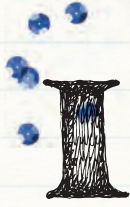


Foreword



I've been in love with makeup for as long as I can remember. I genuinely adore everything beauty-related. I love the rituals that make us feel better right away (and afterwards too). When I was little, I loved to sneak into my grandmother's bathroom with my sister and my cousin to play around with her makeup. She kept it in a fascinating green box. A few years later, when I was a little bit older, I remember having so much fun during my "beauté days" with friends – which ranged from the green face masks and cucumber on eyes to the makeup sessions before our teenage parties (I was always the one getting everybody's makeup done and never had time enough to do my own). I've always believed that these transformations are extremely powerful not only for the way you look, of course, but for the way you *feel* about yourself – and it's just as important.

With this in mind I created my blog, *Dia de Beauté*, in 2007. My goal has been to inspire. I wanted to show how simple actions can turn your day into something special. More than that, I've wanted to demystify makeup. I wanted to show how few steps can make a huge difference for your face, your mood and your self-esteem without having to spend hours and hours (who has the time nowadays?) or a small fortune on expensive products. Makeup is something magical, an incredible tool that doesn't need to be hard. It doesn't demand super-elaborate techniques to generate good results. Needless to say, makeup doesn't have to be something you only take advantage of on special occasions. Af-

ter all, there is so much to explore between fresh-faced beauty to sultry makeup. This is what I want to show you in the next pages.

I've been a beauty journalist since 2005, and I'm still learning new things all the time: tricks, techniques, products... These lessons come from everywhere. I learn from the most incredible and talented makeup artists from all over the world, from my readers and followers, and even from my friends who don't even care about makeup — and that is what makes them such great inspirations for me. One thing I'm sure of: it's impossible to create rules and set limits when it comes to makeup. Makeup asks for freedom and some degree of boldness, it requires us to experiment with old and new techniques. For this reason, more than an attempt to become “the ultimate makeup guide”, the idea behind this book is to inspire and challenge my readers to dive into this fantastic universe. Whether you are someone looking for new ways to shake up your makeup routine, a beginner, or already obsessed.

I'm still in disbelief that the dream of writing a book has finally come true. They say it only really hits you when you finally see it on display in a bookstore... Oh! I can barely wait for it! More than that, I can't wait to hear what you, as a reader, will think of it. Just keep in mind that if your makeup doesn't look as good as you were expecting it to, no problem, just take it off and start all over again. It's part of the magic.

Does anyone dare to doubt that there's hardly anything as cool as makeup?

Makeup
is something
magical



Every day is makeup day

Whether you are a makeup addict or someone who is just getting into this universe, every day can be your beauté day! To help you get into the mood, here are some concepts that you will find throughout this book and that worth your attention.

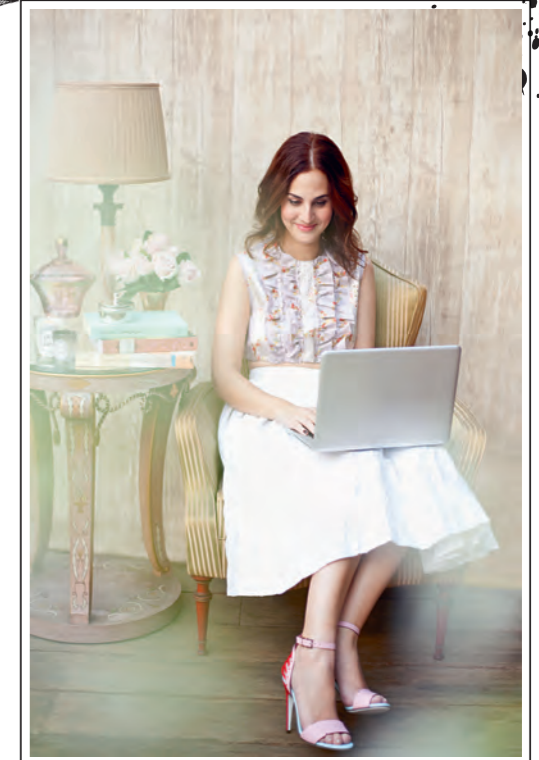


TRICKS AND
KEY PRODUCTS



Embracing the daily practice

HOW TO READ THIS BOOK?



