

MEASURING THE FACE

Middle of Face

Start at the middle of your hairline, and then run the measuring tape down your face, over your nose, to the tip of your chin. Write down the measurement.

Forehead

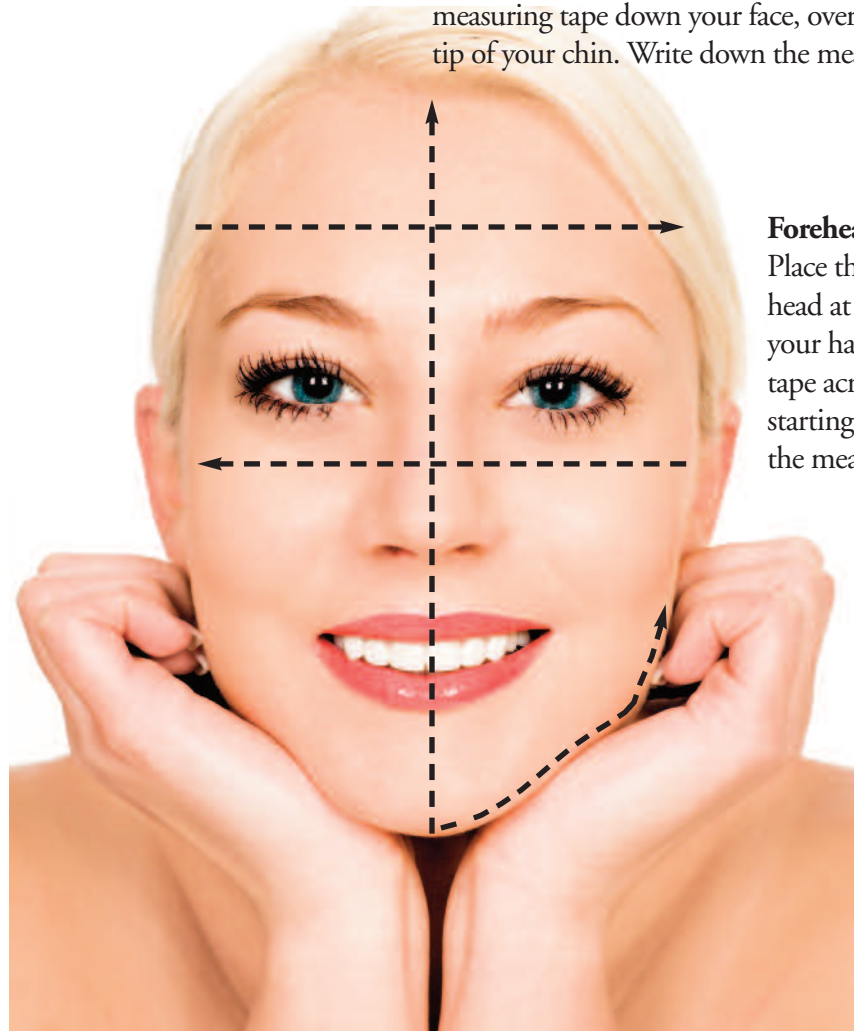
Place the measuring tape on one side of your forehead at the widest point (about halfway between your hairline and eyebrows). Carefully run the tape across your forehead until you come the same starting point from the opposite side. Write down the measurement.

Top Cheekbones

Place the end of the tape measure a little past the outer corner of your eye; this will be your starting point. Slowly start to lay the tape measure in a straight line across the bridge of your nose a little past the outer corner of your other eye. The tape should be on top of the apples of your cheeks, or a just on top of your cheekbones. Write down the measurement.

Jaw Line

Start on one side of the jaw at the base near your ear. Run the tape along your jaw line until you come to the middle of your chin. Multiply this number by two and write down the measurement.



