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MAKEUP BAG MUST HAVES

CREATING A STAPLE OF PRODUCTS



NICOLA LOUISE MAKEUP

IF YOUR MAKEUP BAG IS LOOKING CLUTTERED AND OVERSPILLING WITH PRODUCTS YOU ARE JUST NOT USING, OR YOU CANNOT EVEN REMEMBER HOW LONG YOU HAVE HAD THEM, THEN NOW IS A GOOD TIME TO REASSESS AND DETOX YOUR BAG.

It is easy to become overwhelmed with so many beauty products on the market and know where to start with the basics. Streamlining your current makeup bag will give you a good starting point to building your staples, staples that you will use time and time again.

Before we dive into the must-have, I invite you to grab your current products carry out a quick review and ask yourself the following 5 questions:

1. DO YOU CURRENTLY HAVE ANY ITEMS THAT HAVE EXPIRED?

Bonus - If you are unsure of the expiry dates take a look at the bonus PDF [HERE](#) which gives you guidance and outlines how long you should keep makeup.

2. HAVE YOU NOTICED ANY LIQUID OR CREAM PRODUCTS THAT SMELL FUNNY OR THE CONSISTENCY CHANGED?

This is a big sign to throw a product out. As makeup starts to get old, and subsequently expires, you will notice the texture changes and a funky smell starts to appear.

3. DO YOU HAVE ANY PRODUCTS THAT ARE BROKEN, DAMAGED, OR NEARLY FINISHED?

Broken containers can hoard bacteria so these need to be thrown out. If the product is damaged or nearly finished but you have not used it for some time throw it out and replace it with something you will use.

4. WHEN YOU LOOK AT EACH ITEM DOES IT EXCITE YOU OR BRING YOU JOY?

If the answer is no, then this is a sure sign that you do not need this in your makeup bag.

5. DO YOU HAVE ANY MAKEUP BRUSHES THAT HAVE NEVER BEEN CLEANED OR JUST LOOK WORN OUT?

It may be worth considering replacements especially if the brushes have never been cleaned and are a few months old. Bacteria will build up in the bristles and can spread germs and can cause skin problems. Worn-out brushes will no longer perform well so it is time to let them go.

SO WITHOUT FURTHER ADO, HERE ARE THE MAKEUP BAG MUST-HAVES I WOULD HIGHLY RECOMMEND TO ANYONE WHO WOULD LIKE TO BUILD A STAPLE OF PRODUCTS.



MOISTURISER

Starting your routine with skincare is hugely important for any makeup to apply nicely and for it to last longer on the skin. You want to ensure your base is well-prepped so selecting a moisturiser that is specific to your skin type will create the perfect first step.

Skin needs to be well hydrated to help it be as smooth and plump as possible. Dehydrated skin will look parched, which will show through the makeup, and will cause the makeup to appear uneven.

If you currently skip this step I encourage you to take a leap of faith.

PRIMER

Prepping your skin with the correct moisturiser will give you the best-primed base, however for those who have oily, combination skin or visible pores, a primer is definitely recommended.

A primer will help to fill in pores and smooth out your base ready for foundation to glide over on top, it will also assist with keeping your face oils at bay which tend to seep through your foundation as the day goes on.

If you currently notice that after a few hours your makeup starts to break down and becomes oily as the day goes on, then a primer will help everything to last longer.



FOUNDATION OR TINTED MOISTURISER



Having a foundation in your collection will help to even out your skin tone and provide some coverage where you feel you need it. If you are not a fan of foundations a tinted moisturiser will do a good job of providing sheer coverage without feeling like you are wearing anything.

If you cannot find a tinted moisturiser you love then a top tip is to mix some of your foundation with your moisturiser to create your own, this will sheer out the coverage so you can tailor the mix to suit. A tinted moisturiser is a perfect product to have during warmer months if you do not want to look like you are wearing anything on the skin or feel that a foundation is just too much.

For oily skin I recommend you look for a product that states it is oil-free and long-lasting, this will help with longevity.

CONCEALER

A concealer is a staple for any person, it provides slightly more coverage than a foundation so it is perfect for disguising tired and dark under-eyes and any areas of redness or spots.

You will find that some foundations will not fully cover up areas you may want a little more coverage so a concealer will do this perfectly for you.

When applied well under and around the eyes you can create the illusion of lifting this area and making your eyes appear more wide awake and youthful.



FACE POWDER



A face powder is really only beneficial to those who have oily and combination skin. It is best used to set any concealer and foundation to help it to last longer and to stay in place. The powder will assist with absorbing any face oils that begin to appear during the day.

I would avoid a pressed powder as this can begin to look cakey on the face, my recommendation is a loose powder that you can dust over the face.

For dry skin types, a powder will cling to any dry and flaky patches and can highlight areas of texture so I would at most only use this to set the concealer with a very light hand.

BLUSHER

Blush is quite an underrated product and is the one item that scares people the most so it is not always a chosen item of makeup. It is amazing how much life you can give your face with just a pop of colour on the cheeks, it ties the makeup together beautifully.

A cream blush is suitable for all ages but is also perfect if you want to create a dewy youthful look.

Powders tend to be the most popular choice, these can be layered to achieve the desired outcome whether that is a minimal amount or an intense pop of colour. If you feel your skin looks washed out and tired, a small amount of blush will act as a great pick me up.





BRONZER

A bronzer is a game-changer when it comes to your makeup!

