



BEAUTY CALLS: MAKEUP WORKSHOPS FOR THE EVERYDAY WOMAN

While most makeup classes are only available for professional Makeup Artists or people looking for a career in the beauty industry, these workshops provide a fun and safe environment for the everyday woman to learn how to apply her own makeup. Most women are intimidated by makeup and going to the makeup counter. The purpose of these workshops is to take the fear out of applying and purchasing makeup. Clients will leave each workshop certain of their abilities to apply products correctly with very little effort. Many women buy the wrong colors or products that they will never use. Clients who attend these workshops will go home with a detailed list of the essential products they need to achieve the look they desire.

The first in the series of workshops is **Everyday Essentials/The 5 Minute Face** which focuses on the 5 essential products every woman should wear that will help them achieve a fresh and clean look for every day. Other workshop topics include:

Eyebrows, Lashes, and Liner Clean and Simple - This workshop focuses on how to draw attention to the eyes without shadow. Find your most flattering brow shape; learn how to apply liner that lasts all day and how to make the most of your natural lashes.

Special Occasion Makeup Made Easy - Learn how to change your day look to night in just a few simple steps. Guests will also learn how to achieve a smoky eye that looks sexy not messy.

Common Makeup Mistakes and Solutions - Are you too heavy handed with your blush? Did your mascara transfer to your eyelids and ruin your shadow? Become a pro on how to fix these common problems without having to start all over.

Tricks and Tools - This workshop spotlights the essential brushes you need to achieve your everyday and special occasion looks. Guests will also learn makeup secrets of celebrities.

Like Mother/Like Daughter - Does your daughter steal all your makeup? Do you wish you could look as young as her? Learn trends that work for both of you.

I May Not Feel Well but I Look GREAT - Perfect for the woman who has health issues, hair (brow/lash) loss, or would like to learn how to brighten up their complexion and to look less tired.

You don't have to wear a lot of makeup to look great; you just need the makeup that is right for you!

Makeup Workshops are perfect for:

- ◆Fun lunchtime activity for office
- ◆In-Store event for retail location
- ◆Sorority event
- ◆Moms/Girls night out
- ◆Church Group or Sisterhood event
- ◆Bachelorette Parties/Bridal Showers