



Beauty BOX beauty guide



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We have put together some recipe guides using the actions in this set to help you get started.



. 01 .

Beauty Essentials

Beauty Essentials

The “Beauty Essentials” section, include actions to jump start your editing. Use the “Clean Base” action to give your image an overall clean crisp base. If your image needs more attention and correction, try our “Base Designer” action. The “Base Designer” action is packed with many tools such as: under/over exposure fixers, adjust shadows/highlights/midtones, color boosting and much more allowing you to create your own clean workflow.



INCLUDES:

ESSENTIALS | Clean Base: Use for a quick clean image.

ESSENTIALS | Base Designer: Design your own base style using this all in one base clean up action. (see image to the right)

ESSENTIALS | Erase Paste: Diminish Fine lines and wrinkles

ESSENTIALS | De-Slick Shine Control: Tone down unwanted shiny spots.

ESSENTIALS | Hollywood Smile: Remove stains & whiten teeth.

ESSENTIALS | Spf 100: Calm down reddened skin.

A background image featuring the profiles of three women's faces, one on the left, one in the center, and one on the right, all looking towards the right. The image is semi-transparent, allowing the text to be clearly visible.

. 02 .

Hello Gorgeous!

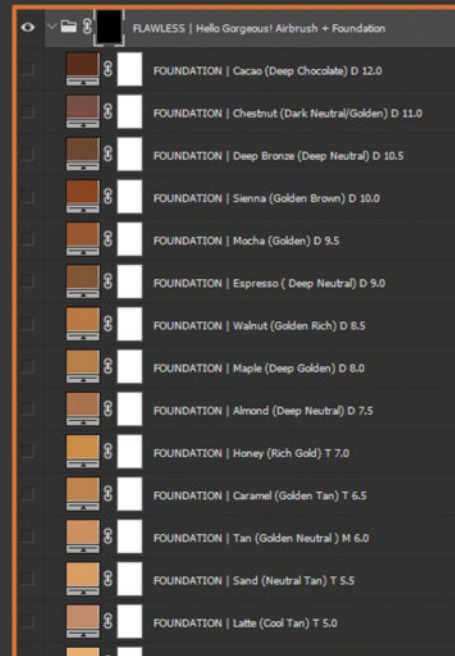
skin perfection made easy

Flawless Face

In our “Flawless Face” section, you will find our special formulated “Hello Gorgeous!” beauty retouching actions. These actions were created to retouch your subjects skin in such a manner that gives an airbrushed finished whilst retaining the natural texture of skin. The “Hello Gorgeous! Airbrush + Foundation” action is formulated with 24 add-on foundation shades from the lightest of light to the darkest of dark skin tones. Using a foundation along with retouching skin, helps to color correct skin tones to give that flawless finish. If you are unable to match your subjects skin tone with our already formulated foundation shades, you can also pick your own shade via the “FLAWLESS | Hello Gorgeous! Custom Foundation Picker”. In this section, you also have available the option to add a pressed powdered look. This option may be used with or without the “Hello Gorgeous!” foundation. The “Pressed Powder” is great for a mattified look and to rid of shiny spots on skin.

AVAILABLE IN 24
METICULOUSLY
CALIBRATED RANGE OF
SHADES!

Achieve flawless skin in just moments.
Blur imperfections without losing
natural skin texture.



INCLUDES:

FLAWLESS | Hello Gorgeous! (airbrushed skin): *Smooth skin and diminish blemishes without losing skin texture.*

FLAWLESS | Hello Gorgeous! + Foundation: *Airbrush skin + add on a foundation shade to even out skin tone.*