HOW TO READ THIS BOOK

I don't like rules or dos and don'ts: "you have to do this and follow that". I am not a fan of perfection and I don't believe in a flawless makeup that comes from a preconceived formula. There's a whole lot of ways to put your makeup on, and the purpose of this book is to stimulate you to discover your favorite techniques, what suits you the most, and the products for your personal essential kit.

Knowing how to do things on your own is priceless. Whether it's a daily fresh-face routine or a simultaneously elegant and badass smoky eye, there are numerous possibilities between a bare face and a bold, almost heavy makeup.

I believe that more than knowing "magic formulas" like the date night makeup, the graduation makeup, the wedding makeup..., the ideal is to actually know several techniques with simple instructions. Then, you'll be able to change your mood, emphasize your look and shake things up according to the occasion, to your wants, and to your needs. It's the reason the tutorials you will find here aren't always complete looks. They were designed to be mixed & matched.

Perfection is another concept that annoys me a little bit for the simple fact that it does not exist, period. Looking for it is so frustrating it can become a barrier that stops you from even trying. Why bother trying if it's not going to be perfect anyways? Let's agree to not go there!

In the spirit of no rules, feel free to read this book as you wish. You can skip some longer articles (but come back to read them later) and go straight to the smoky eye tutorial. You can brush up on quick tips, disagree with the basic and advanced kit lists... Whatever works for you, that's the spirit!

3



Discover yours!

MY "ACE IN THE HOLE" TRICKS

Because sometimes there is just no time to create something new, so you should focus on what you can do quickly, precisely and outstandingly. These are mine:

- PREPARING THE SKIN USING ONLY CONCEALER AND BLUSH
- A SIMPLE WINGED LINER AND A FINE LINE
- LOTS OF MASCARA
- USING A CHUBBY DARK EYESHADOW PENCIL FOR A SUPER QUICK SMOKY EYE
- A SHIMMERY EYESHADOW FOR AN IMMEDIATE PARTY EFFECT
- APPLY CONCEALER ON THE LIPS TO GENTLY "ERASE" THEM
- RED LIPSTICK: TOTAL IMPACT, NO EFFORT

DEALING WITH YOUR "Flaws"

How hard (not to say impossible) it is to hear a woman saying "nothing in my appearance bothers me"? What's more: you don't even need to ask them to list their "flaws" — I'm impressed by the number of women who write me complaining about their personal dislikes in their own appearance and asking me how to deal with each one of them.

Newsflash: nobody is perfect — but that's not the point right now. I am not saying that everyone should have a sky-high self-esteem. Nor should they need to see themselves as gorgeous all the time. But for starters, it would already be helpful if we just dropped this obnoxious habit of looking for things to critique in our appearance. We can stop bothering about every single "flaw" — quotes are needed, since often times we are the only ones who can actually notice them.

Instead of wasting your energy with negativity and criticism, why not focus on finding your strengths and learning how to emphasize them? It's one of the things I love the most about makeup: it allows you to enhance your natural beauty by emphasizing your strengths and diminishing what doesn't look *that* good in just a few steps. It's impossible not to feel more confident and beautiful.

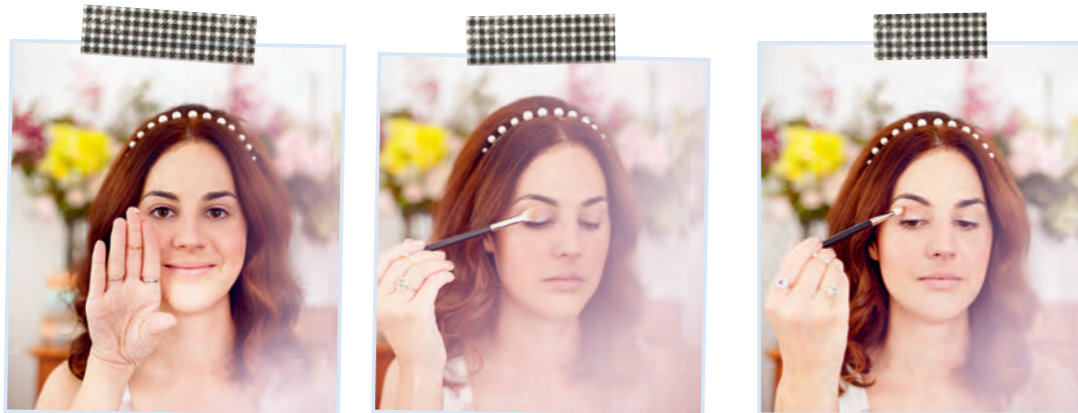


Eyes

THE SMOKY EYE FOR EVERY OCCASION

This smoky eye works perfectly in all kinds of occasions. It can easily work for an ordinary day at the office, a dinner date, or a wedding (even if you are the bride!).

