



What is Make up?

OVERVIEW

- Definition
- Types of makeup
- Ingredients
- Makeup awareness
- Case study: Geisha
- Summary

DEFINITION

A collection of red-themed makeup products is displayed on a white surface. In the foreground, there are three lipsticks in clear tubes with silver caps, two red pencils, and a black brush resting on a red blush compact. To the right, there are two red perfume bottles, one with a silver cap and one with a white cap. In the background, there are more makeup items like eyeshadow palettes and a black brush.

Substances used to improve a person's appearance, especially the facial features.

THERE ARE
DIFFERENT
TYPES OF
MAKEUP!

LIPSTICK



A beauty product used for applying color, texture and protection to the lips



FOUNDATION



A skin-colored makeup that is applied to the face to cover up minor blemishes



BLUSH



A cosmetic of a powder used to give a warm color to the cheeks



MASCARA



Makeup that is applied to the eyelashes to make them appear longer, thicker, darker & fuller



EYE-SHADOW



Makeup that is applied to the eyelids and under eyebrows to make the eyes more attractive

EYE-LINER



It is applied around the rim of the eyes to accentuate it

NAIL POLISH



It is a coating applied to the fingernails and toenails with a

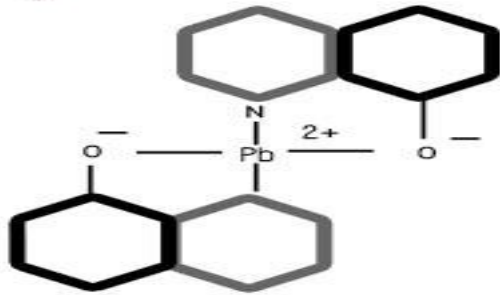
INGREDIENTS

Beeswax, Carnauba Wax, Candelilla Wax, Vegetable Oil, Lanolin, Mineral Oil, Animal Fat, Castor Oil, Cocoa Butter Dyes & Pigments, Fragrance, Alcohol, Antioxidants, Preservatives, FDeionized Water, Tridecyl Neopentanoate, Emollient Binder, Sunflower Oil, Gammalinoleic Acid, Methoxycinnamate, Pyroglutamic Acidoccurs, Humectant Glucose, Lactoperoxidase, Colorantlauroyl Lysine, Dimethicone Copolyol, Alcoholpalmitic Oil, Emollientcetearyl Alcohol, Coconut Emollient Emulsion, Emulsifying Wax, Emulsifieremulsion stablizer, Agentron oxides, Coloranteem seed oil, Hydroxyethylcellulose, Toxicity Coconut Extract, Emolliencetyl Ester, Emollien, Talc, Simmondsia Chinensis (Jjoba) Seed Oil, Zea Mays (Corn) Starch, Yeast Extract, Tocopheryl Acetate, Retinyl Palmitate, Lauroyl Lysine, Dimethicone, Glyceryl Ethylhexanoate, Octyldodecyl Stearoyl Stearate, Cetearyl Ethylhexanoate, Isohexadecane, Acrylamide Acryloyldimethyltaurate Copolymer, Magnesium Aluminium Silicate, Polysorbate 80, Sorbitan Stearate, Sodium Dehydroacetate, Phenoxyethanol, Ethylhexyl Palmitate, Acrylates Copolymer, Zinc Stearate, Methylparaben, Propylparabenpropylene Glycol, Triethanolamine, Oleyl Alcohol, Magnesium Aluminum Silicate, Glyceryl Stearate, Butylparaben, Mica, Titantium Dioxide, Propylene Glycol, Ethyl Acetate, Butyl Acetate, Nitrocellulose, Tribenzoin, Isopropyl Alcohol, Propyl Acetate, Acetyl Tributyl Citrate, Stearalkonium Bentonite, Serica, Dimethicone, PPG-2 Dimethicone, Triacetin, Citric Acid, Malic Acid, Tetrabutyl Phenyl Hydroxybenzoate, Benzophenone-1, Silica Stearalkonium Hectorite, Alumina, Calcium Sodium

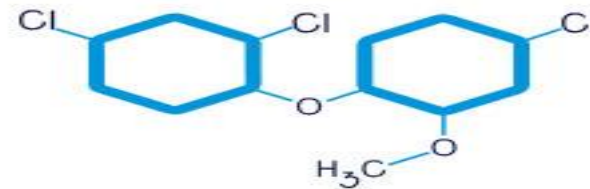
The top 7 TOXIC INGREDIENTS that hides from your conscious!

