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College Comp

Mr.Reynolds

Braided Essay

Make-up Artist

Holy crap! This place is heaven on earth. I am going to be stuck in here forever. I honestly feel bad that my boyfriend has to wait outside of the store for me because I will be in here for hours.

Everything looked so classy with black and white stripes everywhere. The huge Sephora sign was the only thing I could focus on. It was so beautiful. The whole JCPenney store seemed to revolve around this busy makeup store.

“Hello there! Is there anything specific you are looking for that I can help you with?” the lady dressed in all black with a black apron over asked me.

“No, I am just looking but thank you so much!” I replied in a voice that almost seemed too cheerful.

“Let me know if you need anything!” She said as she walked away.

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As you can tell from my perfectly filled in eyebrows and my unusual nose ring, I am not like most of my peers. Needless to say, growing up I was not like most kids.

I grew up with one brother, two step brothers, and one half brother. With my mother and half brother living three hours away, I missed the woman figure that every little girl should have in her life. Instead of my mom showing me what outfits were acceptable to wear and how to style my hair, I had my dad. My dad was not the perfect woman figure for a little girl. Although he did a fantastic job raising me, he wasn't my mom, which was why I had to suffer through first grade with my long hair down to my butt being cut off up to my shoulders. In fourth grade I wore mismatched clothes and never brushed my hair. I started shaving in fourth grade as well. I don't even think I had much hair to shave. But nobody was telling me right from wrong.

After fourth grade, I changed significantly. I noticed all the girls were dressing girlier and had nicely straightened hair. I wanted to be like them. I asked my aunt, who is a hair stylist, for a straightener. I started straightening my hair all summer long. Then one day, I decided I needed to start wearing makeup. That's when the biggest change of my life happened.

Despite my lack of role models, these style disasters were a stepping stone for me. The inner face artist was coming out.



“Gurrrrrlllll! How did you get your eyebrows looking so fine?” The girl with the perfect spiral curls standing next to me says.

“Oh why thank you?” I reply in a shocked voice. I didn't think anyone actually noticed how much effort I put into my eyebrows.

“No, seriously girl, how did you do them so perfect?” She asks as her tone turns more serious.

“Well, overtime I slowly got better at it. It takes time and patience, but if you have time I’ll walk you through the process.” I say as I copied her serious tones. I notice she is getting more comfortable now and more engaged.

I know this conversation seems a little outrageous. But I promise it actually happened. I get it quite a lot if I’m being honest.

About this time last year, filling in your eyebrows became the new big thing to do. Of course I had to hop on the bandwagon because my itty bitty blonde brows that I naturally have just weren’t enough anymore.

A year ago I didn’t know much about my brows. I would just buy a dark brown brow pencil at Wal-Mart and buy the matching brow sharpener. I would follow the exact shape of my untweezed brow and color them as DARK as I could. Looking back at old pictures, I sure am glad I changed my method.



Makeup is a sort of coming of age. It is a minor step that takes place in a little girl and eventually makes a major difference in a woman. For me, makeup was an experiment back in 5th grade. Now being my senior year, I have found my favorite brands and putting it on feels like an art. Some may



say makeup is not a big deal or that women are better off without it. But that is where I would disagree.

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As she walked away I began to wander around the huge make up store. I knew I was in there for two things, but I couldn't help but marvel at everything else. The first thing I needed to grab was the Anastasia Contour Kit. The second thing I needed was the Naked 2 eyeshadow palette that I have wanted forever.

I decided I needed to grab what was important first, so that I could gander at everything else later. I started looking around for the contour kit. I knew what I was looking for, but not quite sure where I could find it. I didn't want to look clueless so I just looked at every shelf. The shelves were placed in such odd places. They were slanted this way and that way.

Ding ding ding! We have a winner! ME! I couldn't believe I just found the contour kit on the first shelf that I looked at! Not so clueless anymore! WOO!

