

THE CITY

As seen in
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MAGAZINE



| By: ELYSE SIMONS |

MAKEUP FOR *Professional Headshots*



IT'S TIME... TIME TO UPDATE YOUR PROFESSIONAL HEADSHOT. BUSINESS RELATIONSHIPS ARE BUILT ON TRUST; DITCH THOSE HIGH SCHOOL YEARBOOK PHOTOS, SELFIES AND 20-YEAR-OLD GLAMOUR SHOTS! WE ALL WANT TO LOOK YOUNGER AND APPEAR OUR BEST, BUT PEOPLE EXPECT TO MEET THE FACE THAT'S IN THAT PHOTO. KEEP YOUR HEADSHOT PHOTO PROFESSIONAL AND UPDATED. IF THE IMAGE DOESN'T LOOK LIKE YOU, IT'S NOT!

10 MAKEUP TIPS FOR YOUR PROFESSIONAL HEADSHOT

- 1.** Apply your makeup in natural light, this will help ensure you have an attractive and even look.
 - 2.** Never apply sunscreen for a photo shoot, as this can “flash back” in photos by giving a white halo under your eyes and on your cheeks.
 - 3.** Foundation should always match your neck/chest area, don't forget about your ears. Apply your foundation in light even layers.
 - 4.** Lips should be a natural color that enhances the color of your lips. A bit of lip gloss applied to the center of the lip will make your lips appear fuller.
 - 5.** Eye makeup should be a beautiful everyday look, using mostly matte neutral or complimentary tones.
 - 6.** Use black mascara to give your eyes definition – no false eyelashes please.
 - 7.** Eyebrows are important since they frame the eye. Lightly fill in your eyebrows with an eyebrow pencil.
 - 8.** Blush is a great tool to give your cheeks a rosy, slightly flushed look.
 - 9.** Contour your cheekbones lightly to give some definition to your face.
 - 10.** Finish your makeup with a touch of translucent powder to reduce shine.
- Remember to be yourself during your photo session, relax and smile. Now you're ready for your portrait!**