

Michelle Phillips **BEAUTY GUIDE**

**Professional
Tips, Tricks
and Tools to
Look AND Feel
Amazing
at Any Age**



**Celebrity Makeup Artist
& Best-Selling Author**

www.michellephillips.com



CELEBRITY MAKEUP ARTIST
Michelle Phillips
BEAUTY GUIDE

Hello Beautiful,

I am so happy you downloaded my Beauty Guide!



I created this guide to share some of my expert advice to help you look and feel your best every day! The most important thing I have learned in my 20 years of working with celebrities and women of all ages is that women want to know how to use makeup not only to change their reflection in the mirror, women want to know how to apply makeup to emphasize what they feel and who they are.

In this guide, I not only share some steps on how to apply your makeup, I share steps to help you create a look that is in alignment with who you are...not what the fashion magazines dictate!

It's also important that you understand....

You Are Already Beautiful – I'm just here to show you how to bring your beauty to light!

My wish for you is that this Beauty Guide will start you on your journey to feel more beautiful and boost your self-confidence.



If you'd like an extra dose of motivation, more beauty tips, and some one-on-one coaching with me---FOR FREE, hop on over to my Facebook VIP Beauty group!

[Click HERE to join](#)

Michelle Phillips BEAUTY VIP

Celebrity Makeup Artist Secret:

As a professional makeup artist, the most important thing is to make sure I have good lighting when applying makeup. Without good lighting, I run the risk of sending my clients (or myself) out on the set or out in public looking overly made up, blotchy, or wearing makeup that is not properly blended. Not a good look! My go-to for making sure I always have great lighting is to have my Studio Glow portable light with me!

Okay, are you ready to get started?

There is nothing wrong with sticking with what you like, but even a slight change can revive your look, make you feel more confident and even be more flattering to your natural beauty.

If you want to create a style that's more aligned with the real you, the following tips will help you enhance your look to match your personality.



IDENTIFY YOUR LOOK



Grab some magazines and shuffle through the pages. Pull out images that appeal to you. You can even go on the Internet to do this exercise. Focus on makeup looks you really like—whether they are natural looking, dramatic, or both. Set aside everything that is appealing to you. When you're finished, review the images and answer the following questions:

- Is there a common look in the images you chose?
- What appeals to you about these images?
- What does each image say to you?
- What is the best description of your everyday look?


- Do you look your best when you walk out the door in the morning?
- How would you like to look when you walk out the door?
- Which of the following descriptions appeals to you the most: Clean and Fresh, Polished and Classic, Bold and Dramatic, or Hollywood Glamour? (If you like more than one, that's okay. Personally, I like all four!)

While I've made my name choosing the best products and colors for my clients, I also know that not every woman feels comfortable using makeup.

Remember, beauty no longer just refers to your appearance: it is more about being confident in who you are and how you feel about yourself!

The four basic categories I just mentioned are a good starting point. I'll discuss each of these in more detail so that you can learn how to achieve each look. From there, you can combine looks or create your own.



You can join my VIP Beauty Group [HERE](#) and personally ask me questions about skincare or makeup! 

I check in and conduct free calls once a month for my VIP Group members.

Celebrity Makeup Artist Secret:

Skin care is the most important step in your beauty ritual!

The better your skin looks, the less foundation and makeup you will need. There are so many wonderful skin care products and treatments on the market that will improve the appearance of your skin.



Clean and Fresh

If you're a Clean and Fresh woman, wearing more than minimal makeup probably makes you uncomfortable. You want radiant skin without using a lot of makeup. My clean and fresh clients are looking to achieve a healthy glow, even skin tone, and a minimum of fuss.

Makeup Tips to achieve Clean and Fresh Look

The Clean and Fresh woman can look natural and still accentuate her best features by using just a few products: a tinted moisturizer or mineral powder for foundation, soft eye shadow and mascara, peach or soft pink blush, nude or tinted lip gloss, and an eyebrow pencil.



Foundation:

A tinted moisturizer is wonderful to even out skin tone and give your face a healthy glow. Mineral powders applied to clean skin are also nice to softly apply with a Kabuki brush for minimal coverage.

Eye makeup: A very soft, natural brown or gray-toned eye shadow is perfect for a single application from the lid to the crease. This adds a nice contour to the eye that appears more natural than wearing a few different shades. Blondes and other fair-haired women should use brown mascara. Black mascara works well for darker-haired women. Avoid thickening mascaras; instead, choose a mascara that offers lash lengthening or conditioning, or ones that promise a more natural look. Eyeliner is an option, yet not necessarily something my clean and fresh clients prefer to wear. If you choose to wear a liner, stick with soft brown or gray. Typically, my clean and fresh clients prefer not to wear liner underneath their eyes.