Start by doing the seven-step elaborate skin and then follow these steps:

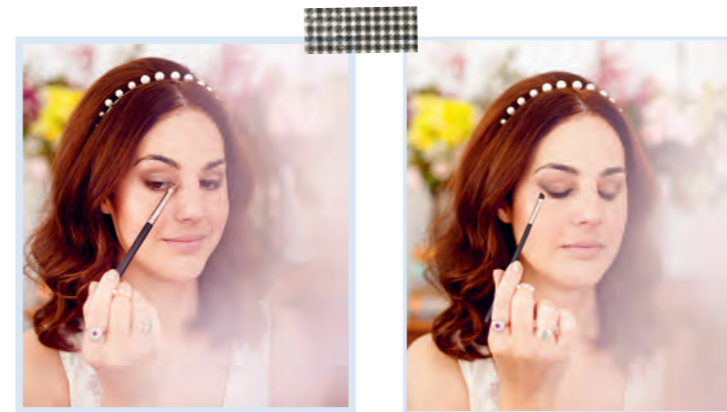


1. Apply primer on your eyelids — it neutralizes and evens the skin tone, improves the pigment fixation. It also makes the eyeshadow look more intense.
2. Prep the eyelids with a nude and a brown eyeshadow to create a base.
3. Select two eyeshadows in dark-shimmery colors. With a medium brush, apply the lighter one closer to the upper lashes and smudge it toward the crease, emphasizing the outer corner of the eye until it blends with the brown shadow underneath.



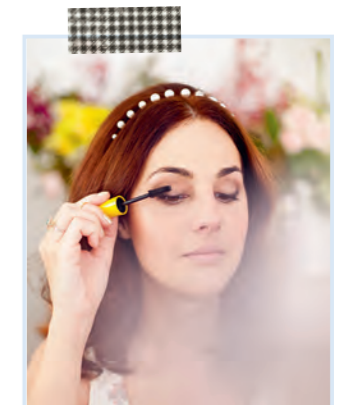
4. With a small brush, apply the same eyeshadow at the roots of the lower lashes.
5. Use the same small brush to line the upper lashes with the second and darker shade of eyeshadow, for additional depth.

Alternatively, moisten the brush a bit for a bolder effect.

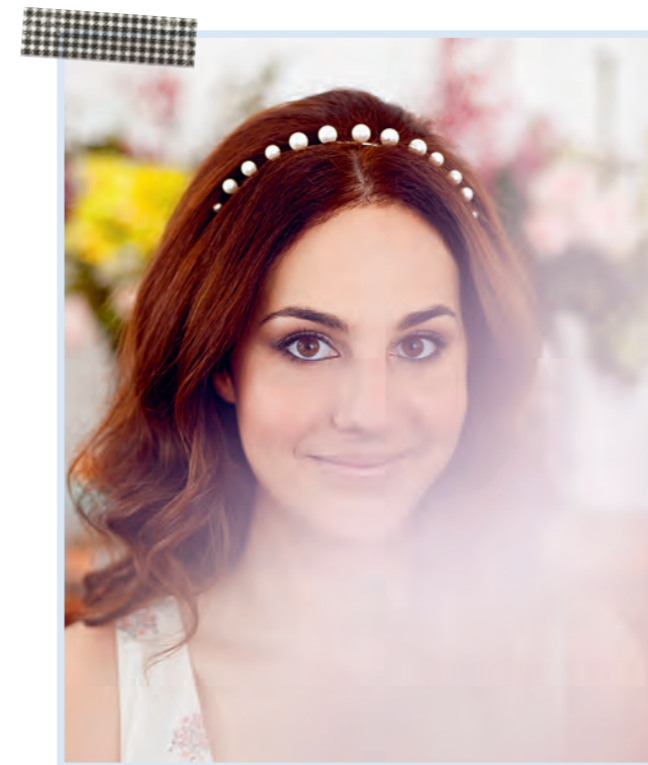


6. Apply a bright light-colored eyeshadow to highlight the inner corner of the eyes. Blend it towards the center of the eyelid so it contrasts with the rest of the smoky eye.
7. With black eyeliner or a pencil liner, line the upper lashes. Extend the line a little beyond the corner, flicking it upward in a gentle curve to enhance your eyes.

