

AMA



ADVANCED
MAKEUP
ACADEMY



the MASTERY

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//AN IN-DEPTH CURRICULUM FACILITATED BY OUR TEAM OF QUALIFIED INSTRUCTORS IS MADE UP OF AN ULTIMATE FACE® LEAD MAKEUP ARTIST AND ULTIMATE FACE® NATIONAL TEAM EDUCATORS AND CERTIFIED, EXPERIENCED MAKEUP ARTISTS

//COURSE INCLUDES NOT JUST PRACTICAL TRAINING BUT ALSO THE THEORY AND SCIENCE BEHIND MAKEUP

//THE OPPORTUNITY TO PARTICIPATE IN A PHOTO SHOOT AND BUILD A PORTFOLIO

//COMPLETE ALL 6 MODULES AND BECOME A CERTIFIED MASTER MAKEUP ARTIST

This is a comprehensive 96-hour Advanced Makeup Certification by **the MASTERY** and Ultimate Face Cosmetics. Upon completion, makeup skills learned can help launch a makeup career and build a versatile portfolio.

This program was developed to meet the training needs for career freelance makeup artists as well as salons, spas, and medical spa clinics. Whether you are a seasoned Makeup Artist or a beginner, you will learn new techniques and skills to advance your career in the Beauty Industry.

//WHAT YOU WILL LEARN

THE PROGRAM IS CONDUCTED IN A THREE-PART LEARNING SYSTEM: LECTURE, DEMONSTRATION AND HANDS-ON LEARNING.

EACH MODULE COVERS AN ASPECT OF SPECIALIZED MAKEUP ARTISTRY:

- 1 FASHION PRO**
Mixology, Beauty, Client Makeover & Runway Makeup
- 2 BRIDAL PRO**
Wedding, Special Occasion & Multi-Media Expert
- 3 EDITORIAL PRO**
Glamour FX, Makeup for Print Work
- 4 STUDIO PRO**
Film & Television, Introduction to Special FX & High Definition
- 5 CAMOUFLAGE PRO**
Paramedical Services, Introduction to Paramedical Makeup
- 6 ON SET PRO**
Session Work, Photo Session Workshop

EACH MODULE BUILDS A SOLID FOUNDATION IN THOSE AREAS TO HELP LAUNCH YOUR MAKEUP CAREER AND BUILD A VERSATILE PORTFOLIO.

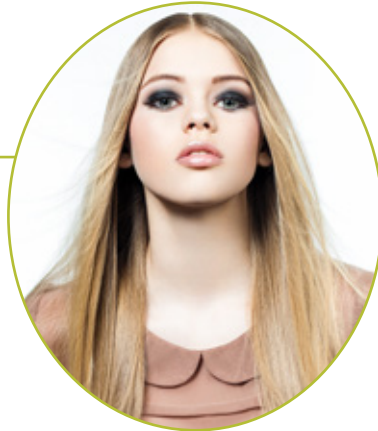
THE PROGRAM IS CONDUCTED ON A CALENDAR BASIS AND IS A TUITION-BASED COURSE.

FASHION PRO

Mixology, Beauty, Client Makeover & Runway Makeup

2-DAY MODULE

- Advanced Mixology Techniques
- Facial Feature Measurements
- Facial Contouring & Highlighting
- Skin structure, function & care
- Principles of light, shade & color
- Setting up your work area, proper sanitation
- Application without cross-contamination
- Making the Essential Face, Skin, Eyes & Lips
- Participants duplicate skin, eye & lip techniques
- Defining the clients style through consultation
- Appropriate colors & application on men & children
- A full instructive client makeover
- Consultation, client card, body language & dialogue
- Runway & Show Makeup Techniques
- Lighting, communication & professional etiquette



- Service & retail follow-up plan
- Create a look for runway highlighting the differences, application & color choices
- Participants duplicate the client one-on-one instructive makeover session & create a runway look

EDITORIAL PRO

Glamour FX, Makeup for Print Work

2-DAY MODULE with *Additional Photo Shoot Day Option

- What is Editorial Makeup?
- Principles of Editorial Work
- Types of Editorial Images & Media
- Developing a Portfolio for Editorial Work "TFP"
- Preparing Yourself for the Editorial Job
- Feature focus for editorial techniques
- Correcting and shaping features and lashes
- Participants duplicate editorial techniques
- Business Cards & Building Your Resume & Portfolio
- Public Relations & Publicity
- Special FX Techniques for Editorial
- Communication & Professional Etiquette
- Beauty & Glamour Special Effects
- Techniques for Photography, Film & Video



- All Mediums Covered
- Basic Terms & Techniques
- Participants duplicate the special FX techniques