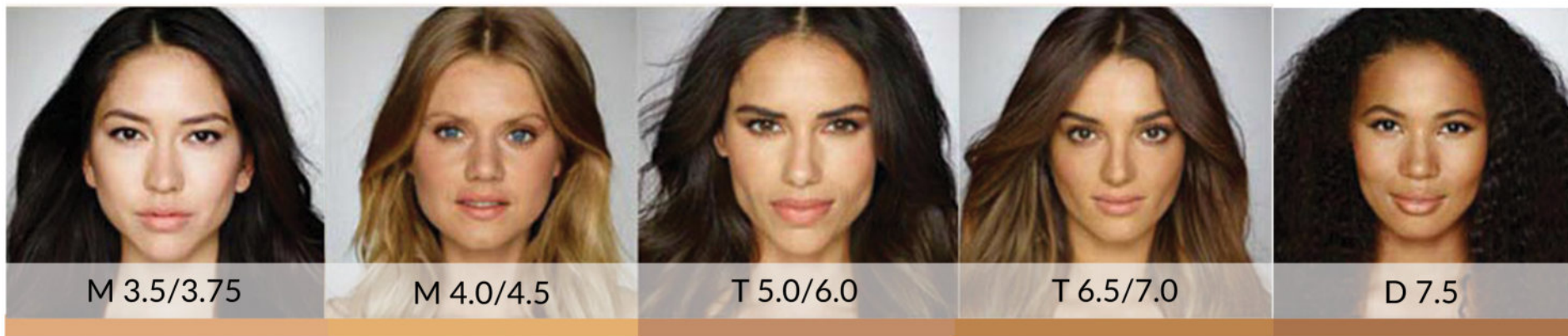
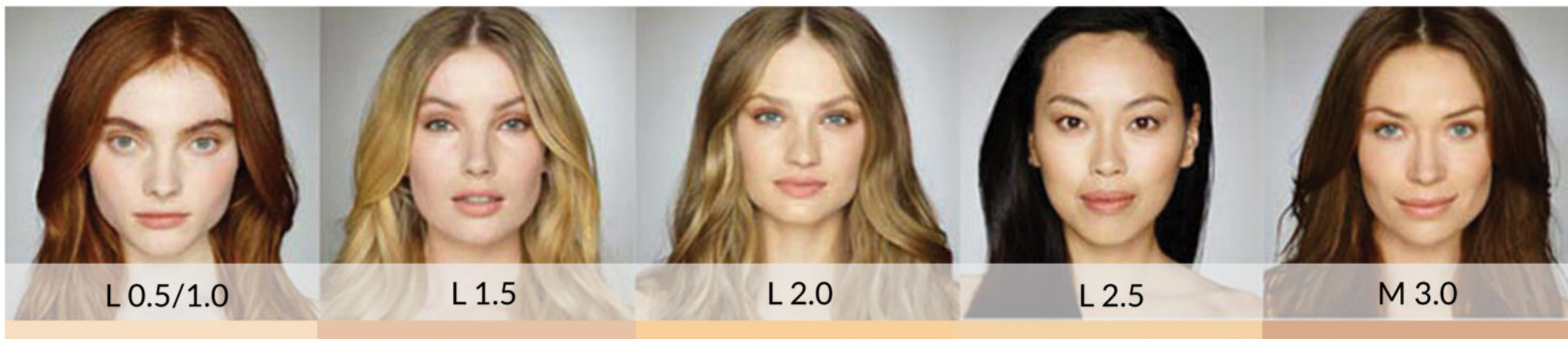
FLAWLESS | Hello Gorgeous! Custom Foundation Picker: *Airbrush skin + pick your own foundation shade to match your subjects skin tone.*

FLAWLESS | Hello Gorgeous! Pressed Powder: *Airbrush skin + add a mattifying powder finish.*

FLAWLESS | Hello Gorgeous! Custom Pressed Powder: *Airbrush skin + pick your own pressed powder shade to better match your subjects skin tone.*

Hello Gorgeous! +foundation shades

L= LIGHT M=MEDIUM T= TAN D=DEEP



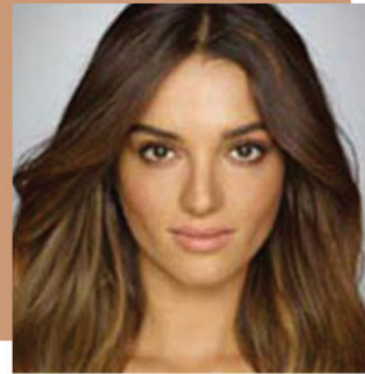
Hello Gorgeous! pressed powder shades



Light Neutral
(Shades 0.5-2.5)



Medium Neutral
(Shades 3.0-4.5)



Tan Neutral
(Shades 5.0-7.0)



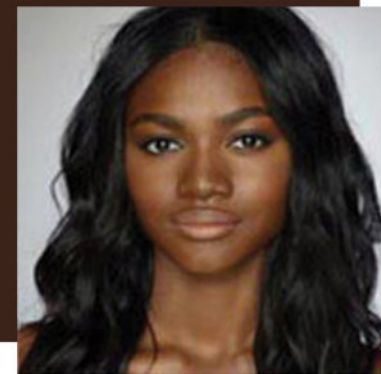
Deep Neutral
(Shades 7.5-8.5)



Deep Warm
(Shades 9.0-10.5)



Dark Neutral
(Shade 11.0)



Dark Warm
(Shade 12.0)

If you are unable to match your subjects skin tone with our pre-formulated powder shades, you may use the "FLAWLESS | Hello Gorgeous! Custom Pressed Powder" to select your own shade.

. 03 .

Color Correcting

balance and conceal

Color Correctors

Our "Color Correctors" section contains 3 correcting palettes specially formulated for light, medium and dark skin tones. These correcting tones in the palettes were professionally chosen to balance out discolorations as well as concealing blemishes.