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My 10 year old self was staring at my reflection right in the eyes. It was time to get started for the first day of 5th grade. It was a new year and a new me. Obviously I wanted to get out of my boyish stages. So, I turned around and looked at all my maybelline makeup on the counter. I had liquid foundation that was two shades too dark for my skin, but I loved it anyways because it was the only thing I knew that would make me more of a girl. Next to the liquid foundation I had powder foundation to put on on top of the liquid-- This also was two shades too dark. My eye makeup was even better. I had a pile of bright colored eyeshadow that I adored. Laying next to that I had the blackest black pencil eyeliner. To top everything off I had mascara that was a year old and dried out.

I picked up the liquid foundation two shades too dark and twisted the blue cap off. I dumped a decent amount in the palm of my hand. I didn't have any makeup brushes because I probably didn't know what those were at this time. So I used my pointer finger and middle finger to spread that foundation on. I caked it all around my face. Not missing a single spot, except my neck. After about two minutes of spreading on an inch thick of that liquid foundation, I moved on.

Next I picked up my powder foundation. This was again way too dark. I pushed the little button on the round container that held the makeup. CLICK. The foundation opened. I grabbed the little round pad that came with the foundation for an easy spread. I smeared the pad through

the foundation and then onto my face. Again, I did not miss a single spot except my neck. By this time I thought I looked really good. All I needed now was my eye makeup.

I set the powder foundation back onto the counter and grabbed my year old, clumpy mascara. I opened it up and it was all chunky. But hey, it worked for me. So I got very close to the mirror and began applying. This was the first time I had ever applied mascara so I wasn't sure of the techniques yet. As I was applying the mascara was all over my eyelid. It looked like I had on black eyeshadow. I didn't know how to get this stuff off so I just thought I could cover it with my neon blue shadow.

I hurried to set down my mascara making sure I twisted the cap on tightly. I snatched my blue eyeshadow behind me. I popped it open and grabbed the one inch plastic applicant with the padded ends. I stroked the padded end through the blue shadow and began applying to my lid. I spread it all over both lids. With no even strokes it looked pretty sloppy, but to me it looked perfect.

Last but not least, eyeliner. I couldn't wait to put the finishing touches on and look at my dolled up face. I carefully closed one right eye and began to place the black eyeliner right above my lashes. My hand was a bit shaky so the line wasn't completely straight but it worked for me. I repeated the process on my other eye. BOOM. I was done.

I stared at my caked on reflection right in the face. My face was 2 shades darker than my neck and the rest of my body. My eyes looked like a raccoon and smurf combined. But I looked fresh and ready for my first day of 5th grade.

From then on makeup was a big deal in my life. I started doing it everyday. But in 7th grade I almost had it mastered. Well, kinda mastered...

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Pay close attention when I explain my process to create the perfect brows. The steps are simple. You are going to want to brush and prime your brows, fill them in with the colored brow powder, and conceal them. Creating the perfect brow is vital in the makeup process. So follow these three steps and find yourself in a world of happiness.

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As a makeup lover, I have many reasons why it is so vital for women to wear makeup. Also, some may say that makeup is not healthy for your skin or that it makes you age faster. But it is all about the products being used. Makeup is something that can help women feel confident. Another point is that people often notice when a woman is trying to impress or make a statement by wearing makeup. Also, it is a way to express yourself. Be who you really are with the new kind of art, makeup.



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I touched every contour kit there was. From single colored ones to six colored ones. I wanted to make sure I grabbed the right one because I wasn't about to waste forty bucks on something that I wouldn't use. So I looked at the powder based contour kits. I compared those to the cream based contour kits. I opened the sample powder contour kit.

As I stroked my finger across the deep brown powder, I realized this isn't pigmented enough for me. I opened the sample cream contour kit next. As I glided my finger through the dark cream, I realized this one would be harder to spread. But, I knew that I didn't have the right brushes for the powder based kit, so I decided the cream kit suited me the best.

The cream kit came with six different colors. The top three colors were white and creams. These colors were used to highlight. These colors are placed on your face where the light naturally hits. So like your chin, forehead, under your eyes, and the arch of your nose. The bottom three colors were dark browns. These colors are used to contour. These colors are placed on the outside of your forehead, jaw line, right under your cheekbones, and also the outside of your nose. Placing the colors in those spots gives the effect of your face being smaller.