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Forehead

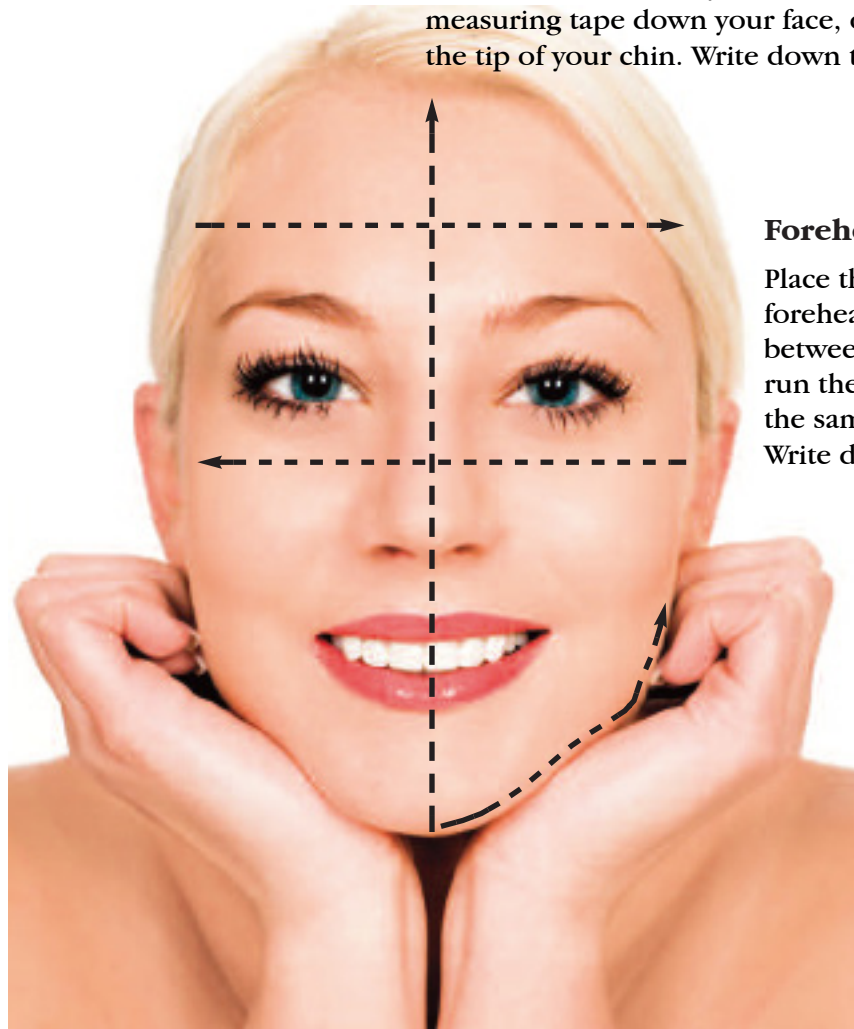
Place the measuring tape on one side of your forehead at the widest point (about halfway between your hairline and eyebrows). Carefully run the tape across your forehead until you come to the same starting point from the opposite side. Write down the measurement.

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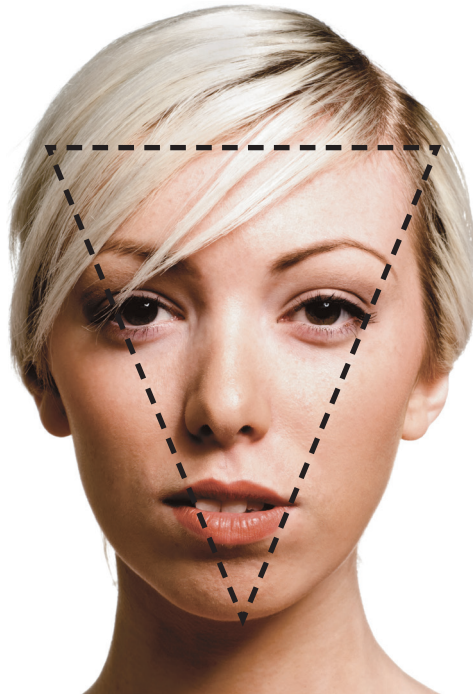
Jaw Line

Start on one side of the jaw at the base near your ear. Run the tape along your jaw line until you come to the middle of your chin. Multiply this number by two and write down the measurement.



FACE SHAPES

FACE SHAPES INVERTED TRIANGLE



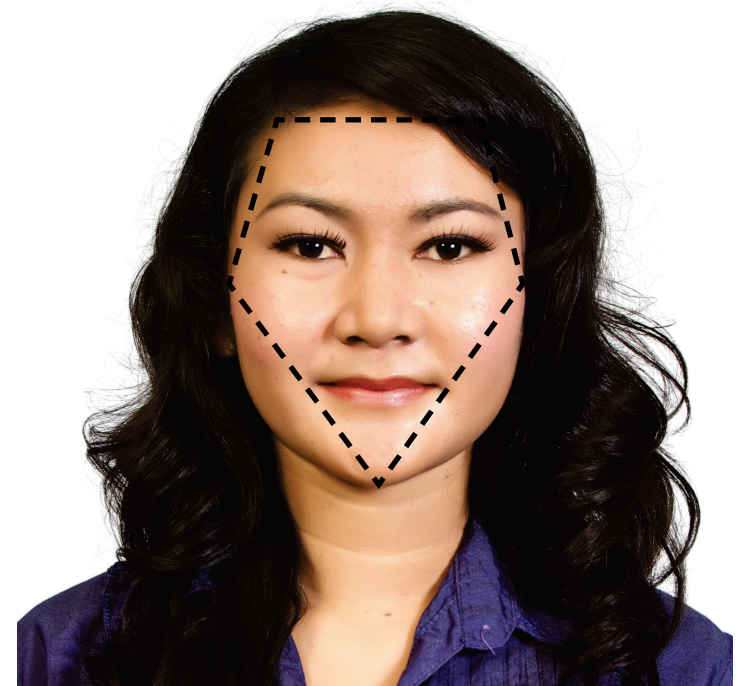
Look for these characteristics:

- Forehead is significantly wider than the jaw line.
- To correct, shade the sides of the forehead with dark contour product blending into hairline. Highlight with light contour product above the jaw line from bottom of ear to shaded chin.