Each palette is made up of 5 shades, each of which have their own purpose:

- * **Lavender**: neutralizes yellow undertones and helps brighten dull skin.
- * **Green**: neutralizes redness caused by breakouts and allergies.
- * **Orange**: neutralizes blue tones such as dark undereye circles.
- * **Peach**: helps to balance out slight discoloration.
- * **Cream**: neutralizes & brightens purple undertones, age spots and veins.

Fair Skin Correctors (shades 0.5-3.75)



Medium Skin Correctors (shades 4.0-6.0)



Dark Skin Correctors (shades 7.0-11.0)



04

Sculpt AND Define

magic of contouring

Sculpt AND Define

In our “Sculpt & Define” section, you will have all the right tools at your finger tips to create a beautifully sculpted face.

INCLUDES:

S+D | HIGHLIGHT | Skin Glow: Add beautiful sparkling highlights on your subjects skin. This effect gives a nice subtle dewy glow.

S+D | CONTOUR | Sculpt My Face (Light): For Light skin tones. Created to bring realistic shadows and dimension to the face.

S+D | CONTOUR | Sculpt My Face (Deep): For darker skin tones. Created to bring realistic shadows and dimension to the face.

S+D | CONTOUR | Sculpt My Face (Universal): Apply a quick and easy sculpted appearance suitable for all skin tones

S+D | BRONZER | What a Beach! (suntan): Add a realistic orangeless suntan glow to your subject .



What is Highlight & Contouring?

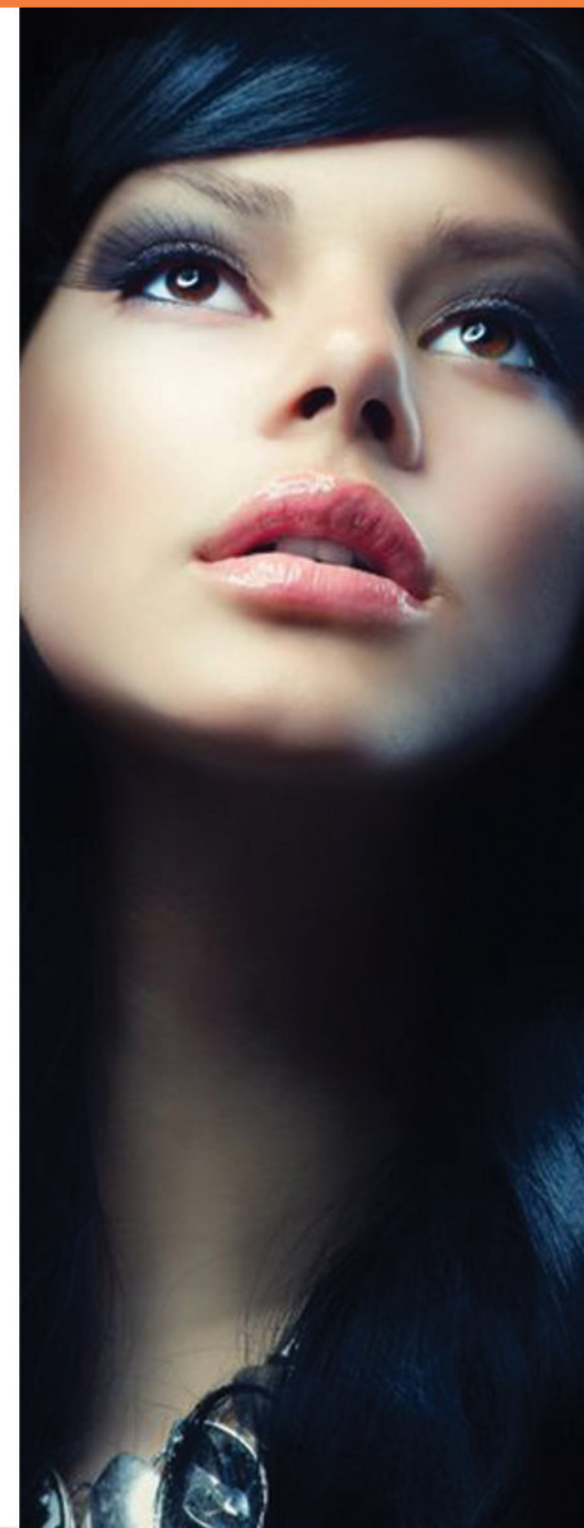
Contouring and highlighting are like chocolate syrup and vanilla ice cream: best together!

Contouring is when you use darker tones to shade areas of the skin you'd like to define or reshape (nose, forehead, chin, and cheekbones).

Highlighting (or strobing) offsets contouring by accentuating areas of the face with light. To properly highlight or strobe, use a shade that's two shades lighter than your skin tone or a highlighter that flatters the complexion of your subject to emphasize the areas of the face that naturally catch the light (mid-forehead, bridge of the nose and under the eyes).

