

BROWN BEAUTY CLUB: YOUTH ACADEMY

BUR



BOOK

THE ULTIMATE BEAUTY E-GUIDE FOR TEENS

**A COMPREHENSIVE RESOURCE THAT PROVIDES
VALUABLE TIPS AND ADVICE ON ALL ASPECTS OF
BEAUTY FOR TEENAGE GIRLS**



OK SO BOOM!

You want to be a *makeup baddie* but don't know where to start, its cool we got you. This book is going to run down everything you need to know and maybe some things you need to **BURN!** But by the time we're finished you'll be that girl!

KNOW THIS

IT'S OK TO BE BASIC...

...AT LEAST IN THE BEGINNING. BEFORE DIVING INTO ADVANCED TECHNIQUES, IT'S IMPORTANT TO LEARN THE BASICS OF MAKEUP APPLICATION. THIS INCLUDES APPLYING FOUNDATION, CONCEALER, BLUSH, AND MASCARA.

WHERE DA BAG AT?

WE ALL LOVE A DEAL BUT INVESTING IN QUALITY PRODUCTS CAN MAKE A BIG DIFFERENCE IN THE OVERALL LOOK AND FEEL OF YOUR MAKEUP.

KEEP SCROLLING

THERES PLENTY OF MAKEUP TUTORIALS ONLINE. FIND SOMEONE WHO HAS A SIMILAR FACE/EYE SHAPE AS YOU AND WATCH AS MANY TUTORIALS AS YOU CAN.

POP OUT

DON'T BE AFRAID TO EXPERIMENT WITH DIFFERENT MAKEUP LOOKS. IT'S OKAY TO MESS UP – THAT'S HOW YOU LEARN AND IMPROVE.

KEEP UP

FOLLOWING MAKEUP BLOGGERS AND INFLUENCERS ON SOCIAL MEDIA WILL GIVE YOU A SENSE OF WHAT'S ON TREND AND NEW IN THE WORLD OF MAKEUP

PRACTICE, PRACTICE, PRACTICE

HOW WILL YOU GET BETTER IF YOU DONT TRY? SET ASIDE TIME EACH DAY TO PRACTICE DIFFERENT MAKEUP LOOKS AND TECHNIQUES.

REMEMBER, MAKEUP SHOULD BE FUN AND A WAY TO EXPRESS YOURSELF. DON'T FEEL LIKE YOU HAVE TO CONFORM TO ANY PARTICULAR TREND OR STYLE – DO WHAT MAKES YOU FEEL COMFORTABLE AND CONFIDENT.

FULL FACE MAKEUP checklist

**DON'T KNOW WHAT TO PURCHASE FOR YOUR MAKEUP KIT?
DONT WORRY! HERE'S A LIST OF ALL THE ITEMS YOU NEED TO
HAVE A COMPLETE KIT!**

TOOLS

MAKEUP SPONGE

BRUSHES

LASH GLUE

MAKEUP

BROW GEL

EYEBROW PENCIL / POWDER

FOUNDATION

CONCEALER

TRANSLUCENT POWDER

CONTOUR POWDER

BLUSH

HIGHLIGHTER

EYESHADOW PALLET

EYELASHES

EYELINER

MACARRA

LIP LINER

LIP GLOSS / LIPSTICK



IT'S UPSETTING
ME & MY
HOMEGIRL



**That you don't
have a skin care
routine!**

SKIN CARE

HAVING A SKIN CARE ROUTINE IS **THEE** MOST IMPORTANT STEP IN YOUR MAKEUP APPLICATION.

USE THESE STEPS AS A GUIDE TO HEALTHIER SKIN. IF IT HAS A STAR NEXT TO IT, YOU DON'T HAVE TO DO THIS EVERY TIME BUT IT WILL HELP IN YOUR RESULTS.