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In my 7th grade year I had changed tremendously. I now know somewhat about applying make-up. I changed my makeup brand to covergirl which was a huge success. It was the most popular brand at this time. I learned more about applying and about how to use the right amount. I also had achieved my perfect shade of foundation so that was a huge step as well. I now had a gold and black eyeshadow, which was not my best choice of colors but at the time I loved it.

Before I started using Covergirl, I was using Maybelline, which was not working out for me anymore. I noticed more advertisement on television about Covergirl. I also saw famous people I knew in the commercials, so i decided to make the switch. I was now the “cool” girl wearing what Katy Perry wore, Covergirl. It was a brand I was proud to have on my face. When I would go to Wal-Mart I would always buy two bottle of Covergirl foundation at a time because I didn’t want to run out, ever.

To master applying my new foundation, I did a lot of youtubeing. I decided I needed to invest in getting a make-up brush. I had went to Walmart and bought an Elf brush. These were super cheap. Quality and price. But twelve year old me did not care one bit. With this new brush, I now dipped it into my liquid foundation and applied it this way. Using a brush was more efficient than using my two fingers and palm. It now spread it evenly across my face.

Before the brush, I would cake my face so that the foundation was an inch thick. The brush I now used really helped me get a grip on how much I was actually applying. I realized I did not need to cake so much makeup on my face. I now had lightly applied it all over my face using the brush. I continued applying all the way down my neck. I did this because I learned that it looked better when it is well blended with my neck and face.

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The first step to the perfect eyebrows is to brush through those gnarly hairs and prime them. Take the spoolie at the end of your angled brush and nicely comb the brow hairs. If you do not have a spoolie, I highly suggest you to get one because they are a gift sent from heaven. The spoolie will lay the hairs down and you will be able to see the general shape of your brow which is essential. Also, if need be, take a tweezers and pluck the hairs that are out of place. Once you have brushed your brows, take your brow primer and prime your brows. Take the angled brow brush, and instead of using the spoolie on the end, you will this time use the actual brush. Glide the brush through the clear primer paste. In smooth strokes, follow the general shape of your brows. You won't be able to see the paste so just wing it the best you can!

A tip for step one - If you have small brows, it is okay to prime the shape of your brows a little bigger. I am telling you this from personal experience. I have small blonde brows, and I always shape them with the primer so they are more plump and longer. This does not mean I form a unibrow! To avoid a unibrow, line the primer up with your inner corner eye. Dip the angled brush in the primer several times, so that the primer is fresh on your brows and ready to hold the brow powder. If you do not know what brand of primer to use, I will help you out with that. I recently bought a Morphe Brow Powder palette. The kit comes with six brow powder colors, a primer (which is the one I use), and a concealer. Which brings me to my next step!

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One of many reasons why makeup is so important is because it makes women feel confident. When women are feeling their best, makeup has a huge factor. In an interview about makeup, Tayler stated, “ I feel the most confident and safe when I'm wearing bold colors” (Ducan). Every woman feels confident in her own way, but many confidence boosters are linked back to makeup. Many women also feel empowered when they wear makeup. One lady states that she found a career in the makeup industry to help women feel as empowered as she does. “I decided to become a licensed makeup artist because I felt it was my calling to help others well as empowered by makeup as it makes me feel.” Many people diss on makeup all the time. Men often say women hide behind makeup or that they are fake. But it's not that women are trying to be fake, we are trying to feel self-confidence. “It's not just 3D art it can change your confidence level from a six to a 10. It's enhancing your own beauty to feel your best” (Ducan). Let's face the obvious. Look good, feel good is very important to live by.



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I grabbed the cream contour kit and head on my way. I turned around and saw the shelf behind me had some eyeshadows on it. Of course, not the kind I was looking for. As I kept my focus on trying to find the Naked 2 pallet, I found myself getting distracted.

Holy shit! Look at all these brushes. I didn't even know there were that many you could use for your face. They are so beautiful. I need them all. But why would I buy them if I didn't even know how to use them? Ugh keep walking Jadyn!!! FIND THE NAKED PALLET.

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A big change for me was when my friend had mentioned that my shade of makeup was too dark. It was really embarrassing being called out in 7th grade about how poorly my foundation looked. Especially when I am so passionate about it. So again, I did some more Youtubing. I had eventually found out how to do it. You wipe a dab of foundation on the inside of your wrist and if it matched the color of the inside of your wrist then it is your shade. I now used this method when I picked up makeup from Walmart.

