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Here Comes The Airbrushed Bride Spraybrush Makeup Changing The Face of Wedding Days

By: Dina Ousley

Every bride dreams of a trouble-free wedding day and as that special day fast approaches, last minute details need to be resolved -- flowers, photographers and catering, often leaving the makeup by the wayside. This requires you -- the salon professional, to perform magic! If the bride looks fantastic, everything else will fall into place and her dreams will come true.

Welcome To The Airbrush Makeup Revolution!

The newest 21st Century technique for providing professional makeup services is here and it has revolutionized cosmetics. Airbrushing or spraybrushing the makeup does create the special magic. It ensures that your bridal client will leave your salon or spa for her big day, not only glowing but totally radiant. She will look like a million dollars and more importantly, she will feel great about herself. The airbrush makeup systems are new to the salon and spa market they have changed the way Hollywood does makeup for the last twenty years. This trend is now quickly becoming a professional new state-of-the-art service in salons, spas and skincare clinics.

The airbrush makeup systems are generating greater profits for salon owners, as more clients can be serviced in a shorter amount of time, because it's very quick. Think about how time consuming traditional makeup applications can be and how often they need to be touched up. The previous 20th Century way of performing professional makeup services often felt and looked heavy on the skin, especially when used to cover skincare challenges. Now, spraybrush makeup helps the makeup artist cover evenly, almost like magic. The product goes on the skin very gently like the mist of a perfume atomizer, without any heavy spray pressure or buildup. Airbrush dries instantly upon contact. Airbrush makeup automatically blends your makeup during the application process. No additional blending is necessary. Airbrush makeup is actually much lighter than you can ever imagine and it is almost weightless. Thus, airbrush makeup can be applied very lightly, quickly ... and it will last all day, with no need for touchups.

Working within a professional salon or spa environment, you are probably familiar with airbrushes that are used for nail art. In contrast, the new airbrushes used for professional makeup applications are designed to create the special makeup coverage that makes them extraordinary and revolutionary.

A professional beauty compressor provides the air for the airbrush and should have a delicately adjustable pressure in the range of 3 ½ to 5 ½ pounds per square inch. The spray is surprisingly gentle and feels like a light breeze that places micro-dots of color to resemble the skin's natural pigment. Within a face or even a single feature the makeup colors can be sprayed to range from uniquely opaque to sheer or transparent. They can be blended instantly, allowing the bride's individuality to show through. She will feel fantastic, not like she has a heavy mask of makeup on her face. More importantly the spraybrush will help to perfect the natural beauty of the bride.

A complete airbrush system consists of the compressor, hose, spraybrush, eyebrow stencils, eyeshadow shield, airbrush cleaner, specially formulated airbrush makeup and a spray moisturizer. The eyebrow stencil accessories make beautiful eyebrows possible every time. The eyeshadow shield helps to guide your creative shadow coloring and to shape each woman's individual look.

Plan Pre-Wedding Beautycare & Makeup Consultations

As professionals, we know the importance of pre-wedding beautycare and makeup consultations, but does the bride. Even if you have sat down to work out how the bride is going to wear her hair and what eyeshadow or lipstick color she wants to wear, details can be forgotten that will throw even the most meticulous planning out the window. The ability to quickly apply the bride's makeup will help create more time for hairstyling changes or other beautycare challenges that may arise in your salon. Airbrush makeup is a tremendous advantage when servicing large wedding parties. Airbrush makeup applications will help to take stress off of the makeup artist who must help get everyone ready and out the door on time.

Distinctive Differences

What makes a spraybrush makeup bride's dream come true, is the uniquely designed cosmetics that last from morning until night without needing touchups! The Spraybrush makeup colors set instantly upon contact, without any manual

blending or setting powder. Although most artists prefer to select from the numerous pre-mixed makeup colors, these colors can also be instantly combined or altered right in the airbrush spray cup. This allows you to immediately create any shade of foundation, blush, eyeshadow, eyebrow or suntan color. Custom colors are usually created in single application quantities of 2 drops to 10 drops. These small makeup product mixes will eliminate waste while also avoiding any potential cross-contamination in the client's makeup.