Lips and cheeks: Choose a blush that has a natural peach or pink tone. Cream blush is pretty and creates a soft healthy glow-which is the overall goal. Avoid brown blush. For lips, look for a gloss or tinted lip balm with soft pink or peach undertones for a natural, healthy look. Avoid beige or brown tints, as they can make look washed out and older.

Celebrity Makeup Artist Secret:

Authenticity and self-confidence are the keys behind any beautiful face. If makeup and hairstyling overwhelm you, keep in mind that it's perfectly okay to be a minimalist when it comes to both. Good skin care, a simple cosmetic routine, and a hairstyle that's flattering and manageable is all you need to have a polished, put-together look.

Polished and Classic

This is my personal favorite everyday look and the makeup I choose for models when preparing them to be on the cover of magazines. The Polished and Classic woman wants to look refined and classically beautiful without calling attention to her makeup. If this describes your look or what you wish to achieve, follow these recommendations.



Makeup Tips to achieve Polished and Classic Look

Foundation: Choose a liquid, cream, or mineral foundation with medium coverage. Powder is optional. When selecting a powder I go for loose powders that give the skin a nice finish without any heaviness. Try a very fine neutral or colorless powder that will not change the color of your foundation or make your foundation look heavy. Avoid applying pressed or heavier mineral powders on top of wet foundation as it can make your foundation appear heavy and “cakey.” Pressed powder is best for touch-ups.

Eye shadows: Look for soft neutral eye shadow shades without much glitter or shimmer. I prefer warmer tones on my polished and classic clients as it provides a little pop of color on the lid area and tends to look softer than cool colors.

Eye liner and mascara: I suggest soft brown or charcoal gray for eyeliner. If you like using a little color, choose deep blue, plum, or a mossy green shade, and only apply on the top lid at the lash line. Apply softer shades of liner under the eyes or use an eyeshadow as liner, or skip liner under eyes all together.

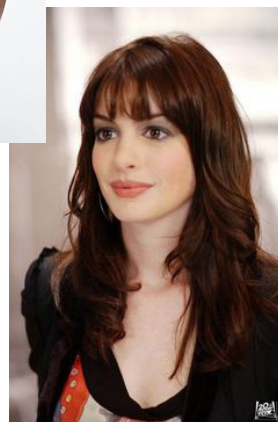
Lip and cheeks: I choose light to medium toned shades for my polished and classic clients. First, fill in lips with a lip liner that matches your lipstick shade, and then apply lipstick and/or a touch of gloss. For lips and cheeks, look for fresh colors such as a soft rose or coral/peach shades—avoid browns and darker shades.

Celebrity Makeup Artist Secret:

If your skin looks dull or washed out, chances are, you're using the wrong foundation. The key to choosing the correct foundation is finding one that gives you a healthy, natural glow. When shopping for a foundation, always test the shade by applying to your jawline and down your neck...not on your hand! Be sure to have a small mirror with you so once you've applied, you can walk outside in natural light to see how it looks before you purchase.

Bold and Dramatic

This look is especially flattering for women with olive or darker complexions. Bold and Dramatic is what I refer to as the go-to look for myself and my clients who I have to get ready to step out in front of a TV or Movie camera. It's Polished and Classic taken up a notch or two. The Bold and Dramatic woman likes more of a flawless look through her foundation, eyeliner and neutral eye shadows in slightly darker tones, dramatic brows, with vivid lips and blush. A little more intense is how I often describe my bold and dramatic clients, as they feel their best in deeper colors that create a visual impact.



Makeup tips to achieve Bold and Dramatic Look

Foundation: Use liquid or cream formulas that offer more coverage without looking too heavy. If your skin is not well moisturized, a heavier foundation will actually emphasize any wrinkles. Look for formulas that offer some moisturizing properties in addition to coverage.

Eye shadows: Choose eye shadows in richer shades of neutral colors. For example, where a Polished and Classic woman might choose a soft brown, you'll want to go for a deeper shade such as mink or cocoa-brown.

Eyeliner and mascara: Liners in deeper shades of brown, black and charcoal are best. I love to smudge an eyeshadow that compliments the liner right over the liner. This creates a softer smoky eye. For the liner under the eye, I like to choose an eyeshadow color that is a tad lighter than my eye liner pencil to add a pretty contrast or highlight under the eye! For mascara, choose black mascara in a thickening and/or lengthening formula.

Lips and cheeks: Use deeper shades of peaches and pinks. If you're wearing red lipstick, go for less intense colors for your eyes and cheeks.