In the digital re-touching world, we call this technique “Dodging & Burning”. Photoshop has a “Dodge” and “Burn” tool that can be used to replicate contouring and highlighting subjects skin. However, we found through further research, this method can actually be tedious and is not efficient to those wanting to speed up their workflow.

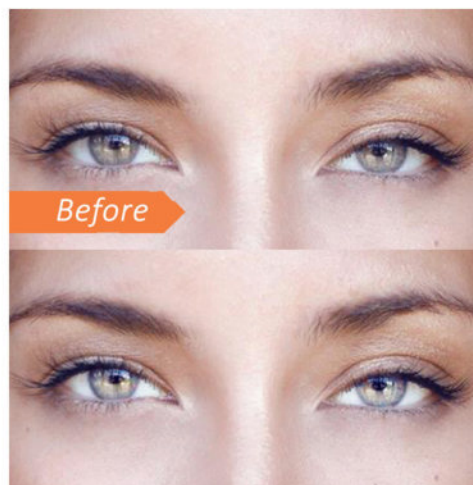
We are extremely excited to have created these digital contour and highlight palettes! All skin tones will benefit a top notch transformace while giving your client a natural sculpted appearance. Simply apply with the ease of just using your brush.



. 05 .

Makeup Studio

Wink AND
Wow!

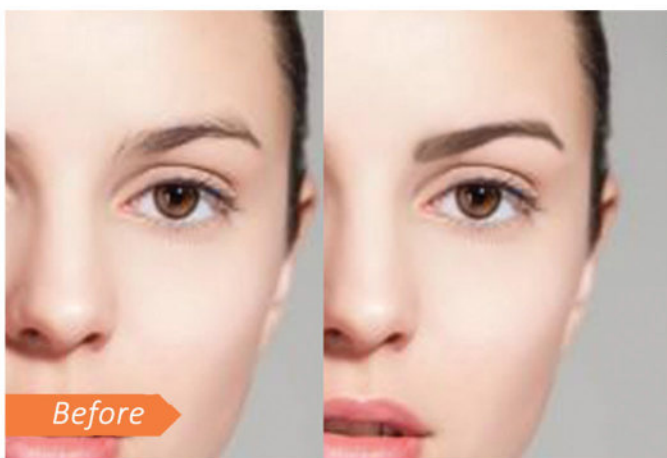


Beautiful Eyes

Our “Beautiful Eyes” is an all in one eye enhancer action. You are able to easily and quickly brighten the eyes, reduce redness, sharpen and give a pop of color.

Bye Bye Undereye Corrector

Designed to effectively neutralize, erase the look of and brighten under eye darkness, dark circles and even age spots. Includes color-correcting and brightening pigments to erase and correct discoloration from view. Within this action, also includes four concealer shades to match your subjects skin tone.



Brow Bar

Tame, Frame and Define brows our one of a kind “Brow Bar”. Beautifully designed to fill, shape and contour your subjects eyebrows. Includes 10 natural eyebrow tints to match your subjects brows. This action includes a special brow highlighting shade suitable for all skin tones.



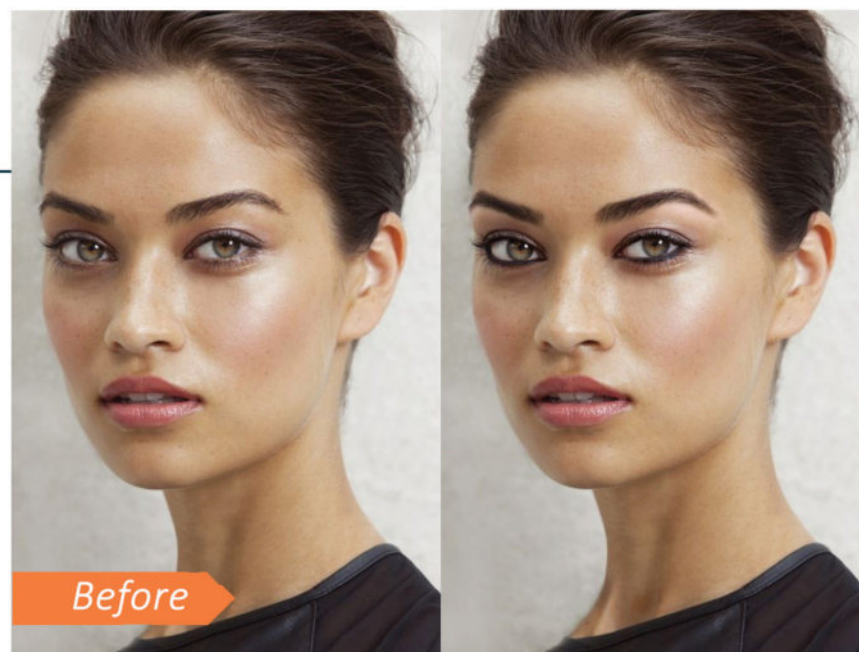


Lights.Camera.Lashes

Use our specially formulated digital mascara to enhance your subjects beautiful lashes. This action is formulated to solely focus on just the eyelashes. You can run this action more than once to achieve even darker lashes.