Using a light hand you can bring warmth and shape back to your face following foundation. Bronzer brings life to your skin and creates a beautiful structure where your natural shadows and contours are when you look at yourself bare-skinned.

If you are looking for a more sunkissed look you can build the bronzer lightly to get your desired result.

BROW GEL

Don't underestimate the power of a groomed brow! Brows frame the face and pull the makeup together. There is no need to go crazy filling in your brows and creating a different shape, it can be just as easy as running a clear or tinted brow gel through to tame the hairs and add a little bit of colour.

Of course, you can opt for a brow pencil or powder but the quickest and easiest way to achieve a polished look is with a gel. Look for a product that contains little fibres which will help to thicken your brows if you would like a bit more depth and volume.





MASCARA

This is an absolute must-have for anyone who wants their eyes to appear wide awake and framed! Sometimes just wearing a little bit of mascara can change the way you look subtly.

I love black mascara but I also have a secret love for brown which makes the eyes look really natural. Try it for yourself if you do not want it to appear obvious that you are wearing anything.

SETTING SPRAY

A setting spray is a perfect way to finish your makeup for two reasons. Firstly this will soften the look of your makeup, especially where you have used powder products, and will help the look to be more skinlike.

Secondly, it will help your makeup to stay in place longer especially useful for special occasions or when you are planning to wear your makeup all day.



OPTIONAL EXTRAS

EYELASH CURLER

It is not often you will see an eyelash curler recommended but the difference this little tool can make is amazing.

Not everyone is blessed with a natural curl in their lashes so using a curler will not only make your lashes appear longer they will help to make your eyes look bigger, more youthful, and wide awake.



TINTED LIP BALM

Opting for a tinted lip balm is the perfect alternative if you are not a fan of wearing lipstick or lip gloss.

Just adding a little flush of colour to the lips will brighten your face, plus it will be treating your lips to skincare benefits and keeping them well hydrated.

RECOMMENDED PRODUCTS

MOISTURISER

[Bioderma Hydrating Moisturiser](#)
[Bioderma Sensibio Anti-Redness](#)
[Bobbi Brown Vitamin Enriched Skin Base](#)
[Weleda Skin Food Light](#)
[Neutrogena Hydro Boost](#)
[Bioderm Sebium Pore Refining](#)

PRIMER

[The Ordinary Silicone Primer](#)
[Benefit Matte Rescue](#)
[Benefit Porefessional](#)

FOUNDATION

All Skin -

[Giorgio Armani Luminous Silk](#)

Dry Skin -

[NARS Natural Radiant](#)
[IT Cosmetics CC Cream](#)
[L'oreal True Match](#)

Oily Skin -

[Bobbi Brown Skin Long-wear](#)
[Estee Lauder Double Wear](#)
[It Cosmetics CC Cream - Matte](#)

Combination Skin -

[Yves Saint Laurent Touche Eclat](#)
[L'oreal True Match](#)
[Clinique Even Better](#)

CONCEALER

[Maybelline Fit Me Concealer](#)
[Maybelline Instant Anti-Age Eraser](#)
[Estee Lauder Double Wear](#)

TRANSLUCENT POWDER

[Laura Mercier Loose Powder](#)
[Anastasia Beverly Hill Loose Powder](#)

RECOMMENDED PRODUCTS

BLUSHER

[Laura Mercier Blush Colour Infusion](#)
[Laura Mercier Tinted Moisturiser Blush](#)
[Milani Berry Amore](#)
[Milani Petal Primavera](#)

BRONZER

[MAC Mineralise Skin Finish](#)
[MAKE UP FOR EVER pro Bronze Fusion Bronzer](#)
[Clinique True Bronze](#)
[Laura Mercier Tinted Moisturiser Bronzer](#)

EYEBROWS

[Benefit Gimme Brow](#)
[Anastasia Beverley Hills Mini Dipbrow](#)
[Anastasia Beverley Hills Brow Wiz](#)
[Rimmel Wonder'Full Brow](#)

MASCARA

[Benefit Roller Lash](#)
[Maybelline Lash Sensational](#)
[Max Factor 2000 Calorie](#)

EYELASH CURLER

[Tweezerman Deluxe](#)
[Eyecko Eyelash Curler](#)

TINTED LIP BALM

[Bobbi Brown Extra Lip Tint](#)
[Clinique Chubby Stick Moisturising Lip Colour Balm](#)
[Lanolips Tinted SPF30 Balm](#)

NICOLA LOUISE MAKEUP



Nicola began her journey as a Makeup Artist in 2014, she initially trained in bridal makeup.

In early 2015 Nicola took the plunge and started her business specialising in weddings. As she gained valuable experience and knowledge through further courses, she realised that helping women build their confidence and self-esteem was a passion of hers.

Nicola has always been a firm believer that you should not hide behind makeup, it should be used to enhance your natural beauty.

Convinced that there was a market and desire for women to feel better about themselves and want to learn the skills to apply makeup she began offering private makeup lessons.

Combining her passion for makeup and love of skincare, Nicola can guide you through how to enhance your features with the right products and techniques.

LET'S CONNECT!

IF YOU WOULD LIKE TO TAKE THIS GUIDE ONE STEP FURTHER AND FIND OUT ABOUT HAVING A PRIVATE MAKEUP LESSON, I WOULD LOVE TO HEAR FROM YOU!

EMAIL HERE



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NICOLA WATERS

