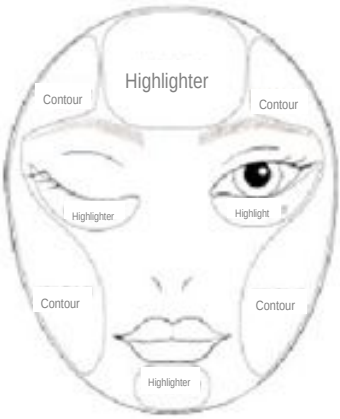
Contouring for all Face Shapes



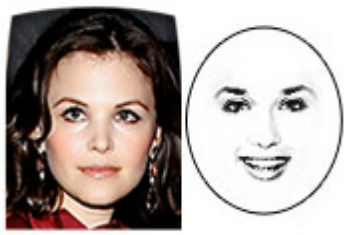
Round shape face after contouring

Contouring: To give the illusion of a oval shape face.
Contouring with foundation takes using 3 different shades of foundation. For example, if you typically wear a Beige 300, You will need an Ivory 200 and a Beige 400. First, you apply the Beige 300 all over your face. Before completely dry, add a small amount of Beige 400 to the outer circle of your face and add a small amount of the Ivory 200 down the center of your face…blend all 3 colors completely. If you are an Ivory 100, do not highlight at all. If you are a Bronze 607+, do not contour at all.
Ivory/Beige skintones should contour more than highlight. Bronze/ Ebony skintones should highlight more than contour.

Contouring with our new mineral powder bronzer, highlighter and foundation. Apply your foundation shade that matches skin tone. After skin is dry. Apply the mineral powder bronzer to the outer circle of the face. Apply the highlighter to brighter the forehead, chin, and top of cheekbones under the eyes.

Oval face shape

Curvilinear shape. Considered the perfect shape face Length is equal to one and a half times width, with forehead and jaw the same width. Can support most make-up trends...so have fun.



Round face shape

Circular shaped. Length is approx equal to width. Holds youthful appearance longer. Contour jaws temples, and cheeks. Highlight the forehead, chin and under eyes-top of cheekbones. Don' wear blush on the apple of cheeks, will widen the face.

Pear face shape

Forehead and cheekbones are narrow with a wide jawline. Contour the Jawline and cheeks to minimize the width. Highlight the forehead to create the illusion of more width

Square face shape

Strong and broad forehead with angular jaw. Contour the hairline and jaw to softer "the four corners." Highlight the center of the forehead, nose and tip of the chin to draw attention to the middle of the face

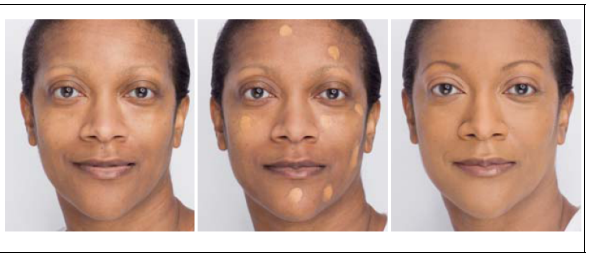
Heart face shape

Wide at the forehead and cheekbones, narrow at jawline. Contour the temples and the hollow of her cheeks to minimize the width. Highlight the chin to create the illusion of more width.

Oblong face shape

Face is longer than it is wide with a long straight cheek line. Don't Contour the face because it will lengthen it even more. Apply blush to the apple of cheeks, will shorten and widen the face.

Facial Masking: Darker-skin-toned women, facial masking appears when the skin tone is darker around the edges of the face and lighter toned in the center. Need two shades of foundation to create a look of even toned skin. Shade lighter to bring up the tone of dark areas and one darker shade to tone down lighter areas. Apply the lighter shade to the dark outer areas first, important to blend well keeping the foundation on the dark area only. Then the darker shade to the light inner areas of the face.



Created by Director Vicki O'Bannon for May 08 Color Clinic

Prep-Talk for Flawless Skin

Concealer is to cover red/purple on ivory/beige skintones, dark brown/black on bronze/ebony skintones, eye puffiness, and scars etc. Use a brush to apply concealer to cover the areas that you want to conceal.
Yellow Concealer is to conceal severe red/purple/brown imperfections.
Eye Puffiness brush the concealer on the edge of were the puffiness only.
Scars best to bush on the concealer to fill the scar before Appling your foundation
Our concealer is very highly pigmented and that's why we need to use such a small amount. Too much concealer can draw attention to fine lines.

Highlighter Pen. Not a concealer! Highlighters are to bring recessed areas forward. It's not designed to conceal imperfections or dark circles.

Loose Powder. Our powder is most finely milled and that's why it feels like velvet on our skin. Loose powder is more oil-absorbing than pressed powder or mineral powder foundation. Used to 'set' your look and not to be worn over new mineral powder foundation.

Sheer Pressed Mineral Powder. Not like Dual-Coverage because it's not 'coverage'. It's used to 'touch-up', 'de-shine', 'de-oil'. Not a foundation, it's a basic sheer powder.

Mineral Powder Foundation. Airbrush to the skin. Pour powder from sifter to lid, then dip and swirl and tap and apply. After applying in a bushing motion, brush downward to all facial hairs are laying down on your face. Not as oil-absorbing as medium coverage foundation. You may want to add extra moisture if you're dry before using mineral powder foundation. Prep skin based on individual skin needs before applying mineral powder foundation. It's a powder and foundation all in one.

Foundation sheerest to most coverage.
Tinted Moisturizer Most Sheer
Mineral Powder Foundation
Medium Coverage
Full Coverage
Day Radiance
Crème to Powder Most Coverage
Medium Coverage and Full Coverage Foundation. Transfer resistant NOT transfer proof and is resistant only when completely dry. When you apply it, it should be visible then disappearing as it dries. Let dry completely when checking foundation color on a client, it darkens as it dries. It's layerable, but each layer needs to dry before applying another layer. The oil-absorbers in medium coverage slightly lessens the coverage factor. Best way to check foundation for a match is with a stripe test, with a work light with true daylight bulbs that can be found at Home Depot need to be clear, not frosted.

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