Velvet Eyeliner

Slay those eyes with our Velvet Eyeliners. They are formulated for that soft smokey edge. This action is pre-filled with 6 shades: Rail (brown), Push (navy), Street (green), Legend (black), Subway Token (silver gray) and White Castle (white). To create your own velvet eyeliner shade, use the “WINK & WOW | Custom Velvet Eyeliner” action.



Velvet Eyeliner in “Push” + Brow Bar

Shadow Palettes

SMOKED PALETTE

Create a full range of smoky eye looks from black to modern colored hues.

Includes: Kinky (soft ivory peach), Freestyle (nude), Mushroom (warm grey), Back Door (dark brown), Blackout (blackest black), Barlust (golden brown), Rockstar (aubergine), Evidence (navy blue), Loaded (emerald), and Asphalt (gunmetal).



ELECTRIC AVE. PALETTE

Create some static while strolling down Electric Avenue. This palette consists of ten shades in the theme of all that is bold and colorful.

Includes: Revolt (silver), Gonzo (turquoise), Slowburn (red-orange), Savage (hot pink), Fringe (teal), Chaos (blue), Jilted (fuchsia),



PB & J PALETTE

A mix of warmer neutrals with a pop of violet tones.

Includes: Spread the Love (medium peach), Peanut Butter (orange brown), Peanut Butter Cup (golden bronze), Bananas (soft peach), Peanut Brittle (burnt orange), Jammin' (dark chocolate), Extra Creamy (creamy beige), Jelly (vibrant orchid), Nuts About U (red brown)



Shadow Palettes

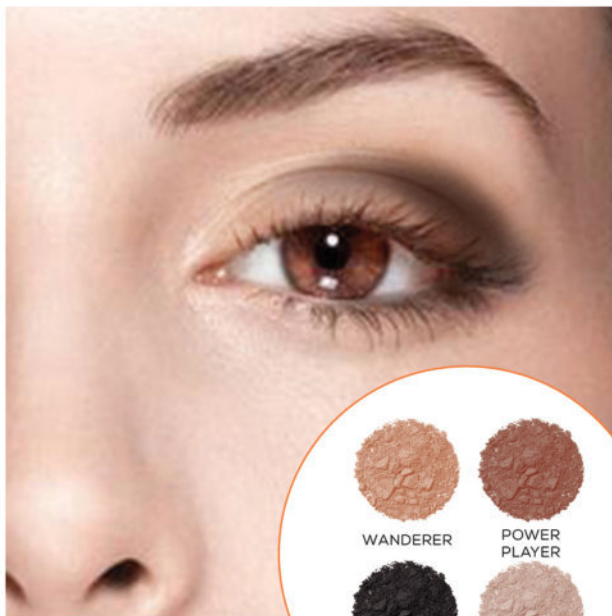
ON THE GO

Three perfectly toned eyeshadow quads for quick re-touching.



NATURAL NUDE

Includes: Force of Nature (nude), Dreamer (warm brown), Multi-Tasker (chocolate) and Free Spirit (cream).



AFTER DARK

Includes: Wander (light brown), Power Player (cocoa), Fashionista (soft black) and Whisper (brushed taupe)



TEASELETTE

Includes: Heartbreaker (warm beige), Crush (mauve), Bombshell (dark plum) and Wink (soft pink)

Blush Palettes

BLUSHING LOVE PALETTE

Blush all day and night with the blush of true love. High-impact shades give a pretty pop of color for any skin tone.

Includes: Baby Love (dusty rose), Love (soft pink), I Will Always Love You (coral orange), Laugh (nude rose), How Deep is Your Love (pink coral), Justify My Love (bubblegum pink) and Your Love is King (rosy plum),



LUMINOUS COLOR PALETTE

A lustrous set of blushes in a range of shades that deliver a soft radiant glow for the face and body.

Includes: Camelia (ballerina pink), Tigerlily (tangerine), Foxglove (orchid), Blushed Copper (copper), Dahlia (cabernet), Moonstone (pale gold), Moonchild (arctic blue) and Star (platinum).



Pout Perfect

LA CREMÉ PALETTE

Pout for all the right reasons using our 11 crafted lipstick hues. This palette shades, defines and puts lips in the spotlight.