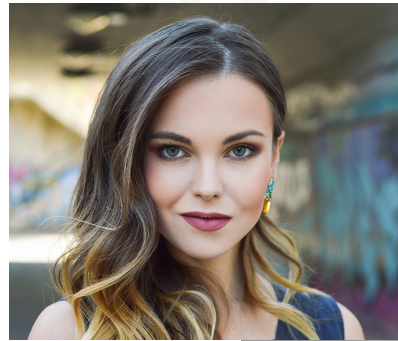
Celebrity Makeup Artist Secret:

Keep in mind that applying extra makeup doesn't always camouflage skin issues; in fact, it can accentuate them. So, if you're going for this look, pay extra-special attention to layering on too much makeup such as primer, color corrector, foundation, concealer and powder. When my clients have acne or discoloration, I scale back on product using only a primer for acne or discoloration, foundation, concealer, and then a finishing powder that is HD (High Definition Powder).



The Glamorous Look | Makeup for that Special Night Out

This is my go-to look for those occasions when I really want to have fun and “rock” a glamorous look. This look is for the woman who loves feeling glamorous and isn’t afraid to experiment with trends. You have to be careful not to overdo it, though. If you find yourself thinking “Is this too much?”, then it probably is. If you really want to achieve a glamorous look for a special night out yet it’s your first go at it, I recommend practicing ahead of time. This will allow you the ability to make adjustments before the big night out arrives!



Makeup Tips to Achieve the Glamorous Look:

Foundation: Use liquid or cream formulas that offer more coverage without looking too heavy. If your skin is not well moisturized, a heavier foundation will actually emphasize any wrinkles. Look for formulas that offer some moisturizing properties in addition to coverage.

Eye makeup: Anything goes! Most women like the “smoky eye” look when glamming it up. To achieve this, I recommend neutral colors but in more intense shades. Avoid brighter blues and purples, as they don’t usually compliment the eyes—but a beautiful bronze with a chocolate-brown shadow with gold on the center of the lid really makes them pop. If you prefer shades in gray and charcoal, highlight the center of your lids with a silver or white shadow. It’s also pretty to add a shimmer to your brow bone. So fun!

Mascaras and liners: I love to use eyeliner on my upper lash and lower lash line and then smudge a similar eyeshadow over the liner. This creates more of that bold, sultry, smoky eye look. Eye pencil or liquid liners can create a more dramatic look. Black mascara is great for this look, but you can experiment with colored mascaras such as blue, plum, and green. Lashes are fun to create a more glamorous look. Depending on how comfortable you are with applying lashes, you can use individual or strips. Most of my clients feel strips are easier to apply and remove.

Lips and cheeks: Cheeks can pop a bit more. To highlight your cheeks, I love to add a touch of shimmer to the top of the cheek bone area. If you have a fair to medium complexion, avoid really dark shades of blush such as a brown or brick. Your skin produces oil throughout the day and evening, therefore the pigment in the blush could turn darker and look muddy. Not a good look! Lipstick shades can be more intense. Be careful using lip stains if you have lines on your lips. Lip stains are a good concept, yet can often make your lips look dry and cracked. As for lip gloss, look for ones with shimmer and high shine. Glam it up, girl!

It's a Wrap

If you were sitting in my makeup chair, this would be the point where I would send you out to the set to show off your new look!

Now that you've identified your look and learned a few basic tips, be sure to check out my tutorials that will teach you how to apply your makeup like a pro! Just click [HERE](#) to watch.

If you'd like to receive expert beauty advice, beauty product recommendations, and self-confidence coaching, join my VIP BEAUTY GROUP! Click [HERE](#) to join now!

I'm delighted you've taken this time to take invest in yourself in a way that accentuates your beauty inside and out and makes you feel like the beautiful, bold, and brave woman you are!

With love and gratitude,

Michelle

Website: michellephillips.com



About Michelle



Michelle Phillips is a leading authority in the beauty industry and one of the most influential makeup artists the entertainment industry. With over 25 years experience Michelle works with national television networks, on movie sets, with top photographers, and magazines in the business including Swiss Vogue and Maxim Magazine.

You may have seen Michelle on TV shows and Networks such as; HGTV, HSN, CBS, NBC, FOX, Oxygen and TLC sharing her tips and techniques that have made her one of the most renowned beauty experts in the industry who has worked with celebrities such as Katie Couric, Colbie Caillat, Condoleezza Rice, Sigourney Weaver, Clint Eastwood, and Presidential Candidate Mitt Romney.

Michelle's best selling book "The Beauty Blueprint" has opened up opportunities for Michelle to share her message on speaking tours with inspirational icons such as Wayne Dyer and Louise Hay giving women around the globe powerful tools of transformation; a transformation to not just LOOK amazing but to BE amazing!

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