

# ESSIE COHEN

*makeup artist collective*

## **Makeup Lesson Pricing/Info Guide**

### **Makeup Lesson**

**\$175 Per Person**

*Each Additional Person \$100 (3 add-ons max)*

### **60 Minutes with a 30 Minute Virtual Follow-Up Post Purchase of Products**

Includes: We'll examine the products, tools, skincare, and brushes you already have, and assist in filling the gaps of what you need. We will review your current makeup routine, edit it, and repurpose your existing products. As you are learning the best makeup tips and tricks for your makeup regimen, you will receive full MUA applied glam.

You will leave with an online customized shopping list of all of the products we discussed, with direct links for purchase, using Shop My Shelf.



[essiecohenmakeup@gmail.com](mailto:essiecohenmakeup@gmail.com) 914.575.9227 @essiecohenmakeup Essie Cohen Makeup artist

*Please note travel fees will cause an increase in day of pricing, inquire about travel costs if outside of Westchester.*

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## **Pre-Teen Makeup Lesson or Tutorial**

**\$75 Per Person**

*Each Additional Person \$50 (3 add-ons max)*

**30 Minutes with a 15 Minute Virtual Follow-Up Post Purchase of Products**

Includes: A lesson on how to achieve your desired makeup look with basic skincare tips.

You will leave with an online customized shopping list of all of the products we discussed, with direct links for purchase, using Shop My Shelf.

## **Teen Makeup Lesson**

**\$125 Per Person**

*Each Additional Person \$75 (3 add-ons max)*

**45 Minutes with a 30 Minute Virtual Follow-Up Post Purchase of Products**

Includes: A review of your current makeup and skincare routine, or a look you would like to incorporate daily. I will teach you how to care for your brushes, what brushes you need for your makeup routine, and how to use them. In the follow up, you will demonstrate a step-by-step review and application of your desired look.

You will leave with an online customized shopping list of all of the products we discussed, with direct links for purchase, using Shop My Shelf.

\*If you've mastered the basics and want to achieve a more challenging look, come back for a second lesson for 50% off\*



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## Teen Starter Kits

**\$175**

Teen Lesson Starter Kits include every staple for a beginner's makeup collection. We customize our kits to match your skin tones, so allow a few days for us to customize your kit upon ordering.

### **Includes:**

Moisturizer  
Eye Primer  
Eyeshadow Palette  
Lip Gloss  
Mascara  
Blush Bronzer Duo  
Eyeliner  
Tinted Moisturizer  
5 Essential Brushes



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## **Makeup Edit**

**\$100 for 45 min**

*Each Additional Person \$50 (3 add-ons max)*

Includes: This is for those that who to #getorgannized. This is our cosmetics rendition of Clea and Joanna's, The Home Edit. We will review your current makeup routine, toss all old/expired products, and discuss new product recommendations to add to your makeup regimen. You will leave with an online curated shopping list.

## **Gift Certificates**

### **E-gift Certificates Available**

*Redemption is subject to availability*

*Please email [essiecohenmakeup@gmail.com](mailto:essiecohenmakeup@gmail.com) to redeem*

*Advanced notice to ensure availability*



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## Lesson Preparation

### Toss Expired Products

Check your product's expiration, and toss if they are outlived. Most products have their timeline labeled based on the company's discretion.

#### Essie's Expired Makeup Quick-Guide

- Liquid Foundation 6 months - 1 year
- Lipstick 2 years
- Mascara 3 months
- Liquid Liners 6 months
- Lipgloss 1 year
- Concealer 1 year
- Powders (foundation or eyeshadows) 2 years
- Bronzer, Blushes 2 years

### What You Will Need For The Lesson

**CLEAN BRUSHES :** The cleanliness of brush really affects your skin overall and makeup application and will be super helpful to work with clean tools

- a. Use dish soap and warm water (the warm temperature gets the color out).
- b. This should be done every 1-2 weeks, depending on brush condition

#### **How to Clean Brushes**

1. Wet brush and add soap (Do not get anything below the brush hairs or wet the handle).
2. Let lather
3. Rinse
4. Repeat for more stubborn brushes, or if color is still present
5. Lay flat to dry overnight
6. Fluff before use



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## List of Products We Will Use

Gather All Together Before Lesson & Bring a Pen and Paper to Take Notes

1. Foundation
2. Primer
3. Moisturizer
4. Concealer
5. Mascara
6. Eye Primer
7. Eyeshadow
8. Eye Liner
9. Blush
10. Bronzer
11. Brushes (eye, foundation, bronzer, etc).
12. Lash Curler
13. Brow Products
14. Lip Products
15. Skincare



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