If you aren't used to eyeliner, chose the pencil liner instead. If you mess up the line, you can opt for a smudged look.



9. Bring more focus to your eyelashes by curving them with a curler (if needed) and lots of coats of mascara.



8. Use a black pencil liner along the waterline if you want extra definition.

10. An extra step to give the look a party vibe: choose an eyeshadow that has a lot of shimmer but not a lot of color and then dab it on your eyelids with your finger (just remember to keep it away from the eyeliner).

GOES WELL WITH...

nude lipstick during the day, vibrant lipstick at night.

Eyeliner

It seems people either love it or hate it... The perfect eyeliner line, the one that frames the eyes and ends with the famous winged flick, is the protagonist of some women's favorite looks (I am one of them!). Those who don't love it definitely have it on their wish list. The truth is: it's not as easy to get it right on the first try as it may seem. If you want to nail the eyeliner art, combine practice with the right techniques and the ideal product. Then you'll be guaranteed to get there.



FORMULAS AND FORMATS

But what does *the ideal product* mean, anyway? Well, you can explore a wide range of products to get the perfect line, with different formats and difficulty levels. You will certainly find one will fit you better — it's a matter of habit and ability. You will only find your perfect match by trying them on!

PENCIL

This is the easiest to use, even for beginners. Its drier texture means it doesn't slip as easily during application. Therefore it doesn't require steady hands. You won't get a finish as perfect and pigmented as you would with liquid eyeliner, but it does offer some benefits: if you mess up, it's still ok. You just need to smudge it with the tip of your finger and embrace a sexy smudged look. It's easier to apply if you always keep the pencil sharp.

After using a pencil liner, apply liquid eyeliner over it to get the perfect finish — it's easier to get it right when you've already created a rough draft to guide you.

If a pencil usually wears off too easily, try to set it with an eyeshadow in the same color, in order to "dry" the line.

GEL

This is another good option for beginners. Compared to the pencil liner, this is a more pigmented and intense product. It offers great finish, although it is still drier than the liquid version. It requires an ultra-fine or an angled brush for application, which comes in handy when doing a winged eye. It's a good option that allows plenty of range, from the simplest to the most dramatic looks. It's worth mentioning it usually lasts for quite a while.

As the formula can dry over time, make sure to close the lid after using it.



PEN

Even though its formula is liquid, the pen offers an intuitive application method. It's just like holding a pen to write. The harder tip makes it easier to control.

Loosen your hold to draw fine lines and press it a little bit harder if you want a bolder look.

LIQUID

Thin and flexible at the tip, it requires some ability to be applied — nothing a little bit of practice won't solve. It creates an accurate and highly pigmented line.

For when you're going for a subtle thin, sharp line.

APPLYING IT

TRICKS THAT HELP YOU TO GET THE PERFECT LINE

- **Keep your hand steady.** For your first attempts, you can rest your elbow on a table to keep your arm still. With practice, your hand will naturally become steadier.
- **Don't pull your eyelids too much.** It's best to apply the eyeliner with your eyes slightly open and leaning your face a little bit backwards.
- **Aim towards your eyelashes.** The ideal line is drawn as close as possible to the lashes. Note that you shouldn't have any skin showing. You can apply liner on to your eyelashes, or thicken the line by repeating the application.
- **Take it easy.** You don't need to line in a single stroke. Not only is it harder it also doesn't result in a perfect line. Try to apply liner in smooth strokes, one at a time.
- **Leave the wing for last.** The wing doesn't have to be a continuation of line that contours your eyes. If you save the wing for last, you will have more control and will be able to decide its angle and how far it should go.
- **No rush.** Keep your eyes closed for a few seconds after applying your eyeliner to make sure you won't stamp your lids.