This face is wider at the forehead and temple area, but tapers down to a narrow jaw line and small pointed chin. It is usually a soft look, not angular, and features some prominence in the cheekbone area.

NOTES:

FACE SHAPES DIAMOND



Look for these characteristics:

- Widest at cheekbones with a narrower forehead and chin.
- To correct, apply a dark contour product along the jaw line and across the sharp angle of the chin. Blend down neck. Highlight sides of forehead to temple and area along side of face above jaw line. Blend with makeup wedge.

Angular in outline form, the measurements of the jaw and hairline are approximately the same. The width of this face is more than two-thirds of the length.

NOTES:

FACE SHAPES

FACE SHAPES SQUARE



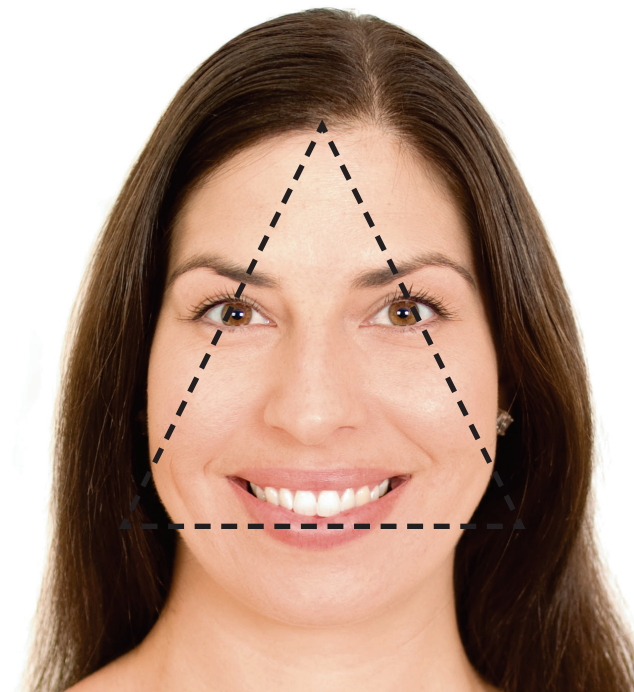
Look for these characteristics:

- Composed of comparatively straight lines; Brow, cheek and jaw bones are about the same width.
- To correct, shade the jaw line with dark contour product from the bottom of the ears down to and including the chin. Blend into neck and all edges.

Starting from a straight hairline to a square chin, this face has an angular jaw line and the cheekbones are not particularly prominent. The width of the face is noticeably more than two thirds of the length, giving an illusion of a short face.

NOTES:

FACE SHAPES TRIANGLE



Look for these characteristics:

- Narrow forehead and broad or square jaw line.
- To correct, apply the full jaw line with dark contour product from the bottom of the ears down at an angle to where the chin begins. Blend into neck and all edges. Highlight the narrow sides of the forehead with light contour product.

Narrows from cheekbones upward to the top of the face, wider at the cheekbones. The face is wider at the cheekbones downward to the chin

NOTES:

FACE SHAPES

FACE SHAPES HEART



Look for these characteristics:

- Similar to the diamond shape face.
- To correct, apply a dark contour product along the jaw line and across the sharp angle of the chin. Blend down neck. Highlight sides of forehead to temple and area along side of face above jaw line. Blend with makeup wedge.

This face has a small, pointed chin and a narrow jaw line, but is widest at the forehead. It is usually soft rather than angular and has some prominence in the cheekbone area.

NOTES:

FACE SHAPES OBLONG



Look for these characteristics:

- Face is longer than wide and is the most common shape.
- Brow, cheek and jaw bones are the same width.
- To correct, apply dark contour product temple to temple across upper forehead and ear to ear along jaw line and down the neck. Blend.

This face shape is long and narrow. The cheeks are often hollow under prominent cheekbones. An overly long angular chin, a big forehead, or both, are typical for this shape.