WASH

DAILY
AM/PM



SCRUB

3-5X WEEKLY



STONE

DAILY



MASQUE

WEEKLY



SERUM

DAILY
AM/PM

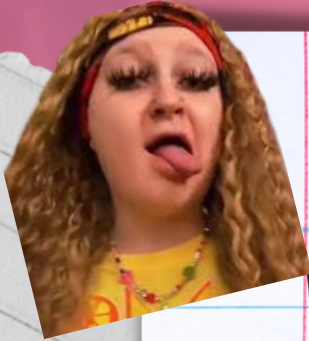


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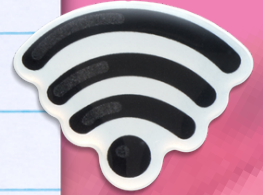
DAILY
AM

KNOWING YOUR SKIN TYPE MAKES IT EASIER TO CHOOSE YOUR PRODUCTS. MOST PEOPLE ARE EITHER OILY, DRY, OR COMBINATION BUT IF YOUR UNSURE CONSULT YOUR ESTHETICIAN OR DERMATOLOGIST.

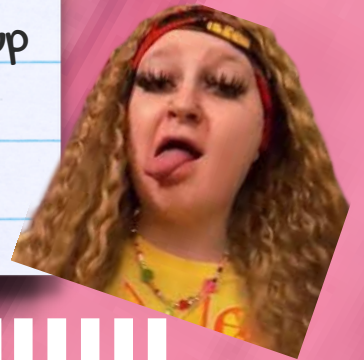
PERIOD AHH



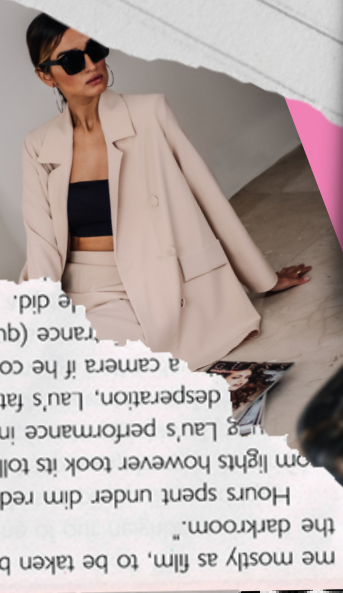
having a daily skincare routine
blending your makeup
knowing your undertone



sleeping in your makeup
cake face
wrong foundation shade



PERIOD UHH



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**THERE'S SO MANY QUESTIONS AROUND
CHOOSING THE RIGHT FOUNDATION SO
HERE'S SOME TIPS TO HELP....**

THE PERFECT MATCH

**FINDING THE PERFECT FOUNDATION MATCH CAN BE TRICKY, BUT
HERE ARE SOME TIPS THAT MAY HELP:**

1

DETERMINE YOUR UNDERTONE: THERE ARE THREE MAIN UNDERTONES: COOL, WARM, AND NEUTRAL. COOL UNDERTONES HAVE A PINK OR BLuish TINT, WARM UNDERTONES HAVE A YELLOW OR GOLDEN TINT, AND NEUTRAL UNDERTONES HAVE A MIX OF BOTH.

2

TEST THE FOUNDATION ON YOUR JAWLINE: APPLY A LITTLE BIT ON YOUR JAWLINE AND BLEND IT OUT. IF IT DOES'NT DISAPPEAR, ITS NOT THE ONE.

3

WHEN TESTING FOUNDATION, IT'S IMPORTANT TO CONSIDER THE LIGHTING. TBH NATURAL LIGHTING IS THE BEST, BUT IF YOU CANT DO THAT ITS COOL.

4

DON'T BE SCARED TO MIX IT UP: IF YOU CAN'T FIND A PERFECT MATCH, YOU CAN MIX TWO SHADES TO GET A BETTER MATCH.

5

THINK ABOUT YOUR SKIN TYPE: IF YOU HAVE OILY SKIN, LOOK FOR A FOUNDATION THAT'S MATTE AND OIL-FREE. IF YOU HAVE DRY SKIN, LOOK FOR A FOUNDATION THAT IS DEWY AND HYDRATING.

REMEMBER, IT MIGHT TAKE SOME TIME, BUT WITH THESE TIPS YOU'LL BE A PRO IN NO TIME



GET THE LOOK

NATURAL GLAM

NARS Radiant Creamy
Concealer, Fenty Sun
Stalk'R Instant Warmth
Bronzer (Mocha Mami)

ColourPop Super
Shock Shadow
(Cheap Date), INGLOT
AMC eyeliner gel (77)



Morphe Color
Pencil
(Trendsetter),
Juvia's Place Silky
Glass Gloss
(Dulce Latte)

BROWS SHOULD
BE SISTERS..