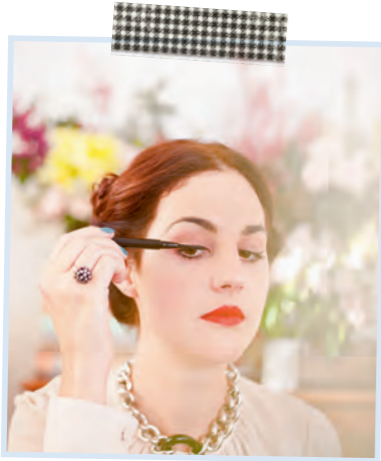
QUICK TIP: ALWAYS HAVE A Q-TIP NEARBY WHEN LINING YOUR EYES — IT MAY BE YOUR SALVATION! APPLYING MORE PRODUCT IS RARELY THE WAY TO MAKE BOTH EYES EVEN. DOING SO WILL MORE LIKELY RESULT IN COMPLETELY COVERED LIDS (I'M SURE YOU'VE DONE THIS AT LEAST ONCE IN YOUR LIFE). IT'S BETTER TO WIPE AND FIX MISTAKES WITH A Q-TIP. YOU CAN THIN THE SIDE THAT MAY BE THICKER OR SHORTEN A TIP GONE TOO FAR, OR EVEN GET THE RIGHT ANGLE BY REMOVING A LITTLE BIT FROM ABOVE OR BELOW THE LINE... I LIKE TO USE SUPER THIN SWABS, WITH JUST A LITTLE BIT OF COTTON, IN ORDER TO HAVE MORE ACCURACY. DIP IN A BIT OF MAKEUP REMOVER AND CAREFULLY FIX WHATEVER YOU NEED.

BASIC EYELINER

You know the theory, now it's time to get to work.

Keep in mind that to be an eyeliner expert you need to practice! Let's hit it!

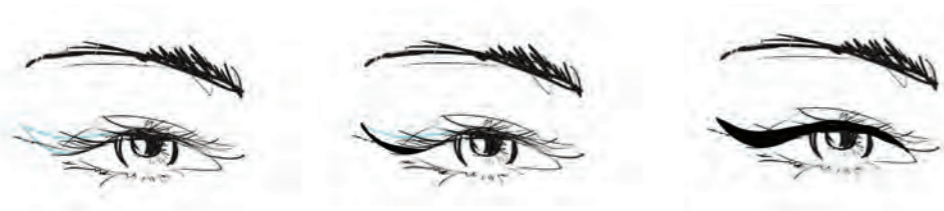
1. With your chosen product, start drawing the line from wherever you feel more confident:



a) Starting from the inner corner, with your eyeliner or your brush's tip facing the inside. Begin with small strokes, working slowly. Line as close to the eyelashes as you can. Go as far as the outer corner and then stop. Do not follow the natural shape of your eye, otherwise it will look droopy.

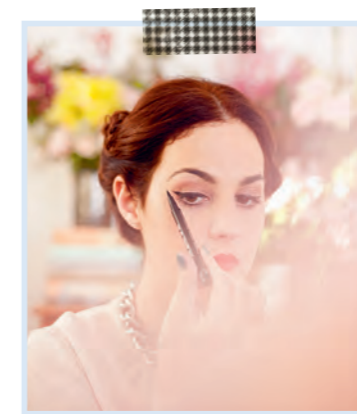


b) Start from the tip of the wing. The trick is to picture a line towards the inner corner of the eye. This way, you won't get lost trying to figure out where your line should end. Next, with your eyeliner or brush's tip pointing out, check the angle and the length you want for the wing and make a first stroke. Then, apply the liner at the root of the lashes until you reach the inner corner and your line meets the base of your eye*

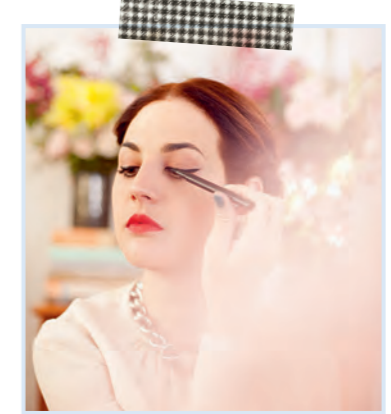


* Sometimes, the ideal angle for your wing is not the one you think it is. Spend a little time testing different angles until you find the one that enhances your eyes the most – preferably with your eyes open and looking ahead, so you can be sure of the final results.