KEEP IT CLEAN:
The Top 7 Ingredients to Avoid in Beauty Products

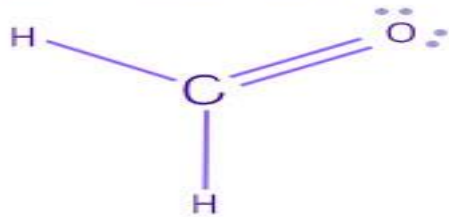
1 LEAD



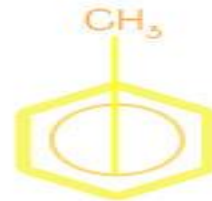
2 TRICLOSAN



3 FORMALDEHYDE



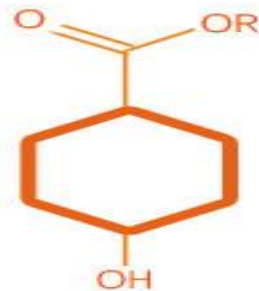
4 TOLUENE



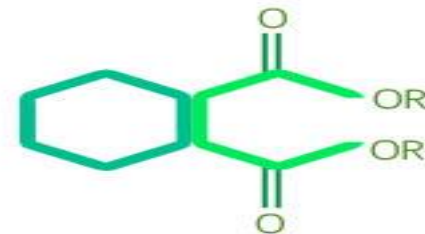
5 HYDROQUINONE



6 PARABENS



7 PHTHALATES



BLISSTREE

SOME STRANGE
INGREDIENTS IN MAKE UP!

Cochineal

A Maybelline advertisement for the Moisture Extreme lipstick line. It features a close-up of a woman's face with her lips painted in a red shade. She is holding a bouquet of red roses. In the background, there are more flowers and a building. A red lipstick tube is prominently displayed in the foreground. Text in Spanish describes the product's benefits: "HUMECTA PROFUNDAMENTE ¡HACE QUE EL COLOR REVIVA!" and "LÁPIZ LABIAL MOISTURE EXTREME". It also mentions "HUMECTA LOS LABIOS CON 3 VECES EL PODER DE UN BÁLSAMO LABIAL" and "CON PROTECTOR SOLAR SPF 15". The Maybelline logo and "NEW YORK" are at the bottom.

HUMECTA PROFUNDAMENTE
¡HACE QUE EL COLOR REVIVA!

LÁPIZ LABIAL
MOISTURE EXTREME™

HUMECTA LOS LABIOS CON 3 VECES EL PODER
DE UN BÁLSAMO LABIAL.* Siente la diferencia:
No solo resalta, los rosados florecen, los colores se intensifican.
CON PROTECTOR SOLAR SPF 15.
EN 44 SURTUOSOS TONOS, QUE NO SE CORREN.

maybelline.com

MAYBELLINE
TAL VEZ ES ELLA. TAL VEZ ES MAYBELLINE.
NEW YORK

An advertisement for Covergirl lipstick. It shows several lipstick tubes in various shades of red and pink. Text in English says "Beautiful color now, beautiful lips in 7 days.*" and "Hydration with silk therapy moisturizers".

Beautiful color now,
beautiful lips in 7 days.*

Hydration with silk therapy moisturizers
of color and moisture. In a single stroke, lips are
transforming color. In a single week, silk therapy moisturizers
fresh lips. More perfect! and know what? it's all yours!
see a COVERGIRL @ facebook.com/covergirl
made in USA and San Antonio, Texas

water, dried & then
color in most



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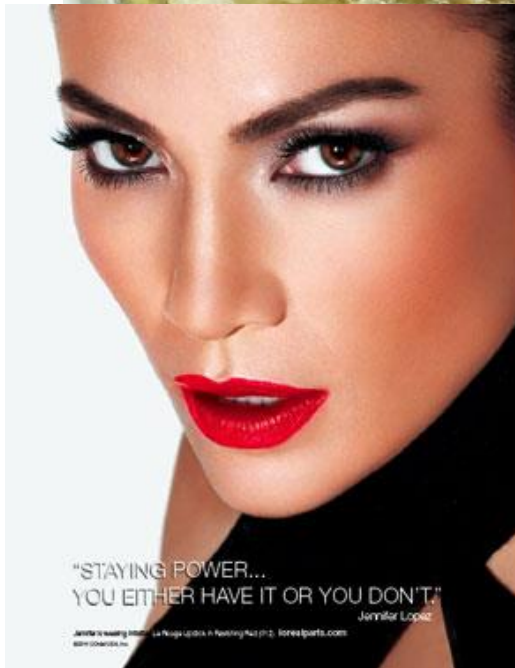