Two years prior I used neon colored eyeshadow. I had any color from hot pink to neon yellow. But I realized quickly that I was not born in the 80's and that I should probably tone

down the colors. I looked up to my cousin greatly, she is four years older than me. So what she did I had to do too. I noticed she would wear this gold metallic and black eyeshadow. I had asked her where she got it. She told me it was from Walmart. So what do I do? I go get that right away. That night to be exact. I mainly only used the gold metallic. It was so shiny and bright. I would apply it with the plastic applicator that it came with. I sometimes would even use both colors. I would use the gold for the inner half of my eyelid and slowly bring it into the black. At this point in my life this was a huge deal. I had just mastered the two toned shadow for the first time. It was a beautiful sight.

Slowly but surely I was catching on to the process of makeup. I now understood more about the products and how to apply. As the years grew on I realized I really am devoted to mastering the art of make-up.

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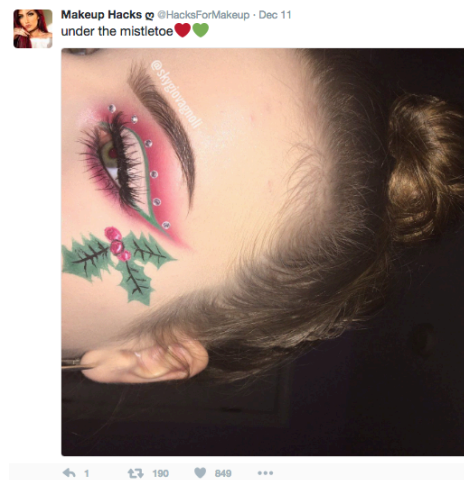
The second step to the perfect eyebrows is to fill them in with the colored brow powder. Take the angled brow brush and find your perfect color powder. You can get creative and mix colors as well to get your perfect shade. Dip the brush in the desired color and glide it on the bottom of your brow. This will then give you the general shape of your eyebrow. Continue dipping the brush in the brow powder to get a really deep, pigmented color. Then take the angled brush and line the top of your brow. Now you will see you have a perfect outline of your brow. Begin to fill in the rest of your brows with the powder. Remember to follow your outline!

Tip for step two - Do NOT fill them in too dark. I usually start at the end of my brows when filling them in. The end is supposed to be darker than the beginning of them. The front should almost be your natural colored eyebrows. As your brow continues on, the color will become more pigmented and darker. This will give your brows the more natural look. Again, I use my Morphe Brow Powder palette to create my perfect color. Also, after filling them in, I really like to take the spoolie again and brush my hairs through. Brushing through them one last time will show you if your brows match each other.

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Another reason makeup is so important to wear is because it allows women to express who they really are. Makeup is such an easy way to show who you really are. There are so many different styles to wear your eyeliner. So many different shades to wear on your eyelids. Also, the colors of lipstick are endless, from royal blue to the darkest black. "I like makeup because I feel it's the best way to express yourself. There are so many different moods and styles that the artistry is endless" (Ducan). Expressing yourself through makeup can be really fun and eventually lead to finding who you really are. Every woman has natural beauty, but makeup enhances how they feel and how they want to express themselves. "Take me for example, my natural face is very plain, bland, nothing that has a wow factor. Myself, is someone who is

very wild, and loud, and rebellious and I show that in my makeup. The matte face, dark smokey eye, bold, red lips, represents myself and who I am as a person far much better than wearing nothing at all. People forget makeup isn't an illusion it's an enhancement of your own beauty that's already there." Makeup allows people to show who they really are on the inside, on the outside. "Make-up makes me feel like myself. Not in the aspect of 'I don't feel beautiful and makeup makes me feel beautiful', makeup just allows me to represent who I am on the inside and show it on my face" (Duncan). Makeup



doesn't cover up anything, rather it allows you to be who you really are.

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I walked around all these different shelves that had things that I had never seen before. Then finally right before my eyes was the Naked section. The whole shelf

was lit up, I don't know how I had even missed it. I headed straight for it. Aligned perfectly on the shelf was all the palettes of eyeshadow Naked makes. I already knew what one I wanted because I have already looked at them online. I decided to stick with my gut feeling on the Naked 2 Pallet.