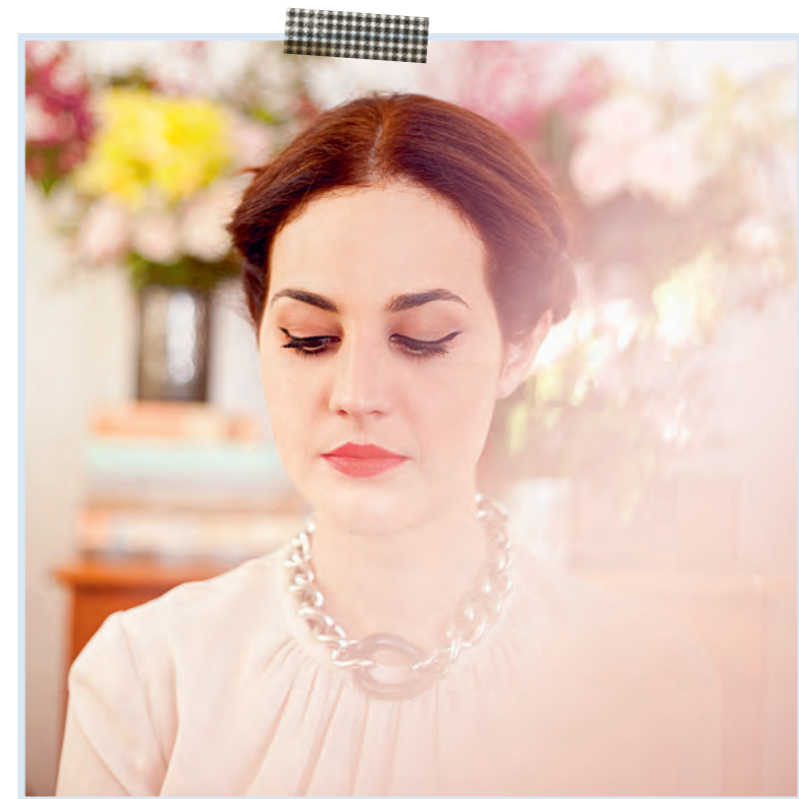
2. Follow these steps to complete what's still left to do:



a) Turn the tip of your liner to the outside and draw the wing. You should start from the end of the wing and continue until it meets the outer corner of the eye.



b) Turn the tip inside and apply the liner close to the root of the lashes in smooth strokes until you've filled it all.



GOES WELL WITH...
red lipstick!



EYELINER FOR EVERY OCCASION



The eyeliner is my best friend. It's the signature look I bet on when I have no time at all, but still need to look nice. The good news is: even if you're in a rush, there are some quick tricks that help you go beyond the basic eyeliner, day and night.

JUST THE CORNER

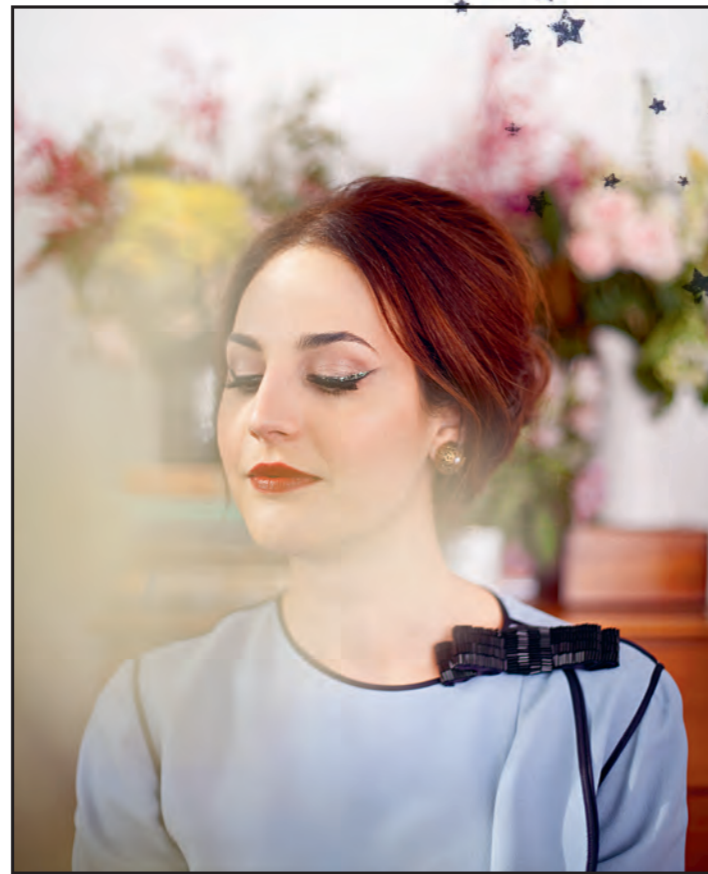
This one is easy - you don't even have to draw the line across the whole lash line. Draw a short line at the outer corner. It can look more like a stamp of the tip of your brush or pen - and that's enough. Though you will be barely able to see it, trust me when I say it instantly lifts your eyes and goes perfectly well with a "mascara and nothing more" kind of do.

