

ESSIE COHEN

makeup artist collective

LESSON PREP

WHAT TO EXPECT

LESSON WILL BE ONE HOUR

- *We'll discuss learning styles and how you'd like to learn how many steps at a time etc, what look you'd like to achieve so we are on the same page and comfortable*
- *We'll go over your current routine*
- *What you have and what you need*
- *How to get the best use of what you have*
- *How to care for your brushes, what ones you need to fill in the gaps and how to use them*
- *Basic skincare tips and go over routine for daily use*
- *Product recommendations*
- *We'll practice step by step the look we discussed, in person I'll do one side then you copy on the other side via Facetime I'll do on myself while you watch and then I'll give you feedback while you do yours.*
- *Complete look and add a few products to enhance*
- *We'll create a shopping list of anything you'll need to fill in based on what you already have*
- *I will also email the shopping list as well and any other notes, so you have a hard copy*
- *I will create a face chart for you as well with directions to recap, I can give in person or if doing facetime, I'll take a picture and send it to you, and mail the hard copy as well for your reference*
- *I am available for any follow up questions post lesson via email, facetime or phone*
- *If you decide once you've mastered the basics to create a more challenging look your second lesson will be 50% off*

HAVE READY

CLEAN BRUSHES - Can't tell you how much this affects your skin overall and makeup application and will be super helpful to work with clean tools

HOW TO CLEAN BRUSHES STEP BY STEP

1. *Ensure you don't get anything below the brush hairs or wet the handle*
2. *Use Dawn dish soap and warm to hot water (it works!) I prefer hotter helps with getting the color out better*
3. *Wet brush and add soap, let it lather*
4. *Rinse*
5. *Repeat for more stubborn brushes or colors lingering*
6. *Lay flat to dry overnight*
7. *Fluff and ready for use*
8. *Do every 1-2 weeks depending on usage*

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WHAT YOU'LL NEED FOR THE LESSON

1. *Get ALL your products together so it's all in one spot for easy access*
 - a. *Foundation*
 - b. *Primer*
 - c. *Moisturizer*
 - d. *Concealer*
 - e. *Mascara*
 - f. *Eye primer*
 - g. *Eyeshadows*
 - h. *Eyeliners*
 - i. *Blush*
 - j. *Bronzer*
 - k. *Brushes (eye, foundation, blush bronzer) if need suggestions to order prior reach out*
 - l. *Lash curler if possible*
 - m. *Brow products if used*
 - n. *Lip products*
2. *Gather your Skincare as well to go over*
3. *Have a mirror handy or nearby*
4. *Have a clean face sans makeup*
5. *Have Pen and Paper handy unless you prefer me to email*
6. *Have any questions in mind so we can go over together*

TO DO PRIOR

EXPIRED MAKEUP PRODUCTS

Get ready to toss some stuff, check your packages and look for these symbols, they will tell you the longevity of the product based on the company's discretion.

If you can't find them or questioning what their guide is here's another basic guide as well below

- *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*