NOTES:

FACE SHAPES

FACE SHAPES OVAL



Look for these characteristics:

- Noticeably longer than it is wide.
- No points or sharp corners.
- Appears beautiful without any enhancements and requires no corrections at the perimeter.

An oval-shaped face is slightly wider at the temple and forehead, tapering down to a curved chin. This face shape is considered ideal or perfect because of its balance and symmetry. There is no face shape as “almost oval” or “narrow oval”. A face is either a perfect oval or another face shape, usually an oblong.

NOTES:

FACE SHAPES ROUND



Look for these characteristics:

- Head is shaped like a ball, with round chin and hairline.
- Full through the perimeter.
- To correct, shade along the sides of the forehead, the temples and sides of the face beginning with contour product. Blend into hairline and all edges with wedge.

This face is widest at the cheekbone area. It is usually not much longer than it is wide, having a softly-rounded jaw line, short chin, rounded hairline over a rather full forehead.

NOTES:

FACE SHAPES THE IDEAL FACE

From the hairline
to the brow bone is
is one-third of the
total length of the face.

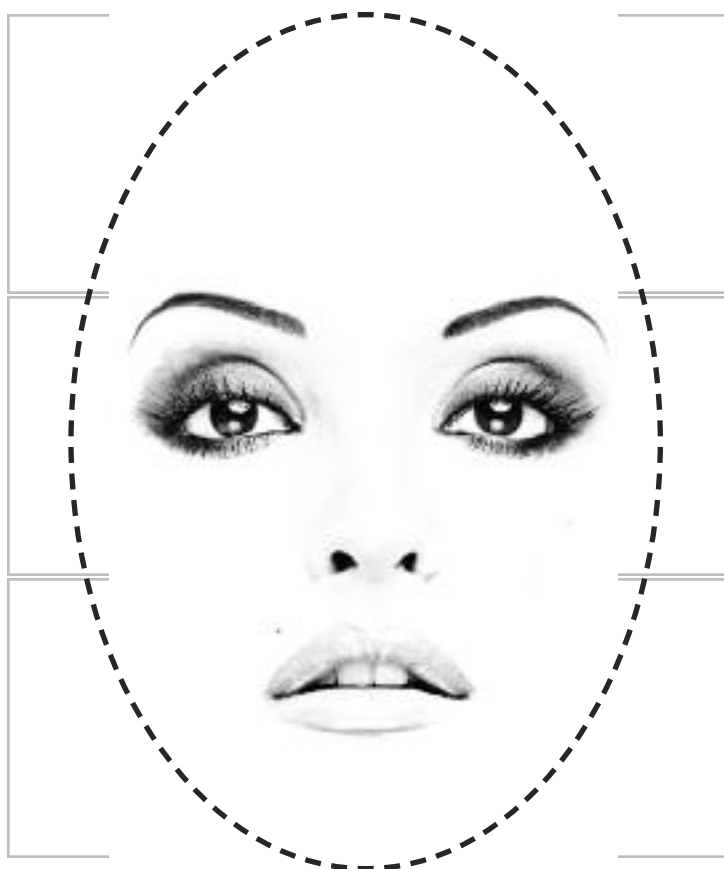
$\frac{1}{3}$

From the brow bone
to the bottom of the nose
is one-third of the
total length of the face.

$\frac{1}{3}$

From the bottom
of the nose to the
bottom of the chin
is one-third of the
total length of the face.

$\frac{1}{3}$



Look for these characteristics:

- Noticeably longer than it is wide.
- No points or sharp corners.
- Appears beautiful without any enhancements and requires no corrections at the perimeter.

The ideal face is oval in outline form and is considered “perfect” when the face can be divided in equidistant thirds.

NOTES:

Esthetics Skillbook

MAKE UP ASSESSMENT

Date _____

Name _____

Skin Type Normal ☐ Dry ☐ Oily ☐ Combination ☐
Skin Texture Thin ☐ Medium ☐ Thick ☐
Undertone Peach ☐ Pear ☐ Lemon ☐ Cherry ☐ Berry ☐ Grape ☐
Level
 1 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
 2 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
 3 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
 4 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
 5 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
 6 Very Light ☐ Light ☐ Medium ☐ Dark ☐ Deepest ☐
Eyes Round ☐ Close Set ☐ Protruding ☐ Heavy Lidded ☐ Dark Circles ☐ Small ☐ Deep Set ☐
Lines Deep Wrinkles ☐ Superficial Lines ☐ Crow's Feet ☐ Expression Lines ☐

Face Shape
 Brows Area
 Nose Area
 Cheek Area
 Chin Area
 Forehead Area
 Entire face



Your Natural Color

Skin Type ☐
 Skin Texture ☐
 Undertone ☐
 Eye Shape ☐
 Lip Shape ☐
 Nose Shape ☐