NO TWINNING



BROWS

HERE ARE SOME TIPS ON HOW TO DO YOUR EYEBROWS WITH MAKEUP:

BRUSH YOUR EYEBROWS:

START BY BRUSHING YOUR EYEBROWS WITH A SPOOLIE BRUSH. THIS WILL DEFINE THE SHAPE OF YOUR BROWS AND MAKE IT EASIER TO FILL IN GAPS.

DETERMINE YOUR EYEBROW SHAPE:

USE A PENCIL OR A BRUSH HANDLE TO FIND WHERE YOUR EYEBROW SHOULD START, ARCH, AND END. THE STARTING POINT OF YOUR EYEBROW SHOULD ALIGN WITH THE INNER CORNER OF YOUR EYE, THE ARCH SHOULD ALIGN WITH THE OUTER EDGE OF YOUR IRIS, AND THE END SHOULD ALIGN WITH THE OUTER CORNER OF YOUR EYE.

CHOOSE THE RIGHT EYEBROW PRODUCT:

THERE ARE SEVERAL TYPES OF EYEBROW PRODUCTS TO CHOOSE FROM, INCLUDING EYEBROW PENCILS, POWDERS, AND GELS. CHOOSE A PRODUCT THAT WORKS FOR YOUR SKIN TYPE AND MATCHES THE COLOR OF YOUR NATURAL EYEBROWS.

FILL IN YOUR EYEBROWS:

START FILLING IN YOUR EYEBROWS BY DRAWING SMALL, HAIR-LIKE STROKES WITH YOUR EYEBROW PRODUCT. BEGIN AT THE ARCH AND WORK YOUR WAY TOWARDS THE TAIL OF YOUR EYEBROW. THEN, FILL IN THE FRONT OF YOUR EYEBROW WITH LIGHTER, FEATHERY STROKES.

BLEND THE PRODUCT:

USE A SPOOLIE BRUSH TO BLEND THE PRODUCT INTO YOUR EYEBROWS FOR A MORE NATURAL LOOK.

SET YOUR EYEBROWS:

USE AN EYEBROW GEL OR CLEAR MASCARA TO SET YOUR EYEBROWS IN PLACE.

CLEAN UP ANY MISTAKES:

USE A CONCEALER WITH A SMALL BRUSH TO CLEAN UP ANY MISTAKES OR STRAY HAIRS.



REMEMBER, PRACTICE MAKES PERFECT. DON'T BE DISCOURAGED IF IT TAKES A FEW TRIES TO GET THE HANG OF IT.

GET THE LOOK

BLONDE BOMBSHELL BROWS

Start by thoroughly brushing, a concealer 1 to 2 shades lighter than your skin tone thoroughly through your brows with a spoolie.

With a dry sponge, pat translucent powder throughout the eyebrow. Clean up your brows using your foundation color.





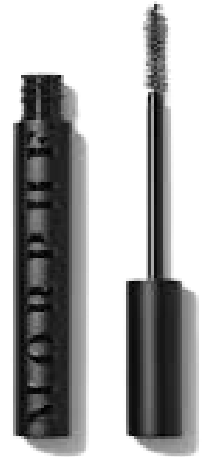
FENTY GLOSS BOMB | HOT CHOCLIT
 AN ULTIMATE, GOTTA-HAVE-IT LIP GLOSS WITH EXPLOSIVE SHINE THAT FEELS AS GOOD AS IT LOOKS.



ONE SIZE BEAUTY | TRANSLUCENT POWDER A SUPERFINE POWDER WITH A SOFT MATTE FINISH AND BLURRING EFFECT THAT LASTS UP TO 14 HOURS AND IS PERFECT FOR EVERYDAY SETTING AND BUILDABLE BAKING.

CERAVE AM FACIAL MOISTURIZING LOTION
 MOISTURIZES THROUGHOUT THE DAY AND HELPS RESTORE THE PROTECTIVE SKIN BARRIER.

PRODUCTS
real bad
 YOU NEED



MORPHE MAKE IT BIG VOLUMIZING MASCARA
 LONGWEARING AND MAKES A BIG STATEMENT GIVING YOU LARGE AND IN CHARGE LASHES THAT WON'T FLAKE OUT.