BRIDAL PRO

Wedding, Special Occasion & Multi-Media Expert

2-DAY MODULE with *Additional Photo Shoot Day Option

- Develop a bridal services menu
- Bridal makeup for color and black & white photography
- Bridal makeup for video
- Lighting and tone techniques
- Photographer requirements specific to each session
- Determining outcome of printed work
- Gray scale and Pantone® processed colors
- Wedding day details
- Learn collaboration between photographer & makeup artist
- Bridal makeup pre-consultation
- Day & night wedding looks
- Skin- foundation techniques & feature contrast
- Blush contour texture & highlighting
- Blending foundation, wet-to-dry application for the bridal portrait and the wedding day



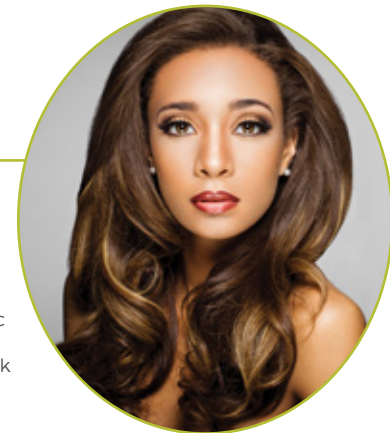
- Eyes: day-to-night looks, Lashes, eyebrows, eye shading, liner techniques & wet-to-dry
- Lips: bridal shapes and textures, colors, contrast & techniques for print & video

STUDIO PRO

Film & Television, Introduction to Special FX & High Definition

2-DAY MODULE

- Technical Guidelines
- Types of Television & Film Makeup
- On-Set Protocol
- Terminology & lighting for types of image media
- Keying a script, breakdown, continuity & scheduling
- Sketching a work plan for the personality or character
- Types of special effects for film & television
- Health & safety while working on-set
- Character & aging makeup
- Blood, scars, tears, sweat & dirt
- Creating a character: retro, historical or futuristic
- Injury effects: bruises, black eyes, burns & abrasions
- Facial hair work: burns, beards, moustaches & 5 o'clock shadows
- On-Set Reality or Simulated Technical Creation
- Review the production schedule days shooting or simulation
- Create look plan for the on-set reality shoot
- Timing & staying on track with production
- Hands-on application according to real on-set demands
- In simulation, techniques are duplicated & timed for reality on-set



CAMOUFLAGE PRO

Paramedical Services,
Introduction to Paramedical Makeup

2-DAY MODULE

- The Business of Paramedical Makeup
- Building your paramedical portfolio
- Scope of practice
- Consulting techniques for paramedical clients
- Psychology and communicating with patients
- Setting up your work area, proper sanitation
- Special FX in advanced camouflage
- Techniques for correction of facial differences
- Covering scars & tattoos
- Preparing yourself for the paramedical job
- Health & safety in the paramedical setting
- Teaching clients to duplicate the techniques at home
- Shapes textures, colors & contrast
- Techniques for correcting, covering & reshaping
- Participants duplicate camouflage techniques
- Complete step-by-step client makeover



- Plastic surgery procedures
- Skin conditions, disorders & diseases
- Advanced skin care terminology
- Paramedical Services Protocol
- Types of facial differences
- Retail service follow-up plan

ON SET PRO

Session Work,
Photo Session Workshop

3-DAY MODULE WITH PHOTO SHOOT

- Preparation & planning for photo shoots
- Principles of lighting & photography
- Types of specialized makeup artistry
- Developing a portfolio for areas of specialization
- Preparing yourself for the chosen job areas
- Participants bring in their existing portfolio of work
- Participants deliver presentations on areas of makeup specialization
- Participants create two looks on two preselected models
- Participants work on-set in a photography session
- Gain invaluable real-world experience



the **MASTERY** By Esani is a first-of-its-kind five-star beauty salon and master-level academy. Exploiting the rich intersection of creativity and structure in its Beauty Mastery and Business Mastery Programs, the **MASTERY** was crafted for hairdressers and salon managers/owners aiming for the very top in advancing their education in the beauty business; and for salon guests yearning for personalized attention and predictably superior service. the **MASTERY** is a game-changing experience in excellence for all.

ABOUT ULTIMATE FACE COSMETICS

Ultimate Face Cosmetics® was founded in 2002 under the principles of Fashion, Education and Philanthropy, and was designed to be used, recommended, and retailed by beauty and fashion professionals to amplify the inner beauty of every woman. The Ultimate Face Collection consists of 17 custom formulations, and 135 shades made from raw ingredients and signature blends derived from nature, including a broad range of pigments to make the colors. The formulas were specifically developed to work interchangeably with one another to easily mix and blend, and have been professionally tested by top makeup artists and stylists.

ULTIMATE FACE® NATIONAL MAKEUP ARTIST PROGRAM

Upon successfully completing all six modules, free-lance Makeup Artists can apply for entry into the exclusive Ultimate Face® National Makeup Artist Program to receive ongoing training and education. The Ultimate Face® Makeup Artist Team is a fun and motivating program to be involved in, and team members will have the fulfilling opportunity to share knowledge of Ultimate Face® with salons and salon clients and become the voice of Ultimate Face®.