Ground
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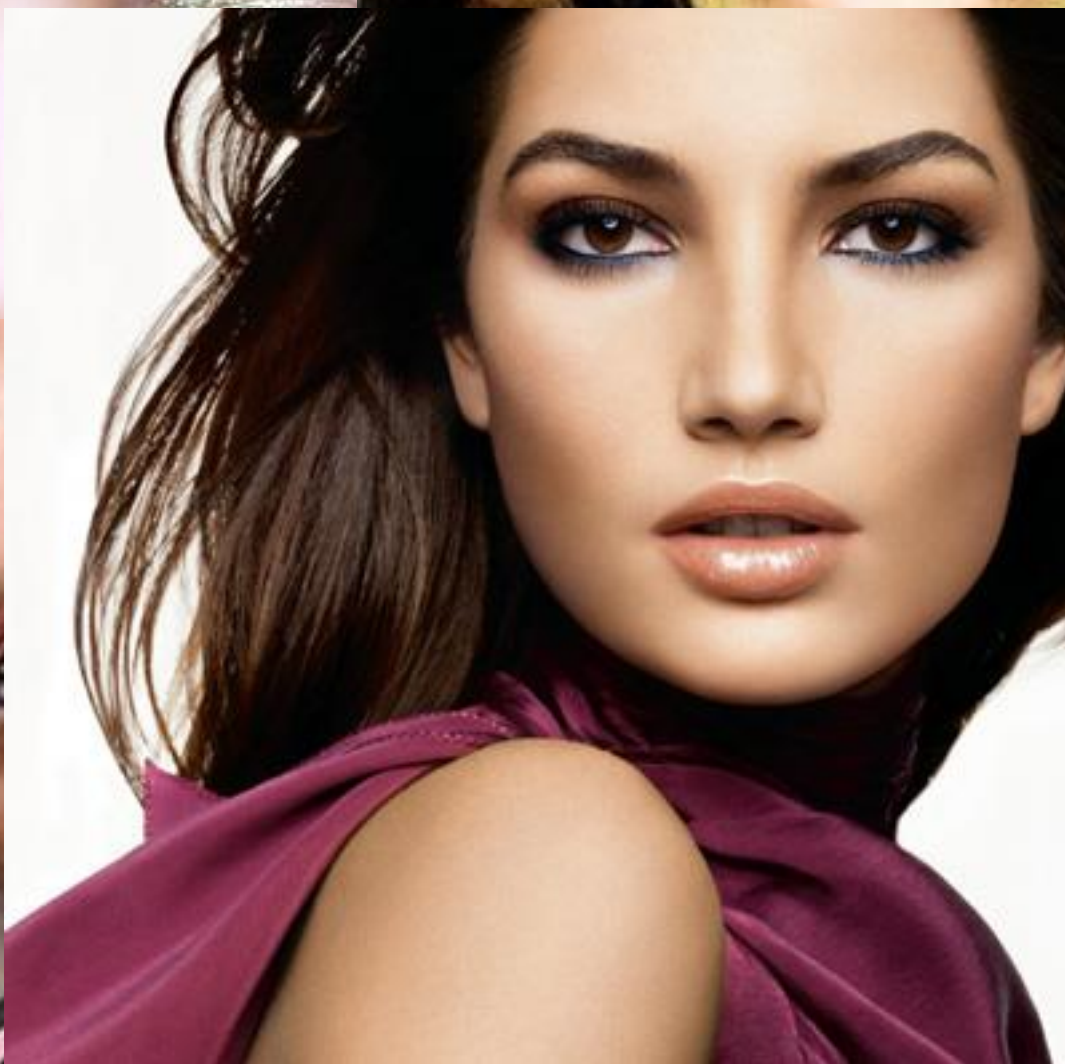
shimmering look

kill



create fatty byproducts. such as eye-shadow,







MAKEUP AWARENESS

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- Animal cruelty free makeup

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SOCIAL CHANGE
RESPONSIBILITY
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REVLON COLORSTAY™
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Julie Bowen

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NO SOY
NO NANOS

CERTIFIED
NO TALC
NO GLUTEN

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CASE STUDY

GEISHA

What is Geisha?

Traditional Japanese female entertainers who act as hostesses and whose skills include performing various Japanese arts such as classical music, dance and games.





and
in
of

- For the first three years, a maiko wears this heavy makeup almost constantly. During her initiation, the maiko is helped with her makeup either by her *onee-san*, or "older sister" (an experienced geisha who is her mentor), or by the *okaa-san*, or "mother" of her geisha house. After this, she applies the makeup herself.

- After a maiko has been working for three years, she changes her make-up to a more subdued style. The reason for this is that she has now become mature, and the simpler style shows her own natural beauty.
- For formal occasions, the mature geisha will still apply white make-up. For geisha over thirty, the heavy white make-up is only worn during those special dances that require it.

SUMMARY

PLEASE DON'T
EAT THE LIPSTICKS (even tho' they're flavored!)

- Makeup can alter a person's appearance, only temporarily & not permanently

- Makeup are used for various reasons

- Know your makeup well

FORBIDDEN FRUITS by **CUTEX**



THEY'RE FLAVORED! THE FIRST FLAVORED LIPSTICKS—EVER!
Put on orange, taste orange! Put on caramel, taste caramel! Put on peppermint, taste peppermint! And as for cherry—mmm! "Forbidden Fruits" look delicious, taste delicious—and so do girls who wear them. Could you ask for a newer, cooler way to collect men?
All styles \$1.99. ©1964 by Cutex.

As seen in Seventeen magazine, July 1964 p. 33

- Before purchasing be aware of the toxic

References

- <http://blisstree.com/look/toxic-ingredients-in-beauty-products-505/#ixzz28giPzAVC>
- http://makeup.lovetoknow.com/Makeup_Benefits
- <http://benefitof.net/benefits-of-make-up/>
- <http://rowephoenixmkup.co.uk/makeup-artist/the-advantages-of-wearing-makeup.php>
- <http://www.helium.com/items/1947647-advantages-and-disadvantages-of-wearing-makeup>