BEAUTY BLENDER
 A TOP-SELLING MAKEUP SPONGE, THE SUPER-SOFT, EXCLUSIVE, LATEX-FREE FOAM QUICKLY BLENDS MAKEUP FOR AN EASY APPLICATION AND FLAWLESS, SKIN-LIKE FINISH.



FENTY BODY LAVA BODY LUMINIZER: THIS GEL-BASED BODY LUMINIZER LEAVES SKIN FEELING DEWY, AND HAS LIGHT-DIFFUSING MICROPEARLS WITH A SHEER TINT OF COLOR DESIGNED FOR ALL SKIN TONES..



BLK/OPL TRUE COLOR SKIN PERFECTING STICK FOUNDATION
 LONG-WEAR PIGMENT STICKS DELIVER FULL-COVERAGE IN A VELVETY FINISH..

DUPES



MILK HYDRO GRIP PRIMER



E.L.F. POWER GRIP PRIMER



BEAUTY BLENDER



MIRACLE COMPLEXION SPONGE



FENTY HOT CHOCOLIT



SEPHORA COLLECTION GLOSS BOMB ESPRESSO



DIOR LIP GLOW



ULTA LIP QUENCH BALM

**WHETHER YOU'RE A SMOKEY
EYE SLAYER, A NO EYESHADOW
BABE, OR A GLITTER GLAMOUR
GIRL...**

As a beginner, starting
with eyeshadow
will prevent fallout
from falling onto your
face

**these tips will
help you take
your eyeshadow
game to the next
level**

Using your contour shade in
the crease and an
eyeshadow color close to your
skin tone on the lid creates
the most natural
eyeshadow look.

Adding any eyeshadow
color under your lash
line will add dimension
to your look.



THE BADDIE LIP COMBO



**JUVIA'S PLACE
LUX LIP LINER
KOLA**



**NYX BUTTER GLOSS
SUGAR HIGH**

LIP &

MAKEUP DONT'S

DONT

OVERDO IT WITH HEAVY CONTOURING. HEAVY CONTOURING CAN BE A LITTLE BIT TOO MUCH, SO AVOID GOING OVERBOARD WITH BRONZER AND CONTOUR.

DONT

FOLLOW TRENDS BLINDLY, IT'S COOL TO TRY NEW THINGS BUT DON'T FEEL PRESSURED TO FOLLOW EVERY TREND BLINDLY. STICK TO WHAT WORKS FOR YOU AND YOUR PERSONAL STYLE.

DONT

NEGLECT SKINCARE. BOMB MAKEUP STARTS WITH BOMB SKINCARE, SO DON'T FORGET YOUR SKIN. SHOW YOUR SKIN SOME LOVE.

DONT

USE TOO MUCH FOUNDATION. THICK AND HEAVY FOUNDATION WILL ALWAYS GIVE CAKE FACE. SO UNLESS THAT'S YOUR THING DON'T USE TOO MUCH.

ASSIGNMENT UNDERSTOOD

1) Always start with a clean face

2) Understand your under/over tones to match your foundation and concealer shades.

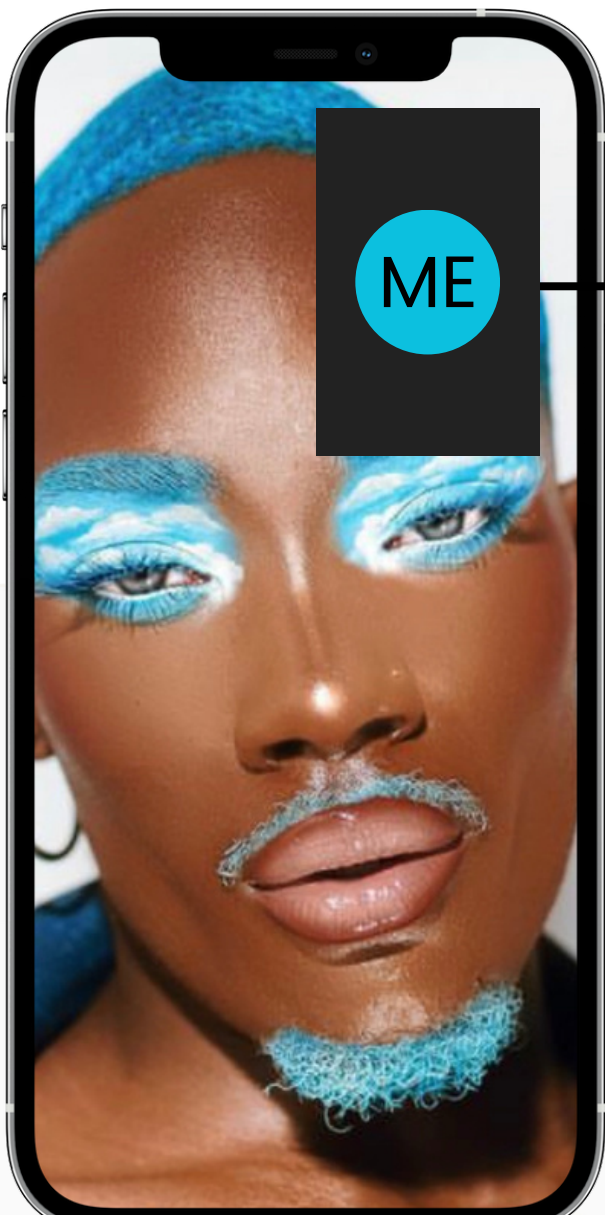
3) Wet your beauty blender for a more flawless blend.