This pallet has the basic nudes. Going from left to right the shades slowly get darker. Starting with a white/nude on the left and slowly ending on the right with a black. This pallet as perfect. It had the right amount of sparkle in the colors and the right amount of matte.

Alright time to look around! I can't wait to see all the things I didn't even know existed. I am in heaven, nothing could ruin this! Shit... What is he doing in here?

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Senior year is here and I am at the peak of my makeup use. I have started using name brand products that are top quality. I now fill in my eyebrows and not with a pencil but with a powder based product, which makes a huge difference. I bought new brushes that aren't from Walmart and are very high quality. I wear lipstick, but only matte and none of that shiny stuff. The lipstick is also a high quality brand, none of that you can get from your local drugstore or Walmart.

The new products that I use all come from Younique, Sephora, and Morphe. These products are on the higher end of the price scale but it is totally worth every penny. The makeup I get from Younique is the 3D fiber lashes. The bottles last 2-3 months and only costs \$29. These



fiber lashes are a gift from heaven. It comes in two black bottles. The first bottle is the gel that you apply first and last.

The second bottle is the fibers which you put on second. These fibers truly extend your lashes and give them the plump look. Plus, every product from Yunique is natural based meaning it's actually good for you to wear. The makeup I buy from Sephora is the contour kits, liquid foundation, and primer.

The contour kit is a high quality product that will last me all day. The liquid foundation that I buy from there is more expensive at \$25 a bottle. But it's worth it because it lasts all day and is good for your skin. It also gives me full coverage.

Morphe products are my favorite for eyeshadow palette and eyebrow palettes. The eyeshadow is very pigmented. The color will always show and pop. A huge plus about these eyeshadow palettes is that they come with 32 colors at the low cost of \$22. The eyebrow palette from Morphe is amazing. It comes with six different colors, a primer, and a concealer. This palette is also very cheap at only \$12. Filling in my eyebrows made a huge difference, but the biggest difference was between using a pencil from Walmart and using the Morphe palette. Lets just say I will never go back to a pencil.



The third step to the perfect eyebrows is to shape them with your concealer. Take your angled brush and dip it in the concealer. Your concealer should be two shades lighter than your skin tone. Use clean strokes when applying the concealer right

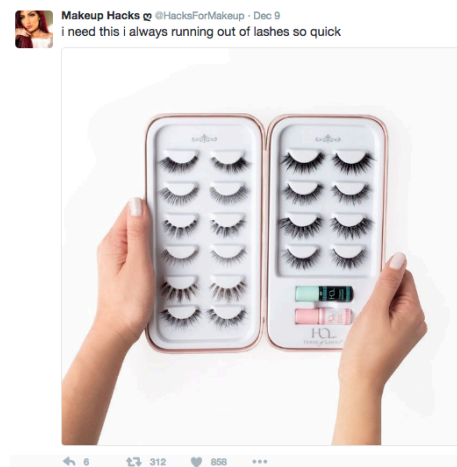
underneath your eyebrow. This will give it a more clean, sharp look. Once you shape your eyebrows, take more concealer and apply it to your brow bone. This will brighten up your brow bone and make it pop.

Tip for step three - Make sure to blend the concealer. You don't want to be able to see the concealer after you apply it. If you do not blend the concealer, you will end up with a patchy look. Make sure it looks smooth. Also, I recommend to use the concealer that also comes on the Morphe Brow Powder palette. I find it easiest to use this concealer because you do not need to use a lot of it to get amazing results!