High quality spray makeup won't rub off on clothes and they are also water-resistant, so it will hold up well under perspiration or tears. They can be misted beyond the neckline, on the arms, shoulders, to hide tan lines or create instant tans. The colors can be easily washed off at the end of the day with a mild cleanser. This is a large selling point according to Leilani Baker, a makeup artist in Granada Hills, California "If it is their first time they are just shocked, especially by how long it lasts." Think of the advantages for the bride, no touch-ups means the bride does not have to worry that her makeup that was applied at 10 am is still looking good for the photos at 2 pm or even as she thanks her guests at 7 pm.

The Airbrush application steps are similar to traditional makeup, only faster and more sanitary. However there are some interesting differences too, one is that the moisturizer is always spray applied after the makeup application is completed. This step restores the natural sheen; a little extra moisturizer is used over any hand or body coverage.

Recently, Terri Petrella of Backstage Hair Salon in Hudson, Ohio had a wedding party booked. She noted, "It is just going to be me applying makeup for seven women in the bridal party. With the time element for getting all those girls ready for this wedding, I knew that spray makeup was going to be great because I could professionally apply all of their makeup creatively and quickly." Airbrush makeup applications help to take stress off the makeup artist who must get everyone ready and out the door on time.

Spray Foundation

To start the makeup application a light layer of foundation is sprayed onto the face, ears and neck so that it looks seamless. For maximum wear begin with freshly cleaned skin. With traditional methods of application, makeup can collect in fine lines increasing their visibility. The spraybrush coverage floats onto the lines so lightly that it does not build up and camouflages the fine lines. This step of the process uses only 5-10 drops of the liquid color allowing over 100 applications from one bottle of color. A light application on the body does use more makeup, but is minor compared to any additional service fees. You can skip a step with airbrush makeup. There is no need to apply any additional products, like a setting powder. A foundation can be completed in less than a minute when you are experienced and in a pinch for time.

There has been a healthy discovery with airbrush makeup that affects the foundation application process. The spray formula is intentionally designed to create a micro-dot coverage pattern of foundation coverage. This new process allows the skin to breath and there are no longer any clogged pores. The natural glow of the skin shows through this pointillism effect application and the makeup feels light on the face.

This spray method eliminates the need for sponges and sponge transfer contamination of the products. It is much more hygienic for the artist - the spray application reduces germ transfer by reducing the need for contact, nothing but the color ever touches the skin. No more dirty sponges or fingers to worry about.

"What I like the most about it is that people are so conscientious of bacteria and getting infections from makeup or from exposure to the sponges touching their skin, I can now airbrush someone's face without touching them." Says Candice Laurie owner of Candice Laurie Salon Boutique in Addison, Texas.

Spray Blush

The makeup artist needs to adjust the air pressure down a little bit to start the blush application. There is no need to clean the system between progressive makeup color changes. When you use the correct amount of drops, no color is left in the cup and a new color can be added. If a lighter color is used next a couple of drops of a specially designed alcohol-free cleaning solution can be rinsed through the brush to clear it.

When the allotted makeup service time is of the essence, makeup artists can easily work from the large selection of standard makeup and blush colors. The small amount of color needed for the cheeks and eyes means that 200 applications could come from one single bottle of color. Understanding the new airbrush artistry techniques allows the makeup artist to create natural looking contouring and spray blended color on the cheeks to obtain the perfect shade for the bride without any heavy layers.

Eyeshadows & Sprayshadows

Bridesmaids are often worried that they will not be able to find an eyeshadow to match their dress color or that they will look washed out in the unique shade of dress that the bride has chosen for them. Custom blending of the airbrush colors to best suit the bride and the wedding party is very easy. It is a lot of fun to combine the opalescent shimmering shades with the standard spray eyeshadow colors to make very subtle and striking designs.