4) Practice, practice, practice. Practice when you're not going anywhere so if you mess up you can try again.

5) Check the weather, you may need to use more moisturizer or setting spray.



WANT TO BE A BEAUTY INFLUENCER?



@DYLAN DAVII



LET'S CALL IN THE EXPERT

HOW TO BECOME A BEAUTY INFLUENCER

5 TIPS FROM DYLAN DAVII | BEAUTY INFLUENCER

1

BE CONSISTENT! SHOW UP FOR YOUR SUPPORTERS: MAKE SURE YOU POST REGULARLY AND ENGAGE WITH YOUR AUDIENCE TO KEEP THEM INTERESTED AND ENGAGED.



3

KNOW YOUR WORTH AND THEN ADD TAX! BE AWARE OF YOUR VALUE AND WHAT YOU BRING TO THE TABLE: DON'T SELL YOURSELF SHORT WHEN IT COMES TO COLLABORATIONS AND PARTNERSHIPS.

2

TRENDS ARE GREAT, BUT FOCUS ON BUILDING AN AUDIENCE THAT TRUSTS YOU: WHILE IT'S IMPORTANT TO KEEP UP WITH THE LATEST TRENDS, DON'T LOSE SIGHT OF BUILDING A COMMUNITY THAT TRUSTS AND VALUES YOUR OPINIONS.



4

DON'T BE AFRAID TO ASK FOR HELP FROM YOUR PEERS: COLLABORATION WITH OTHER INFLUENCERS IN YOUR NICHE CAN HELP YOU EXPAND YOUR REACH AND CREATE NEW OPPORTUNITIES. DON'T BE AFRAID TO ASK FOR ADVICE OR SUPPORT FROM YOUR PEERS.

5

IT'S OK TO NOT HAVE A NICHE! JUST MAKE SURE TO BE CREATING CONTENT THAT FEELS AUTHENTIC TO YOU: DON'T FEEL PRESSURED TO CONFORM TO A CERTAIN THEME OR CATEGORY IF IT DOESN'T FEEL AUTHENTIC TO YOU. CREATE CONTENT THAT REFLECTS YOUR PERSONALITY AND VALUES, AND YOUR AUDIENCE WILL FOLLOW.



@DYLANDAVII



50.6k



136.2k

Terms you need to know

Baking - The process of applying a semi-thick layer of translucent face powder to your skin using a makeup sponge to set the foundation or concealer underneath. The powder is left on for a few minutes before being brushed away to reveal a smooth, matte finish.

BB Cream - BB stands for blemish balm or beauty balm and is a cream makeup product. Promoted as an all-in-one facial product to replace serum, moisturiser, primer, foundation and sunblock (if it has an SPF). It can be worn alone as a tinted moisturiser, or as a regular foundation. It was originally formulated in the 1960s by German dermatologist Dr Christine Schrammek to protect patients' skin after surgery.

Contouring - The illusion of sculpted, defined or altered facial features. It's often used to fake the appearance of more defined cheekbones or a slimmer nose by placing contrasting dark and light makeup in key areas.

Cut Crease - An eyeshadow technique where a lighter eyeshadow is packed onto the eyelid below the crease, and a deeper color is worked into the crease precisely to create a rounded, more defined eye crease.