Includes: 9021Ohhh (Candy Apple Red), Berry Naughty (Berry Wine), Ursula (Deep Plum), Clueless (Cotton Candy), Double Bubble (Bubblegum Pink), Double Bubble (Bubblegum Pink), Juicy Melons (Pinkish Melons), Marshmallow Bunny (Pink Nude), Pink Chocolate (Berry Brown), Topless (Apricot Nude) and Unicorn Tears (iridescent nude)



SUBJECTS WEARING "MEAN GIRLS"

Pout Perfect

LA MATTE PALETTE

We have carefully crafted a set of 8 lipstick shades to mimick the look of a beautiful matte color finish.

Includes: Troublemaker (hot pink), As If! (pink lemonade), Pitch Perfect (fuchsia berry), Hey Gurrl (deep rose), Maneater (black plum), The New Black (coral orange) and When in Doubt (beige).



SUBJECTS WEARING "HEY GURRL"



. 06 .

Face Sheets

makeup application recipes



Face Sheets

recipes

1. Beauty Essentials

n/a

2. Flawless Face & Correctors

- Hello Gorgeous!
Airbrush + Foundation in
Buttercream (Rich Golden) L
2.5

3. Sculpt & Define

- CONTOUR | Sculpt My Face
(universal)
- HIGHLIGHT | Skin Glow 10%
on nose, chin & top of cheek
bones.

4. Wink & Wow

- Beautiful Eyes
- Lights.Camera.LASHES!
- Brow Bar in Shade "Ebony" at
40% opacity, Multiply as blend
mode. +BROW BAR | Brow
Highlight

5. Eyeshadow

- PB & J | Peanut Brittle (lid
only)
- PB & J | Spread the Love (all
over eye color),
- PB & J | Bananas (inner eye. lid
& bottom lash line),
- PB & J | Extra Creamy (brow
bone)
- PB & J | Jelly (lower lash line)
duplicate layer
- PB & J | Peanut Butter Cup
(outer corner)

6. Blush

- Blushing Love Cheek Palette
in shade "Laugh" at 60% opaci-
ty
- Luminous Color Cheek Palette in
shade "Star" on tops of cheek bones.

7. Pout Perfect

- La Crème Palette in shade
"Topless (Apricot Nude)"





Before

Face Sheets recipes

1. Beauty Essentials

- Base Designer
- Make it Matte @ 70%
- Fill Flash @ 20%

2. Flawless Face & Correctors

- Hello Gorgeous! Custom Foundation Picker

3. Sculpt & Define

- CONTOUR | Sculpt My Face (deep)
- Cocoa Butter @ 15%
- Deep Mocha @ 15%

4. Wink & Wow

- Lights.Camera.LASHES!
- Brow Bar in Shade "Medium Brown" set to multiply @ 15%
+BROW BAR | Brow Highlight
- Velvet Eyeline in "Legend"

5. Eyeshadow

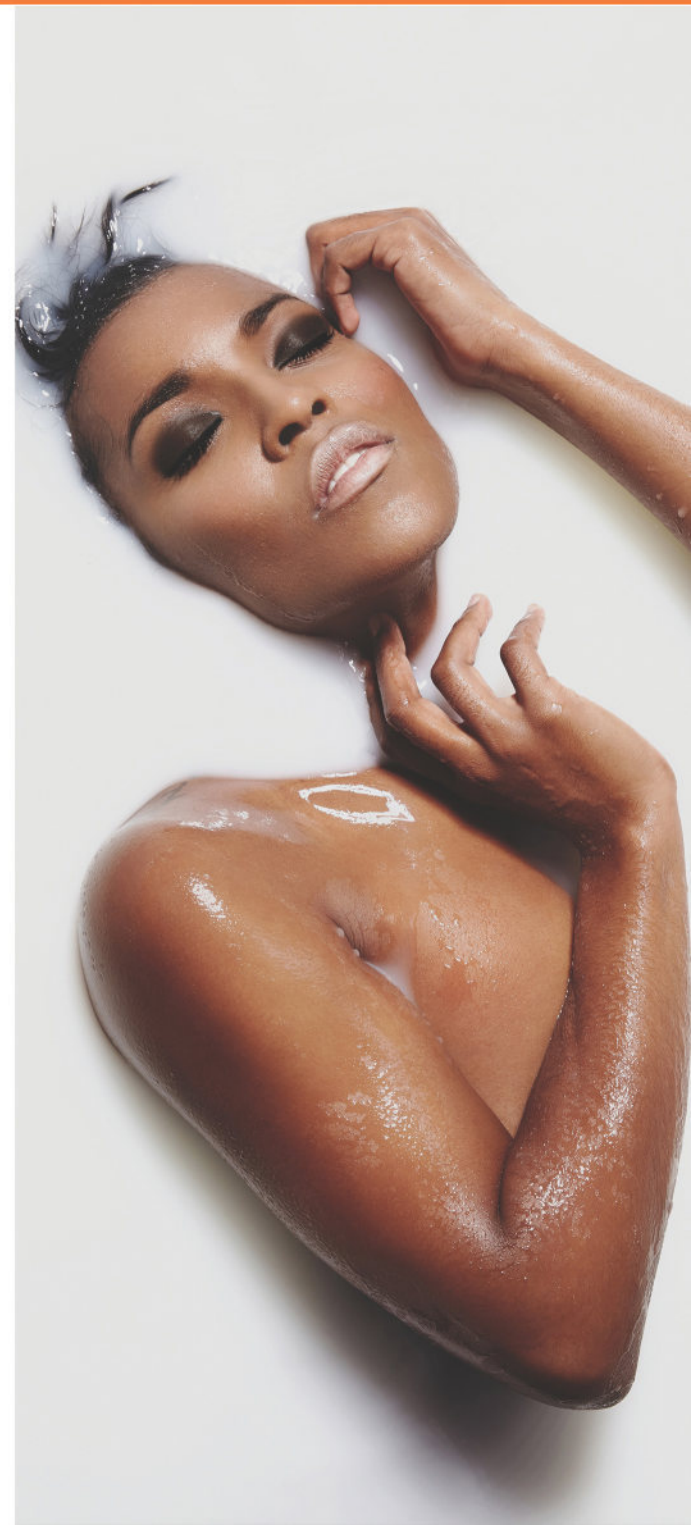
- Smoked Palette
- Asphalt (gunmetal) @ 90%