Airbrush makeup allows for mixing of colors to create designer shades that will complement any wedding party and dress. By adding a drop or two of a couple of sprayshadow colors into the cup and quickly 'back-bubbling', you will instantly have the perfect shade. This dramatically increases the number of colors available to the makeup artist and reduces need to buy special shades that are only used occasionally. With the reusable plastic eyeshadow / sprayshadow guide, you will have perfect sprayshadow completed in two minutes.

Eyebrows & Lips

Eyebrows are often a time consuming process, especially trying to keep them both perfectly even. With the help of eyebrow stencils, airbrushing can make this common problem a thing of the past. The system can again be adjusted to the correct pressure for the eyebrow application. The same stencil system can even be used to line and perfectly fill in the lips. Thin lips can be sprayed in to appear fuller, a cleft palate may be reshaped and hyper-pigmentation can be covered. Often makeup artists use the airbrush to line the lips and follow with a standard lip-gloss, for additional shine. With advanced training and practice, the bride's makeup can be professionally complete in five to ten minutes.

Rosacea

Many makeup artists find it challenging to hide discolorations while keeping the makeup application light. The challenges the makeup artist faces can range from a flushed face from all the pre-wedding excitement, to skin conditions like rosacea. The light spraycolors will easily hide facial flaws and redness without making the bride feel as though she has heavy makeup on. When working with the current and recent U.S. Presidents before public appearances, our artists have used a very light application of foundation on the areas of Rosacea with a very light blush. This spray application method allowed their natural color to show through, while keeping their skin looking fresh and natural. This works great for weddings! Additionally, premium airbrush cosmetics can be applied using the advanced pointillism techniques to skin after surgery, with the doctors permission. It covers gently without touching the skin and not clogging the pores.

Dr. de Fuentes, a Los Angeles based Psychologist, who was married last September said, "This was my first marriage at 49 years old. Dinair Airbrush Makeup helped me to look and feel my best for my special day! It covered my rosacea and did not rub off on my dress or veil. It stayed on perfectly all day and all night! The wedding photos look beautiful!"

Beyond the Face

Efficiency is only one of the ways that airbrushing helps to boost wedding season profits. When you look beyond the face there are other areas that the airbrush can be used increase the bride's beauty before she walks down the aisle. Makeup can be applied from head to toe. Since it does not rub off, there is no worry that it will rub onto the brides wedding dress and everyone she kisses eliminating the untimely need for touchups.

If the brides dress reveals a scar, tattoo or tan line, a quick wave of the airbrush can make it history, the same way that you would apply foundation to the face. These quick applications increase your profits by providing more services to your menu without increasing the costs of product that you need to purchase or time needed. Covering the body can be accomplished using as little as 25 to 50 drops of spraycolor

New Airbrush Beauty Benefits

Spraying makeup is good for business, in addition to the many creative artistry and hygiene benefits. To name a just few:

- More clients serviced per hour will translate into more income for your makeup artists.
- The shorter application times will dramatically increase your hourly income and revenue.
- Spraying requires far less effort for the makeup artist than traditional methods, which means less fatigue and stress on the body. This will result in more productive hours and can sometimes reduce the need for assistants.
- During periods of peak demand, your ability to service more people with a quality system means more satisfied clients
- Higher productivity can reduce the number of stations needed for growth in makeup services
- Growing your clientele is made easier when your clients look so much better. They will get plenty of compliments and refer new makeup clients to you.
- Your new and existing salon clients will become more full-service skincare and makeup customers.
- Positioning yourself in the local media as an innovative beauty expert by having the 'best', 'latest' and 'greatest' makeup artistry techniques will help you to retain existing customers while also attracting many new clients. The Orchid Springs Salon in Winterhaven, Florida has seen the benefits of this. Connie Hicks states, "We are a full service day spa salon. We are the only people in our area that are doing airbrush makeup so it definitely brings new people into our salon.
- Newspaper, magazine, radio and TV publicity is much easier to attract when you have something that is truly unique, new and extremely interesting to the media and their audience.
- Advertising, marketing and promotions for airbrush makeup will generate a great number of new leads.
- A high level of new respect for you, your unique makeup artistry and your professionalism!

