



# MARKETING SOLUTIONS

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## **Eyebrow Mastery Gift Wrapped With Airbrush!**

### **Become A Leading Eyebrow Specialist With The Newest Airbrush Artistry**

By: Dina Ousley & George Lampman

Each specific area of the face and body offers us a new opportunity for creative beauty makeup techniques. The world of airbrush eyebrow artistry is very exciting, especially when formulating wonderful new eyebrow and eyeshadow looks!

Airbrushing eyebrows can be an easy first step into the world of airbrush makeup for any salon, spa, Hollywood set or medical clinic. Everyone communicates with eye-to-eye contact. As professional makeup artists, we can make the eyes distinctive, bold, daring or non-threatening. Eyebrow airbrushing will work on any skin type or color and can solve many eyebrow problems such as fading brows or scar coverage. If you have not yet delved into airbrush makeup, now is the time to begin!

#### **Perfectly Pretty Eyebrows**

When you start applying airbrush on your clients as a fast way to create perfect eyebrows, you will begin introducing them to the full benefits of cosmetic airbrushing. One of the most practical benefits to airbrushing makeup services, is its ability to provide a long-lasting look -- since the makeup is both rub and water-resistant. This creates an unusually realistic and natural look, will have your clients requesting more of your professional makeup, cosmetic and aesthetic services.

As a professional makeup artist, the range of what you can do today with airbrush makeup is unlimited – and it is repeatable. There is no longer a chance a 'Bad Makeup Days'. However, as eyeshadow and eye area fashion styles change each season and each year, your clients can be offered the latest eyebrow styles without spending a lot of time to achieve their desired look. Your clients can now have you create classic eyebrow designs or any new or avant-garde designs. As the makeup artist, your own level of personal creativity is multiplied by these new airbrush techniques.

#### **Specialize With Eyebrow Hair Stencils**

Using special eyebrow stencil concepts and tools, you can now artistically specialize by creating an entirely new individualized look for your client and for yourself.

Permanent makeup has given women the ability to wake up or step out of the shower with basic eyebrows intact; while airbrush makeup artistry has given women the ability to innovatively and creatively alter their eyebrows on a daily basis. Permanent makeup eyebrows don't change, while the permanent and the natural eyebrows can become the ideal palette to build from. You can create client's eyebrow designs and looks for every occasion with new airbrushing techniques.

For example, at Dinair we feature a complete set of eight different eyebrow stencils and an additional hair stencil, so you have the proper amount of tools to create the appearance of actual hair. These stencils are a great benefit when you are trying to achieve a natural look. You can quickly use several different segments of eyebrow stencils together, making the variety of creative looks endless. The 'eyebrow hairs stencil' allow you to achieve a far more natural look than manual eyebrow makeup applications. Without professional stencils, it would be far too time consuming and artistically difficult to create individual hairs on the brow.

#### **Fast, Fashionable & Effective**

Another terrific aspect of the airbrush technique is that there are no extra steps in applying the makeup. You begin just as you would with any other eyebrow makeup by selecting a perfect color. You can choose from a range of standard colors or mix a custom color of your own, as well as to select a fashion statement color like a burgundy or purple.

For sharper edged designs, you will have the stencil in full contact with the skin. For softer diffused edges to the brow, hold the stencil about one-eighth to one-quarter inch away from the face. The airbrush compressor needs to be set at approximately three to four pounds of pressure per square inch. This obviously requires a specially designed airbrush makeup system compressor. In just a few quick passes from the airbrush, your eyebrows are finished!

Something unique with our Dinair airbrush makeup process is that you do not apply the moisturizer until the very end of the entire makeup and cosmetic application process. This spray on moisturizer does not affect the longevity of the makeup by being put on afterwards. All other pre-makeup moisturizers reduce the longevity of the coverage. In fact, this

allows the skin to breath better, so that pores do not become clogged. The spray-on moisturizer uniquely stimulates the skin's naturally moisturizing process.

Airbrush makeup is far gentler to use, when compared to sponge, brush and other traditional makeup application processes. Other applications can tug and stretch the skin in the eye area. This sanitary and contamination-free application process is also a major selling point to hygiene conscious clients. This reduces any potential germ exposure to the makeup artist as well as to the makeup client. With airbrush, you are not dipping any brush or sponge back into your makeup, after it touches a client's skin. Thus, the airbrush makeup always remains virgin in the bottle. Add the fact that airbrush makeup is rub resistant and it stays on until you wash it off with any makeup cleanser -- and you now have an unbelievably special makeup service that your clients will find to be a significantly valuable and different service.

### **Follow The Master ~ You Get Their Faster!**

Similar to other beauty techniques, airbrushing takes time to learn. You cannot instantly create perfect eyebrows without any instruction or practice. We strongly suggest that you attend professional hands-on beauty airbrush makeup artistry seminars that specifically feature eyebrow airbrush and stencil techniques. Dinair offers special beauty makeup workshops, in which we demonstrate the processes we have created for each individual facial area. We teach you how to use they entire airbrush makeup system. A certified beauty makeup educator will help you quickly master the practicalities and artistic nuances for creative airbrush eyebrow techniques. Studying from experts will save you the time from studying with a video or book as well as from any self-taught trial and error education -- you may do on your own. Aside from the airbrush system itself, the only other tool needed to create perfect eyebrows, is the creative talent you already hold in your fingertips!

The finished look of airbrush eyebrow application is only a tip to the iceberg -- for what airbrush makeup artistry can be for you and your career. The airbrushed eyebrow can be starting point to create that perfect arch or a new full-service makeup offering. You and your clients can enjoy a variety of new airbrush looks that will enhance any image or lifestyle.

The time for airbrush makeup artistry is now! Invest the time to learn as much as you can about how the prestigious art of airbrush application can help you increase your professional cosmetic services and your profitability. With airbrush beauty techniques, the sky is the limit!

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**EDITORIAL NOTE:** This special guest column has been written for Cosmetech by Dina Ousley and George Lampman, the founders and creators of Dinair Airbrush Makeup Systems of North Hollywood, CA. Launched in 1981, Dinair is considered the originator as well as the world's leader at innovative airbrush makeup artistry and educational programs. For more information about Dinair Makeup Systems, Workshops or a free brochure, call toll-free at 800-785-4770 or visit their website at [www.dinair.com](http://www.dinair.com).