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ПРОФЕССИОНАЛЬНЫЙ ВИЗАЖИСТ ПО ИМИДЖУ

PROFESSIONAL IMAGE MAKEUP ARTIST

Summary. *A make-up artist, also called a makeup artist, and often shortened to MUA, is an artist whose medium is the human body, applying makeup and prosthetics on others for theatre, television, film, fashion, magazines and other similar productions including all aspects of the modeling industry. First impression is key to everything in the society we live in and it is important to note that a makeup artist is obliged to observe a professional image and in the article we will discuss the details and methods of work of a makeup artist in the beauty industry [1].*

Key words: *make-up artist, makeup image, fashion, beauty, professional.*

Аннотация. *Визажист, также называемый визажистом и часто сокращаемый до MUA это художник, чьей средой является человеческое тело, наносящий макияж и протезирование другим людям для театра, телевидения, кино, моды, журналов и других подобных производств, включая все аспекты модельной индустрии. Первое впечатление является ключом ко всему в обществе, в котором мы живем, и важно отметить, что визажист обязан соблюдать профессиональный имидж, и в статье мы обсудим детали и методы работы визажиста в индустрии красоты.*

Ключевые слова: *визажист, имидж макияжа, мода, красота, профессионал.*

Professional image. First impression is key to everything in the society we live in. When a client hires a makeup artist, they expect a professional who is not only talented but also a prime example of their own skills as well. It is very important to set yourself goals and note that the behavior portrayed is noticed by the client.



Pic. 1. Look image makeup artist

Makeup artist appearance. Black attire with shoulders covered represent professionalism as well as bring out the image of someone who is experienced. It also allows the makeup artist to focus on fulfilling the duties without the worry of staining your very own attire. • Hair pulled back to eliminate any possibilities of contaminating the makeup, brushes as well as the client.

Short and manicured nails for cleanliness [2].

- Dental Hygiene to ensure clean teeth and fresh breath.
- Body scents, the use of deodorant and being aware of strong scents.
- Proper skin care to showcase healthy appearing skin.



Pic. 2. Tools, brushes and materials

Image enhancers for a successful professional career:

- Clean disinfection tools, brushes and all materials for the makeup artist's work as in picture 2;
- Excellent communication skills;
- Providing good customer service;
- Having a strong work ethic;
- Time Management.

Hygiene & prep techniques. Infection control practices must be a part of your normal routine in order for makeup artist to project the image of professionalism. The following tips will serve as a guideline that can help to keep your makeup area looking its best:

- Keep floors and workstations dust-free;
- Keep restrooms clean, including door handles;
- Provide toilet tissue, paper towels, liquid soap, properly disinfected soft-bristled nail brushes, and a container for used brushes in the restroom;
- Prohibit eating, drinking, and smoking in areas where services are performed;
- Empty waste receptacles regularly throughout the day;
- Never place any tools or implements in your mouth or pockets;
- Always properly wash your hands before and after each service. Use clean linens and disposable towels on clients [3].



Pic. 3. Makeup workstations

Your professional responsibility. Of the many responsibilities you have as a makeup professional, nothing is more important than protecting your client's health and safety. Never take shortcuts for cleaning and disinfecting; you cannot afford to skip steps or save money when it comes to safety! It is your professional and legal responsibility to follow state and federal laws and rules.

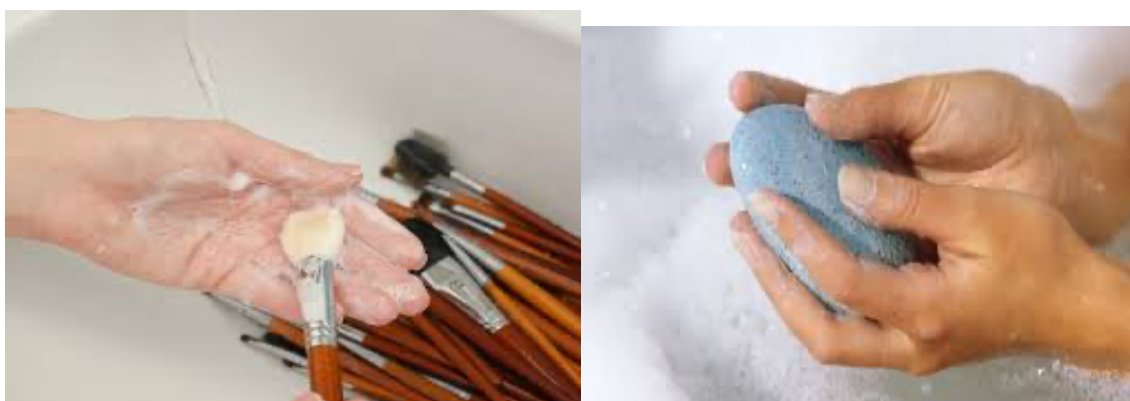
Proper hand washing. Hand washing is one of the most important procedures in the infection control procedure and is required in every state before any service.

1. Turn on the water, wet hands, and then pump soap from a pump container onto the palm of your hand. Rub your hands together, all over and vigorously, until a lather forms. Continue for a minimum of 20 seconds.

2. Choose a clean, disinfected nail brush. Wet the nail brush, pump soap on it, and brush your nails horizontally back and forth under the free edges. Change the direction of the brush to vertical and move the brush up and down along the nail folds of the fingernails. The process for brushing both hands should take about 60 seconds to finish. Rinse hands in running water.

3. Use a clean cloth or paper towel, according to the salon policies, for drying your hands.

4. After drying hands, turn off the water with the towel and dispose of the towel.



Pic. 4. Proper hand washing

Successful makeup artists have a passion for beautifying the individual, so they are keenly aware of which colors look best on which person. They are masterful with their makeup application techniques; they have a deep understanding of skin types, skin colors, and makeup ingredients; and they appreciate how practices and techniques must change as to accommodate a specific event, setting, or location.

The tools of makeup artists may differ slightly depending on the industry or setting in which they work, but a professional makeup brush set and cosmetic palette are always a must [4].

The Traits, Qualities, and Abilities of Successful Makeup Artists.

Makeup artistry cannot be undervalued, as the face is used to make a first impression; capture and hold attention, and communicate with others. Through the application of cosmetics and the skilled use of specialized techniques, makeup artists make the face into a masterpiece of expression.

References

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