INVISIBLE

As the name suggests, the goal is to create a line so thin it's barely noticeable. It will, nevertheless, enhance your eyes in a subtle and interesting way. It's a runway trick! The best tool for this is eyeliner that has a very thin tip, perfect to focus on the upper lashes and to fill every single gap along the eye (you don't even have to do the flick).

COMPLETE WING

The extreme opposite of the invisible, this one is easily noticed. First, draw a line from the inner corner of the lid staying close to the lash line, all the way to the outer corner. Complete the look by applying eyeliner at the root of the lower lashes until the bottom liner meets the top one.



Shimmer touch

MAKE YOUR EYELINER SPARKLE FOR THE NIGHT BY APPLYING A GLITTER LINER SLIGHTLY ABOVE THE BLACK LINE YOU'VE ALREADY DRAWN - I LOVE BOTH SILVER AND GOLD. IT'S QUITE EASY TO DO AND SUPER CHARMING!

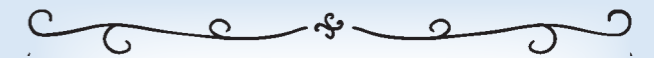
EXTRA

If you have some minutes to spare and want to improve one of these looks, here are a few more steps. You can do just one or all of them at once!



Defined

Focus on your lashes! Apply lots and lots of mascara to both the upper and lower lashes. Or play around with falsies - choose between lash clusters or a full band.



Lady like

With a liner or a sharpened pencil, draw a line close to your upper lashes and finish it with a flick, to get the winged eyeliner we all love.



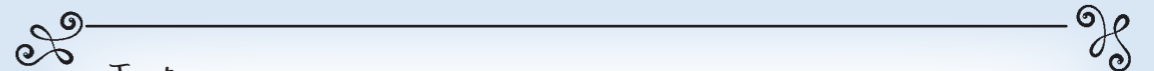
LIGHT

Use a sheen, light-colored eyeshadow to highlight the inner corner of your eyes - you can apply it with your pinky, a Q-tip or a small brush.



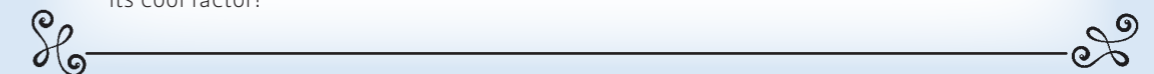
GLOW

APPLY A HIGH SHINE EYESHADOW (CREAMY OR POWDERED) TO YOUR LIDS, FOCUSING ON THE CENTER AND INNER CORNER OF THE EYE. THEN BLEND IT WELL. THIS ADS AN INSTANT A PARTY VIBE TO YOUR LOOK! YOU CAN ALSO APPLY THIS SAME SHADOW TO RIM YOUR WATER LINE AND LOWER LASHES BY USING A FINE-TIPPED BRUSH.



Texture

Take a gloss - the one you use on your lips or one specific for eyelids - and apply it by pressing it on to the eyelid with your fingers. It will add a wet texture to the look. As you blink your eyes, it will blend with the rest of your makeup. It will smudge slightly, but that's its cool factor!



COOKING & MAKEUP: *a peculiar parallel*

I was cooking the other day — baking a brownie, to be more specific—, and I caught myself thinking of the similarities between cooking and putting on makeup. Ingredients × products; recipes × tutorials; final dish × final look ...

Those who don't master the techniques can become anxious right away. They want everything to be perfect. They want to follow the recipe EX-ACT-LY as it's written, in hopes of getting a dish EX-ACT-LY as seen on the picture or video.

But there are always obstacles. Sometimes, the recipe doesn't specify if "one teaspoon of sugar" should be a leveled or overflowing spoon. Did I put too much? Too little? "Mix all the ingredients in a bowl until evenly combined." How should I know what "evenly combined" looks like? Never mind the fear of opening the oven for a quick glimpse and ruining everything, right?

Until the recipe is done, you are filled with insecurities. Only time and practice can make the process become natural and fun. With time, you get to the point where you feel confident enough to use a recipe just as a direction. You are able to add and remove ingredients as you wish, to try new things...

