



# COLOR ME BEAUTIFUL

BY LINDA BERTAUT

## roll out the color wheel for the basics of beauty

**FROM EYE SHADOW AND LIPSTICK** to the foundation where it all resides, proper color selection is the key to great makeup. No matter how proficient you are with a brush, if you are not using the right colors for your clients you are not doing them any favors. The more you understand about various hues, the better choices you will be able to make.

Look at a color wheel to understand the two main color categories to select from to enhance your client's natural skin tone. Warm colors have yellow in them and cool colors have blue. If you split the color wheel down the middle, your warm colors will be on the side with green, yellow-green, yellow, orange and orange red and your cool colors will be blue-green, blue, purple, violet and true red. ➔

## Shades of cool

Your clients will tend to look better in one color range than another. Here's the tricky part. As a general rule, if your client has a skin tone that is more yellowish than pinkish, he/she will look better in the colors from the "cool" side of the color wheel. If they have more pink in their skin—including the neck and décolleté areas—they will look better in colors from the "warm" side of the color wheel. There will be exceptions to this rule so be willing to experiment until you find colors that make your client radiate.

Colors also have intensity, according to whether they are bright (high-intensity) or soft (low-intensity). Orange-red is considered intense whereas peach is considered soft. Color value refers to how light or dark a color is—think of white to black and all of the shades in between. These concepts help you to choose the right colors for your client's makeup.

## Match the tone

Look at your client's personal coloring to determine which intensity and value of colors to apply to the face. High contrast individuals who have dark hair and light skin tend to be able to wear more intensity (brights) and deeper values (darks). Those with fair coloring often wear softer, more muted colors well. When it comes to foundation, match your client's skin tone as closely as

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possible. If they have yellow undertones use a foundation with yellow tones. If you see more pink than yellow, use a color that contains some pink to match their skin.

Coordinate blush and lip colors by staying in the same color family. Use pink tones with pink, red tones with red and warm tones with warm. The exception is using a natural "cheek" blushing pink with low-intensity, warm or cool colored lipstick. Stay away from brown tones in your blush as no one blushes brown—and it will make your client look ill.

### The eyes have it

You must also consider skin tone when selecting eye-shadow colors. If you use a warm brown on someone who looks better in cool colors the shadow will end up looking muddy on the skin and make the eyes appear red. Using a reddish brown shadow tends to work best for women who have brown eyes and wear cool colors.

Eyeshadow can sport a different color theme from the lips and cheeks. Although some artists might tell you not to match eye shadow to eye color, this is actually the best way to enhance your client's natural coloring. By placing the shadow tester next to their eyes you can see which colors really make their eyes pop.

For eyeliner, select a color that matches the color of the outer rim of the iris. For instance, brown eyes with a deep olive green rim can wear brown shadow with deep olive green eyeliner. Whatever your eye color is, stay away from bright eye shadow—unless you are on the catwalk in a high concept show.

### Share your tips

Choosing the right colors can make or break someone's look. Practice the basics outlined here to become more familiar with the needs of different faces.

Show your clients which colors are right for them and then teach them how to recreate this look at home. When your clients look good, you have a walking advertisement for your business and that means more appointments for you. ■

**Linda Bertaut** is an author, esthetician, Reiki master and award-winning image consultant who specializes in bringing inner beauty to the surface. For more than 20 years Bertaut has mentored others to be the best they can be and has helped beauty professionals add value to their services. She has transitioned the hands-on healing art of Reiki into a contemporary new must have service for women and men in leading spas and salons. Contact Bertaut at 626.405.0424 and [Linda@BertautBeauty.com](mailto:Linda@BertautBeauty.com) or visit [www.BertautBeauty.com](http://www.BertautBeauty.com).



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