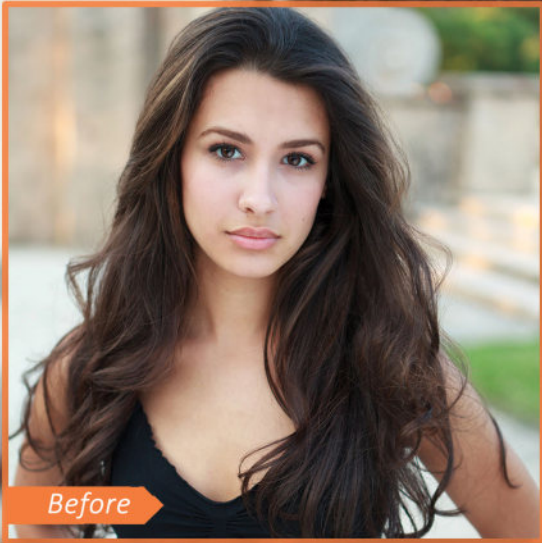
6. Blush

- Luminous Color in "Moonstone" @ 20%
- Blushing Love in "Your Love is King" @ 20%

7. Pout Perfect

- n/a





Before

Face Sheets recipes

1. Beauty Essentials

- Base Designer
- Midtone Booster
- Contrast Booster

2. Flawless Face & Correctors

- Hello Gorgeous! Airbrush + Foundation in shade Latte (Cool Tan) T 5.0

3. Sculpt & Define

- CONTOUR | Sculpt My Face (light)
- HIGHLIGHT | Skin Glow @ 15% on nose, chin & top of cheek bones.

4. Wink & Wow

- Beautiful Eyes
- Lights.Camera.LASHES!
- Brow Bar in Shade "Medium Brown @10% (group layer at opacity @ 50%) +BROW BAR | Brow Highlight @20%
- Bye Bye Undereye Corrector in Neutral Medium (Shades 4.0-6.0)

5. Eyeshadow

- ON THE GO | Teaselette Palette
- Crush (lid only)
- Wink (inner corner & brow bones)

6. Blush

- Luminous Color Cheek Palette in Dahlia

7. Pout Perfect

- La Crème Palette in shade "Mean Girls" @ 30%





Before

Face Sheets recipes

1. Beauty Essentials

- Base Designer
- Make it Matte
- Warm it Up
- Fix the Highlights

2. Flawless Face & Correctors

- Hello Gorgeous! Airbrush + Foundation in shade Deep Bronze (Deep Neutral) D 10.5

3. Sculpt & Define

- CONTOUR | Sculpt My Face (deep)
- HIGHLIGHT | Skin Glow @ 30%

4. Wink & Wow

- Beautiful Eyes
- Lights.Camera.LASHES!
- Brow Bar in Shade "Medium Brown" set to multiply @ 20% +BROW BAR | Brow Highlight @20%
- Bye Bye Undereye Corrector in Deep Neutral (Shades 10.0-12.0)

5. Eyeshadow

- Smoked Palette
- Loaded @ 80% (lid)
- Mushroom (bottom lash line)

6. Blush

- Blushing Love Cheek Palette in "Baby Love" @ 20%

7. Pout Perfect

- La Crème Palette in shade "Marshmallow Bunny" @ 70%





Face Sheets

recipes

1. Beauty Essentials

- Base Designer

2. Flawless Face & Correctors

- Hello Gorgeous!
Airbrush + Foundation in Satin
(Medium/Cool) M 3.0

3. Sculpt & Define

- CONTOUR | Sculpt My Face
(light)

- HIGHLIGHT | Skin Glow 20%
on nose, chin & top of cheek
bones.

