feel like a lot of trends are already coming back. So I know like, the glossy lips are coming back, which I love.

[00:35:04.580] - Janna Ronert  
I love glossy lips. I'm so glad. I like matte, but I love gloss.

[00:35:10.490] - Maegan Lewis  
I was fully onboard with that matte trend and I was like, I will never buy another lip gloss again. No, I want my glossy lips back. They look so plump and full, and I love it. I'm very excited about glossy lip.

[00:35:22.270] - Rachel Shapiro  
I think also coming back is more... A lot of people were set in their ways with a matte lip and matte face and definitely more of a glossy lip and maybe more of a dewy face. I think people are realizing how important it is to be into skincare and seeing their skin through the makeup. I personally think it's so important to see your skin through the makeup. So that's why I love being an esthetician. And the dewiness and gloss and lighter is definitely coming back around. I think people are really seeing how important that is.

[00:35:59.510] - Janna Ronert  
So let's kind of recap for our listeners. What are our top tens we've got here? Great skin.

[00:36:06.630] - Jacqueline Hill  
Great skin. Good prep. Good prep is everything.

[00:36:09.500] - Janna Ronert  
Exfoliating. Hydrating. Your eyes are seeing it, right? Get your brows done. Get them laminated. Get the lashes done. Start buying some lashes. And what else did we talk about that was so fun for the listeners today?

[00:36:29.360] - Jacqueline Hill  
I loved all the little tips that we got. I love wrapping the lash around the pencil, and then I'm going to try to put my glue over my eyeliner and popping a lash on.

[00:36:40.890] - Maegan Lewis  
Also, look down into a mirror. It's really hard to look straight at the mirror because it's not seamless.

[00:36:47.250] - Jacqueline Hill  
Right.

[00:36:47.860] - Maegan Lewis  
So if you take a compact mirror and you look down, your eyelid is flat and you can actually see.

[00:36:53.550] - Jacqueline Hill  
And then I can see.

[00:36:54.770] - Janna Ronert  
And I think... My little tip for lashes is if you can purchase one of those long pair of tweezers, they're like, six inches and you can hold it and look down. And it's easier. Your fingers are hard, that little short tweezer, but a little bit longer is better. That's my little tip.

[00:37:13.850] - Jacqueline Hill

All right. I'm getting all of the tips. I'm going to at least take one selfie where I look from... Oh, so here's my thing, because this is one of the things we wanted to talk about. So I'm going to go from my 1-minute makeup to full glam. Like, what do I need? What are, like, four things I need? Lashes, brows and what?

[00:37:32.700] - Maegan Lewis

A great lipstick.

[00:37:34.690] - Rachel Shapiro

A great lipstick, and make sure you have a good brush.

[00:37:37.690] - Jacqueline Hill

That's good.

[00:37:39.670] - Rachel Shapiro

I love the IMAGE brush.

[00:37:42.630] - Janna Ronert

That foundation brush is the best.

[00:37:44.400] - Maegan Lewis

It's a great foundation brush, yeah.

[00:37:45.370] - Rachel Shapiro

I love that brush. You can actually, I was contouring with it the other day and I put blush on the bride with it the other day. I even held it really tight, and it was so cool-

[00:37:57.310] - Janna Ronert

We didn't even talk about [inaudible 00:37:57] for concealer. I use it as a concealer. That's a really good brush.

[00:38:03.340] - Maegan Lewis

Tools are important.

[00:38:06.430] - Janna Ronert

Tools. What tools do we need? A good brush, what else?

[00:38:10.370] - Maegan Lewis

Yeah, I think brushes in general. That can make the world of a difference in your makeup application. Because I can do a flawless makeup with drugstore makeup, if I have great brushes.

[00:38:24.180] - Janna Ronert

That's a good tip.

[00:38:25.340] - Jacqueline Hill

All right. I love that.

[00:38:26.490] - Maegan Lewis

beauty blenders are great, too.

[00:38:26.490] - Jacqueline Hill

And clean your brushes if you want good skin

[00:38:27.820] - Maegan Lewis

Yes. For your skin's sake at least.



[00:38:27.920] - Jacqueline Hill  
Yes. For your skin's sake. Clean your brushes.

[00:38:34.760] - Janna Ronert  
Absolutely. Well, this has been so fun ladies. The holidays are coming up so much to be grateful for, so many tips we've had here. So, Megan, how can people get in touch with you to get this lamination, this lift, how can they get brow ready?

[00:38:51.690] - Maegan Lewis  
I think the best way would be Instagram, and that way you can take a look at my work. I have a lot of brows on there, it's just all brows for the most part. But you can absolutely reach me @beautyguide.maeg. That's B-E-A-U-T-Y-G-U-I-D-E-.M-A-E-G. And then my company's, Instagram is @myglamtribe, and that's on Instagram. So you can reach me there and take a look at my work and come see me in West Palm Beach.

[00:39:31.510] - Jacqueline Hill  
Awesome. All right, and for everybody who needs to get in touch with you.

[00:39:36.150] - Rachel Shapiro  
Yes. So my Instagram is great. Also, I do my website, which is just at @Rachelsbrides, but it's R-A-C-H-E-L-S-B-R-I-D-E-S.

[00:39:47.440] - Jacqueline Hill  
Okay.

[00:39:47.750] - Jacqueline Hill  
So it's mostly bridal work that I do, and then I also work at a spa. So I'm there about two days a week, and we actually won an award with you guys for selling so much IMAGE, which is Changing Faces Makeup in Delray Beach. And I work there, and I love doing makeup and skincare out of there as well, but mostly I go to locations.

[00:40:14.090] - Jacqueline Hill  
Okay.

[00:40:14.690] - Janna Ronert  
That's really cool. Well, I think we've all learned that skincare and makeup go hand in hand.

[00:40:19.000] - Maegan Lewis  
Absolutely.

[00:40:19.680] - Janna Ronert  
You have to have great skincare, beautiful skin as a palette, a great makeup artist. We've met two experts in our community. We're so happy, and if you want to search for what we think is the number one, leading, most amazing skincare company in the world.

[00:40:36.120] - Jacqueline Hill  
Of course.

[00:40:36.720] - Janna Ronert  
Go to imageskincare.com or follow us on social media @imageskincare. So, Jacquelyn, this is my first co-hosting. Thank you for having me.

[00:40:47.920] - Jacqueline Hill  
Oh, my gosh.

[00:40:48.790] - Janna Ronert  
How did it go?

[00:40:50.290] - Jacqueline Hill  
You know, I give you about a ten.

[00:40:54.470] - Jacqueline Hill  
No, it was awesome.

[00:40:55.840] - Janna Ronert  
She's a 20, so I'm happy I got half her score today.

[00:40:59.690] - Jacqueline Hill  
So excited to work with you. So excited to be here, and, guys, I think I'm going to be fall ready. So I'm excited for next month, too. So you guys make sure that you are following us. Thank you so much for tuning in again. Follow us @imageskincare and Janna, you didn't tell them where they could find you.

[00:41:20.270] - Janna Ronert  
@Jannaronert so, I'd love for you to send me some love.

[00:41:24.610] - Jacqueline Hill  
All right, so follow everyone, and until next month, skincare aficionados we're signing off, and we'll see you again soon.

[00:41:33.470] - Rachel Shapiro  
Bye.

[00:41:33.690] - Maegan Lewis  
Bye, thank you.

[00:41:37.670] - Jacqueline Hill  
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