It sounds so simple to me when someone says that to get a smoky eye, all you have to do is draw a line close to your lashes, smudge a brown eyeshadow, blend another eyeshadow towards the crease and then highlight the inner corner of the eyes. But as I was baking the brownie, I noticed how many questions you can have if you're not used to this universe.

My conclusion is also my advice: similar to cooking, there is nothing better than a little bit of practice when doing your makeup. Beyond that, relax! Let go a bit from the "recipe" and follow your gut. Trust the mirror and try to do things just to see what you can get, instead of giving up because it may look hard.

Don't forget, makeup has a huge advantage over cooking: if it all goes wrong, all you have to do is remove it and start over. The cake, on the other hand...



Lips



Options

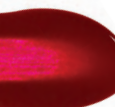
Whether you want to color, to enhance or simply add a little drama... No matter the results you are aiming for, there are plenty of formulas, formats and finishes to play with.

FORMULAS AND FORMATS



LIP BALM

A lip moisturizer; it can be stick-shaped or come in a small pot or tube. It also may or may not be tinted — when it is, the pigmentation is soft.



LIQUID LIPSTICK

A highly pigmented and long-lasting version of lip color. It looks similar to thick paint, and usually comes with an applicator brush similar to the ones you find on glosses. They can offer a matte or shimmery finish.



STAIN

More fluid than liquid lipstick, the stain brings a subtle and natural shade to the lips, like — you can guess — a *stain*. It provides long-lasting color and can also be used as a blush.



LIP LINER

With a dry finish and intense color, you can use lip liners not only to define your lips, but also help the lipstick last longer by applying it over the entire lip area.



CHUBBY LIP PENCIL

The chubby lip pencil is perfect to apply on the lips (very intuitive!). It comes in tinted lip balm formulas or long-lasting creamy matte textures.



GLOSS

For anyone looking for a lot of sheen — whether it is a wet shimmer or a glittery one — and subtle shade, gloss is the answer.



THE TRADITIONAL LIPSTICK

Last, but *definitely* not least, the traditional and classic lipstick. The same old format that your great-grandmother used, is still one of the bestselling products all around the globe. It can offer a lot of different finishes...

Finishes

CREAM LIPSTICK
Provides hydration, with moderate pigment intensity — not too vibrant or too transparent. As it is a softer formula, these tend not to last as long.

SATIN LIPSTICK
Offers both creamy and moisturizing textures, but with low color intensity. It's more of a see-through product, so it's the ideal choice for those who are afraid of making a statement with colorful and vibrant lipsticks.

MATTE LIPSTICK
Highly pigmented with a no-shine, velvet finish. It contains less moisture than other lipsticks, so it adheres better to your lips and lasts longer.

SEMI MATTE LIPSTICK
Not as dry as matte products, it doesn't last as long either. It does offer more comfort — key for women with dry lips who want to focus on a colorful matte look.

METALLIC LIPSTICK
Moderate pigmentation and metallic finish, as the name suggests.

Which color should I use?

For those who love lipstick as much as I do, it's always a challenge to choose the *one* shade to put on — a fun challenge, I must say. If you like to diversify your looks, I recommend you have your own lipstick collection with different tones. The list below was designed to give you a hand with that. If you are more conservative and not a big fan of trying new colors, (and are always in between two favorite shades), try playing around with textures and formats. It can make the same shades look new.

Ever wonder which shade suits you the best? Well, try them all on! There's nothing like trying on a new shade and then checking the results in the mirror. Sure there are some "rules" to combine your lipstick and your skin color, but everybody knows that I am not a big fan of rules myself... It is way funner to try them all and see which ones work.

EACH SKIN TONE HAS ITS IDEALS NUDES.
TRY THEM ON TO FIND YOURS.

NUDES

- Pale
- Natural lip color
- Natural lip color with a little bit of tinted pigment
- Brownish

ORANGES

- Soft coral
- Neutral coral, almost nude
- Bright orange, super orange
- Neon orange → feels like summer!

KEY TO EVERY
SINGLE MAKEUP KIT.

PINKS

- Soft and cold
- Neutral and soft, almost a nude pink
- Medium pink
- Shocking pink
- Bright plum
- Watermelon

REDS

- Cherry
 - Pure red
 - Orangey-red
 - Pinkish red
 - Deep red
 - Burgundy
 - Plum
- } WINTER'S SWEETHEART.