4. Wink & Wow

- Beautiful Eyes

- Lights.Camera.LASHES!

- Brow Bar in Shade "Medium
Brown @10% (group layer at
opacity @ 50%) +BROW BAR |
Brow Highlight @20%

- Bye Bye Undereye Corrector
in Neutral Medium (Shades
4.0-6.0)

5. Eyeshadow

- ON THE GO | Natural Nude
Palette

-Dreamer (lid only)

-Multi-Tasker (outer corner)

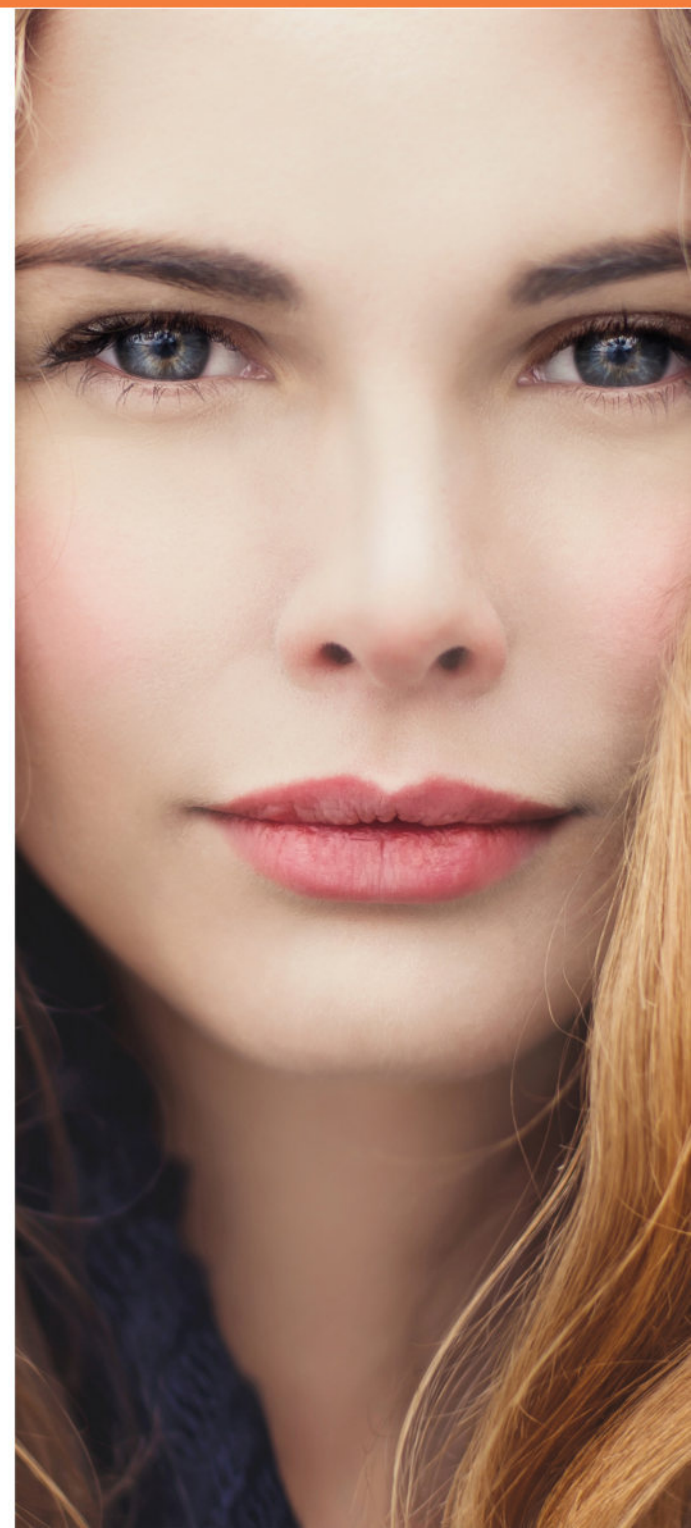
- Free Spirit (brow bone +
inner eye)

6. Blush

- Blushing Love Cheek Palette
in shade "Love" @ 40%

7. Pout Perfect

- La Crème Palette in shade
"Juicy Melons" @ 20%





Thank You!

for your support

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