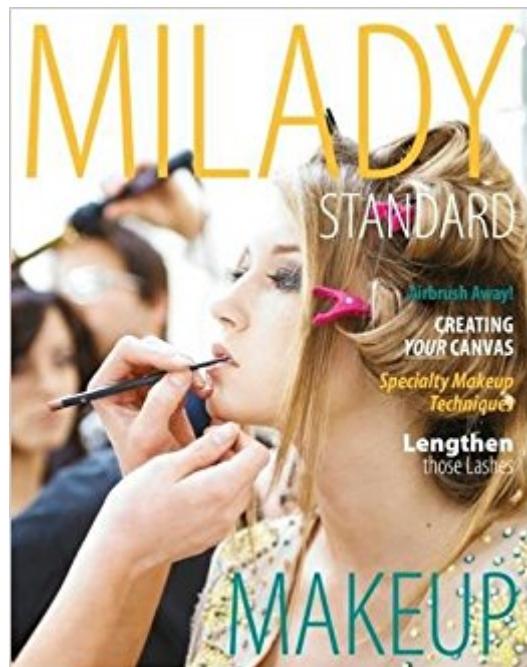


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Milady Standard Makeup



Synopsis

Note: This ISBN is a hard cover text book. For decades, Milady has been known as the premier source for beauty and wellness education. Now we have taken that reputation one step further with the brand-new Milady Standard Makeup. This cutting-edge addition to the Milady Standard offerings is aimed at anyone and everyone with a passion and desire for becoming a makeup artist or working in the world of makeup. Milady Standard Makeup is a full-color text, packed with more than 800 photos and illustrations, covering everything from anatomy and physiology to color theory, product types and tools. Step-by-step procedures lead you through various looks including bridal, prom, and high-fashion applications. You will also learn how to create natural looks and deal with particular skin types such as mature and acne-prone skin. Milady Standard Makeup is destined to establish itself as the foundational textbook in its field, essential for every makeup artist with an eye towards success in this rapidly expanding and dynamic industry.

Book Information

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Customer Reviews

PART I: MAKEUP FUNDAMENTALS. 1. The Evolution of Makeup Artistry 2. Infection Control: Principles and Practices. 3. Facial Anatomy and Physiology. 4. Tools of the Trade. 5. Color Theory. 6. Client Consultation. PART II: MAKEUP FOUNDATION. 7. Creating the Canvas. 8. Facial Features. 9. The Everyday Applications. PART III: SPECIALTY MAKEUP. 10. Special Events. 11. The Exciting World of High Fashion and High Definition. 12. Makeup for Men. 13. Makeup for Teens. 14. Makeup for Aging Skin. PART IV: ADVANCED MAKEUP. 15. Camouflage Makeup. 16.

Airbrush Makeup. 17. All About Lashes. 18. Advanced Makeup Techniques. PART V: BUSINESS SKILLS. 19. Your Professional Image. 20. Business In Makeup.

Michelle began her career as an educator and trainer for an East Coast skin care franchise where she hired and trained estheticians in over 12 locations. Michelle is a licensed esthetician, cosmetologist, and CIDESCO Diplomat. Her passion and desire for superior education motivated her to open her own esthetics school in 2003, the Aesthetic Science Institute, a New York state esthetics school in Latham, NY. With over 20 years of experience in the skin care and beauty industry, Michelle's expertise spans teaching; curriculum development for esthetics, nails, medical aesthetics, and laser; speaking; test development; and authoring. She is the coauthor of *Salon Fundamentals: Esthetics Textbook* (2007), a regular contributing author to *les nouvelles esthetique & spa* and *Dermascope* magazines, as well as a host and guest speaker at esthetics conferences across the United States. Since 2006, Michelle has acted as a consultant for an international cosmetic company providing education and training in over 18 countries around the world. She is the Director of Education for Aesthetics International Association and a member of AIA, AACs, and BSA. Michelle was voted Woman of the Year 2011 in the skin care profession by the National Association of Professional Women. Her passion for the skin care industry and raising the bar for education has been a driving force behind her success and continued satisfaction in providing others with the tools to grow, change, and emerge into a new level of professionalism.

I'm an esthetician and I love doing makeup as well. I purchased both the Milady Standard Makeup textbook and workbook. The textbook is hardcover and the workbook is paperback. I ordered new ones and both books arrived in excellent condition. I find the textbook to be detailed, informative, and a wonderful book overall. It's a great reference book also. I'm happy that I purchased the workbook too. Must have for estheticians that are also interested in doing makeup and for makeup enthusiasts in general.

This is a book you would get if you went to school to become a makeup artist. It is not a 'general information' book about makeup. I am familiar with the Milady brand, because it is the same textbook I used in school to become a hairstylist/barber. This has tons of information in it, such as the history of makeup, to types of foundations, brushes, etc. This is a great book for anyone who loves beauty and makeup, and if you want more than just basic information about makeup application. Highly recommend!!

Milady Standard Makeup textbook not only arrived in excellent condition, but it is so colorful and detailed. I am very glad I purchased this book. It will get many years of use. I would recommend this book to anyone who likes makeup.

I found the book and the workbook to be very distracting and hard to read. There are graphics everywhere competing for your attention, and at times on what seems to be unrelated content. It makes it very difficult to read and follow. Keep the information simple and straight forward so that the reader doesn't feel distracted in multiple aspects of content.

I ordered the Kindle version of this book after buying the textbook. Instead of this text, I received an Adobe Illustrator guide instead somehow?

I really like this book. I was confused at first because I didn't realize that this was a workbook. I had to go purchase the book, which is what I thought I purchased in the first place. Great combination.

Fast delivery. I am very satisfied with the book that I purchased. This book has very good info a makeup artist of any level:beginners and professionals.

Wonderfully detailed. Great illustrations. Worth purchasing.

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