Dupes - Short for duplicate, and refers to cheaper products that are comparable to a more expensive, often higher-end products.

Fallout - Applying eyeshadow and particles fall on other areas of your face, like the tops of cheeks. To prevent this, you can apply eyeshadow first to avoid ruining your face makeup.

Halo Eye - An eyeshadow technique that features a pop of shimmery color on the center of the lid with darker eyeshadow that radiates outward. This creates the illusion of bigger and rounder eyes.

Highlighting - A makeup technique that works to draw light to your face to help accentuate your features and illuminate your complexion. Highlighter come as powders, creams or liquids and can be applied to the bridge of the nose, cupid's bow, the inner eye corners, and on the top of the cheekbones.

Kabuki Brush - Is a dense makeup brush used to apply loose powders. The name comes from the Japanese kabuki theater. It usually has a short stem and is most often used to apply foundation, blush, bronzer, and setting powder. The large surface area makes it efficient for setting the face quickly.

Terms you need to know

Overlining - Drawing outside of your natural lip line to make your lips appear fuller.

Pigmentation - How bold or vibrant the color payoff is in a product. The more intense the pigmentation, the more vibrant it will appear.

Spoolie - Eyebrow shaping tool that looks like a mascara wand with a tapered head and bristles of short stiff hair.

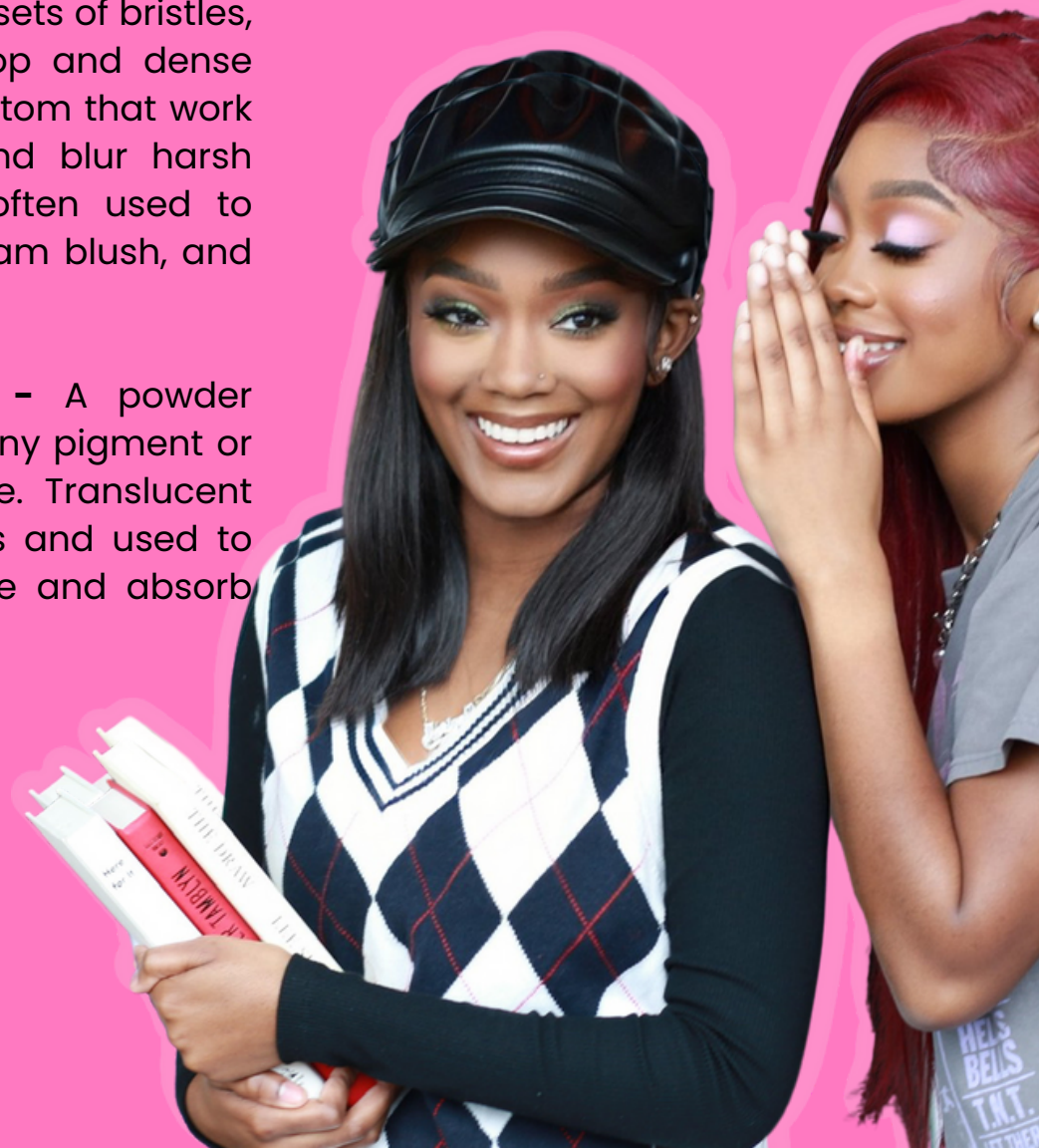
Stippling Brush - A makeup brush that works small dots of liquid and cream products onto your skin to achieve an airbrushed effect. It typically features two sets of bristles, white fibers at the top and dense black fibers at the bottom that work to build coverage and blur harsh lines. This brush is often used to apply foundation, cream blush, and bronzer.