Extra Tips For Bridal Party Success

Be careful. Select an airbrush makeup system that comes completely ready-to-use. Avoid product lines that require adjustments or thinning every time you use it. Avoid airbrush makeup systems that have products, which will rub off. When selecting your professional makeup system, pick one that has their glamour shades -- alcohol free. Remember that a setting powder is not necessary, just as brushes, sponges and applicators will now be obsolete.

Take the time to educate yourself and your staff on airbrush makeup systems. Explore, compare and attend only proven airbrush makeup system educational workshops provided by well-established makeup schools and the airbrush makeup manufacturers. Become an airbrush makeup expert! Then make yourself and your bridal airbrush makeup expertise known through a local marketing, advertising and PR campaign that will clearly set your salon and your services ahead of the competition! Spraybrush makeup will help convert your haircare and skincare only clients, to become more full-service clients. Once your staff and clients experience the soft touches of spraybrush makeup, we know that positive word-of-mouth promotions will automatically happen.

Be ready to learn a new language, as some terms like 'spraybrush' or 'sprayshadow' are different than the traditional makeup terminology like 'airbrush' and 'eyeshadow'. It's also important to teach your clients this new language, to separate yourself from traditional makeup artists.

Everyone else has technology making their life easier ... now it's your turn to get a break. Stop losing time and wasting energy with manual blending techniques. Learn to let the airbrush do some of the work for you.

The creative spraybrush artistic concepts, the advantageous coverage strategies and the innovative new application techniques are new to makeup artistry and the entire family of airbrush artistry. **Skin** is the new frontier! Airbrush makeup is a totally new and different medium today. Airbrush techniques are used today in nailcare artistry, signage, car and t-shirt designs ... yet these formats and tools are totally different for makeup.

Current airbrush techniques have been developed to include a wide range of fine art painting applications. In fine art, the creative goals are typically to produce an effective artistic result that can be visually seen. Unlike fine art airbrush painting, the specialized new art of spraybrush makeup will allow you to create "The art of the unseen". As the makeup artist, it's still your creation. Let technology work for you. Before the most recent airbrush makeup breakthroughs by companies like Dinair, there was no specialized airbrush technique, let alone a system of techniques that work for makeup and cosmetics.

Airbrush cosmetics will make weddings easier and much more exciting for both you and your clientele. Everyone can learn to do airbrush makeup artistry. This conceptual and technology breakthrough is designed by professional makeup artists -- for professional makeup artists. This will competitively take you head and shoulders above any other makeup artistry, not only with your clientele, yet also with your professional peers. Airbrush makeup will renew and revive interest in your salon's unique level of makeup artistry. Adding airbrush makeup services to your menu will make your salon or spa much more profitable and distinctively unique!

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EDITORIAL NOTE: Dina Ousley is the founder and president of Dinair Airbrush Makeup Systems and The Dinair Airbrush Makeup Institute. Dina is the "original spraybrush makeup artist to the stars", as she has been successfully airbrushing Hollywood's rich and famous for over 20 years. Dina Ousley, George Lampman and their company have developed many new and innovative proprietary airbrush makeup techniques. Professional Dinair Airbrush Educational Workshops are held regularly at their institute locations in Los Angeles and New York City. Airbrush Workshop Dates are posted on their website. They are located at 5315 Laurel Canyon Boulevard, North Hollywood, CA 91607 USA. For more information about Dinair and their Spraybrush Institute Workshops, call 800-785-4770 or visit the company's website at www.dinair.com.