The New Makeup Phenomenons

Latest trends for more defined looks

by Caroline Canetti

WHAT'S IN A NAME? Well, if you're trying to get more clients in your makeup chair, naming your makeup looks with the freshest beauty verbiage could very well be the difference between hearing the sound of "Cha- ching!"... or crickets chirping at your cash register.

"There's always a new buzzword or name to create excitement for something that was popular 10 to 15 years ago," says Rebecca Bauknecht, lead esthetician and makeup artist at Aspira Spa at The Osthoff Resort in Elkhart Lake, Wisc. "When the trend comes back into play, with maybe a little tweak or a more modern version of it, rebranding it makes it fresh again."
Here are four trends that might not all actually be new per se, but their new monikers give you fresh and exciting options to offer your clients...

**Strobing**

Strobing is essentially a very stylized highlighting technique, and as we know, highlighting has been around forever. “Enhancing natural features in a subtle, seemingly natural way is something we’re seeing grow in popularity and strobing is a great example of that natural enhancement,” says Lana Khoury, lead makeup artist at Spa Biltmore, the spa on property at Arizona Biltmore, A Waldorf Astoria Resort. Khoury uses strobing under the eyebrow to brighten eyes and on the inner eye with a bright white or peach to achieve a wider-eyed look.

To best achieve the look, Ashli Carnicelli, a licensed esthetician and corporate educator for Bella Sante Spas in Massachusetts, says that a combination of highlighter and shimmer is applied to the bridge of the nose, upper cheeks, along the hairline on the forehead, temples and chin with a color as close to the client’s natural skin tone as possible. “Once applied, use a wedge or a brush to really blend it in to leave that subtle glow that makes your skin look lit from within,” she adds.

Bauknecht says that this look, which was popular in the 1980s, is not for everyday makeup. “Makeup is about catching the light, especially for photography, and when that flash goes off you want it to really catch that highlighting or strobing on the key features to create brightness and light in the face,” she says. “I do a lot of it for brides and it’s used in photo shoots.”

**Non-touring**

Non-touring is the backlash against the highly contoured look that the Kardashians have made famous in the past few years. Gone are the sunken cheeks, skeleton-like structure, and sharp edges, now replaced with a softer, subtler look.

“As makeup artists we are so happy to see this trend go,” admits Carnicelli. “We all agree that the old-school method of classic contouring using darker shades on the face can make you look harsh and actually older. Focusing on using a highlighter only gives the whole face a glow and a much softer, dewy and therefore youthful look.”

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The rule of thumb, explains Carnicelli, is to highlight the features your client loves. For example, brush a light shimmer powder on the bridge of the nose, the Cupid’s bow, upper cheeks, and along the hairline on the forehead. Don’t forget the triangle of light—an upside down diamond shape that is just below the eyes on the cheeks—this flatters all faces.

**Baking, a.k.a. “Sandbagging”**

Another “huge trend,” according to Bauknecht, is a matte finish look achieved through the process of baking, also known as sandbagging. “It’s for those clients who don’t want to look dewy, and it makes your skin look perfect for pictures,” she says.

Baking is a technique in which a lot of translucent powder is layered in the oily areas, such as the forehead, nose and chin for several minutes to bake, or set the makeup. After 10 minutes, the excess powder is dusted off, leaving a poreless, flawless finish that lasts longer than it would if only a light dusting of powder was used. Bauknecht recommends using mineral makeup because it doesn’t settle into lines like some makeup does.

Khoury considers this flawless finish the secret to a polished look. “I tend to use the sandbagging technique when I’m working with a bridal party, as it’s great for preventing creasing near the corners of the eyes and around the mouth,” she says. Carnicelli adds that it’s great for people with oily skin or those who need to look great in the sun for a longer duration of time—such as for a daytime beach wedding.

**The Under Brow, a.k.a. “The Painted Brow”**

If your client is planning a night of clubbing and wants something crazy cool, this look is for them! The under brow is done in one of two ways: Either the bottom of the brow adjacent to the brow hair is lined with a fun, bright color (glitter is hot for this look) using a pencil or powder, or a space of about a half inch is left between the natural brow and the painted brow to give almost a double-rainbow look, which is called a “floating brow,” with a stencil or freehand.

“A great example of this is ‘It Girl’ Gigi Hadid looking very siren-esque walking the runway for Fall 2016 Giambatista Valli with her under brows gilded in silver sparkle and her hair slicked back,” notes Carnicelli.

What are you waiting for? Refresh your makeup application offerings with these exciting new terms and updated takes on popular beauty trends!