Translucent Powder - A powder that applies without any pigment or coverage on the face. Translucent powders are colorless and used to brighten, reduce shine and absorb oil.

Overlining - Drawing outside of your natural lip line to make your lips appear fuller.

Pigmentation - How bold or vibrant the color payoff is in a product. The more intense the pigmentation, the more vibrant it will appear.

Waterline - The wet part of your eyelid between your lash line and your actual eyeball. People often apply a dark eyeliner to this area for definition.



BROWN BEAUTY CLUB: YOUTH ACADEMY

GLAM 101

1-ON-1 MAKEUP CLASS

UNLOCK YOUR INNER BEAUTY WITH A PRIVATE
1 ON 1 MAKEUP CLASS DESIGNED FOR TEENS!

now booking



BROWN BEAUTY CLUB: YOUTH ACADEMY

GLAM



102

ASPIRING MAKEUP ARTIST

TAKE YOUR MAKEUP SKILLS TO THE NEXT LEVEL WITH OUR
GLAM 102 WORKSHOP

THE ULTIMATE MAKEUP CLASS FOR ASPIRING TEEN ARTIST!

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PRIVATE GROUP MAKEUP CLASSES

TRANSFORM YOUR MAKEUP SKILLS WITH YOUR BESTIES
AT BESTIE BOOTCAMP, A PRIVATE GROUP MAKEUP
CLASS FOR YOU AND YOUR FRIENDS!

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BROWN BEAUTY CLUB YOUTH ACADEMY

CAMP SLAY

MARCH

11TH - 13TH

3 DAY HANDS ON MAKEUP CLASS FOR TEENS

MAKEUP KIT | LUNCH | GIVEAWAYS

SPECIAL GUEST

WORKS WITH

FENTY BEAUTY

ONE SIZE

SMASHBOX

NOVA BEAUTY

AND MORE



DAY 1

+ SKINCARE
+ FOUNDATION

DAY 2

+ EYESHADOW
+ LIPS & LASHES

DAY 1

+ GUEST SPEAKER
+ CONTENT CREATION

WANT TO ATTEND A CLASS?

HERE'S A LIST OF OUR OFFERINGS

GLAM 101

UNLOCK YOUR INNER BEAUTY WITH A PRIVATE 1 ON 1 MAKEUP CLASS DESIGNED FOR TEENS! CLICK THIS [LINK](#) TO BOOK YOUR 1 ON 1 SESSION NOW!

GLAM 102

TAKE YOUR MAKEUP SKILLS TO THE NEXT LEVEL WITH OUR GLAM 102 WORKSHOP THE ULTIMATE MAKEUP CLASS FOR ASPIRING TEEN ARTIST! CLICK THIS [LINK](#) TO BOOK YOUR 1 ON 1 ASPIRING ARTIST SESSION NOW!

BESTIE BOOT CAMP

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CAMP SLAY

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**CREATED BY ASIA PERRY & KADIJA COLLINS
PROJECT BEAUTY BRAND + BROWN BEAUTY CLUB**

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