

Q-Dazzle

“Makeup is key to a flawless photo as well as looking your best on stage!”

QUESTION: How do I apply and select makeup colors that will flatter me for my pageant photos and videos? What is the difference between Natural Makeup and Dramatic Glitz Makeup? Should I use lots of shimmer makeup for Glitz? Do ‘photo-ready’ or ‘camera ready’ makeup colors look heavy or fake?

ANSWER: Makeup is key to a flawless photo as well as looking your best on stage! Makeup colors that look best for photography and video are usually highly-pigmented, meaning they contain strong color pigments and are not sheer. A highly-pigmented makeup product will allow the user to apply a small amount to achieve a little bit of color. It also can provide darker and dramatic color when applied more heavily. This allows flexibility for the user to achieve her preferred look. Also, the strong color pigment in highly-pigmented makeup colors will hold up against the harsh lighting from cameras and it is longer lasting. ‘Photo-ready’ or ‘camera ready’ makeup does not have to appear heavy or fake. With highly-pigmented makeup colors, the user has control over how much color she applies, whether she prefers a soft natural look or a glamorous dramatic look.

IMPORTANT PHOTOSHOOT TIP: Prior to your photo session, make sure to powder any shiny areas on your face. A matte finish to your makeup will yield the best and most flattering photos! (Avoid facial oiliness or shine by carefully blotting the oily areas with a tissue and lightly powdering the forehead, across nose, and chin.) A shiny face in photos will appear very unflattering, so be sure to check your face in a mirror for shine and if needed, lightly powder right before your photo shoot!

Check out our featured product on page 4.

Article provided by Jennifer Kalman
QDazzle(TM) Founder & Commercial Makeup Artist

TIPS

To conceal any under eye circles use creamy opaque concealer

Add a set of glamorous false eyelashes or special effect eyelashes!

To Select a foundation shade that is an exact match to your skin, use natural (outdoor) light and a mirror

Be careful with sparkle for photos, as too much sparkle on the eyes and cheeks can create too much reflection, causing a ‘flare’ on your face under the camera lights