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Lastly, makeup is important to wear because it can be beneficial to your skin. Some makeup product actually help wrinkles and fight against sun damage. In almost every foundation you will find Vitamin C, which helps in so many ways. "In cosmetics, it may help nourish your skin's collagen, an under layer that keeps skin plump so that sagging and wrinkles are less noticeable. Vitamin C may also lighten dark spots and protect against sun damage" (Fields). This is one ingredient in makeup that can go a very long way in the beauty world. Another ingredient found in most foundation is Resveratrol. "You may know resveratrol as a heart-healthy ingredient in red wine. More recently, it's been added to makeup, offering anti-aging benefits" (Fields). Depending on what brands you buy, some will have extra added benefits. A

brand that highly emphasizes skin care is Younique. Younique is a product that has 85% more natural based ingredients. In all Younique foundations you can find Dimethicone, Distearidimonium Hectorite, Phenyl Trimethicone, PEG-10 Dimethicone, Alaria Esculenta Extract, and Hydrogen Dimethicone. These big words make a big difference. All of these ingredients help lift your skin. These ingredients have natural minerals that makes your skin feel soft. Dimethicone is an ingredient that helps protect your skin from the sun and its harmful rays. Many of these also helps condition your skin which is so important when you wear makeup (“Touch Mineral Liquid Foundation”).



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I looked up and saw my boyfriend coming right for me. He looked very impatient and embarrassed. His cheeks were turning rosy red. I could feel my face

turning pink and I was starting to get hot as well. I was embarrassed for him. Why was he walking into Sephora? This was obviously a place for women.

“Are you almost done? I have been waiting for 35 minutes,” My rosy red faced boyfriend said to me.

*HOLY! 35 minutes! I guess time goes by fast when you are having fun.*

“Yeah, I guess I can be done now,” I said disappointed because I didn’t have time to gander.

I headed to the checkout line. The line had a few ladies in front of me, but I didn’t mind waiting. This just meant I had a few extra minutes left in heaven. I had felt very accomplished. I loved getting new makeup.

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Before my big change in makeup, I used \$3 Elf brushes from Walmart. Which wasn’t the best quality. I now use brushes from Morphe. I bought the back of all face brushes and all eyeshadow brushes. These brushes are amazing and allow me to apply everything so much better. The brushes always keep their shape when I apply my foundation and eyeshadow. I think this was about my biggest change. Using high quality brushes instead of buying the cheap Walmart ones. I also bought an angled brow brush to use when I apply my brow makeup. I wash my brushes once a week so that they stay clean and keep the quality. I love these brushes and I will never go back to anything else.

The next big change I recently started was I add color to my lips now. I don't wear lipstick everyday but when I do I love it. Lipstick basically makes or breaks any face makeup or outfit. I love using matte lipstick. Matte is better because it gives a dull look and isn't too shiny. I only buy my lipstick from Sephora or Kylie Cosmetics. The newest big thing that I have been into lately is Kylie Jenner products. Her lipstick is very pigmented and makes my lips feel soft. Her products are on the higher end of the price range, but the way I look at it is it's worth it. I love the lipstick and I almost have every color. From dark purple to the perfect nude.

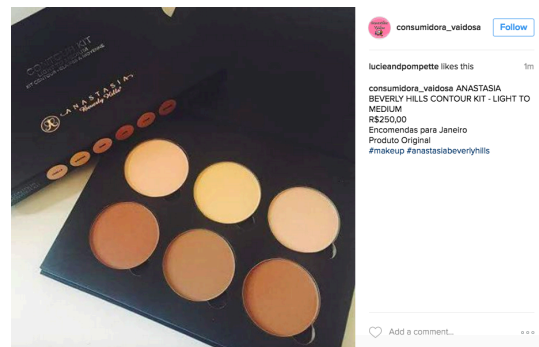
I know that I am changing my makeup styles everyday, but for now I am happy with how far I have come. From neon blue makeup to Kylie cosmetics. I can't wait to see how my makeup will change in a few years and what new products I will be using.



If you are not so hot at filling in your eyebrows, follow these three steps. Just remember to always prime them so the color powder will last all day. Fill them in with the perfect color that matches you. You do not want them ending up too dark and the wrong shade. Don't forget to conceal the eyebrows. Make sure your eyebrows look clean and strong so they really POP! Hop on the bandwagon and make your eyebrows noticeable. You will be so much happier when you notice the difference eyebrows can make!



There are many reasons why makeup is so important to wear. Many women feel safe when they wear makeup. Makeup can be the biggest confidence booster for most women. Besides confidence, expressing yourself through makeup is so powerful. The inner artist shines and you can literally put whatever look you want on your face. Makeup is the perfect way to moisturize and uplift your face. Many brands can be very beneficial to your face.



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