

Pretty Profits



So you've got your hand and foot service options nailed, your clients are content and your takings are ticking over nicely. However, wouldn't it be nice to expand your skillset and offer clients a service to keep their sights off the competition – all for just one initial day away from the nail desk?

Airbase offers a comprehensive one-day course on airbrush make-up application, so you can offer clients a flawless face finish in addition to their mani/pedi. What's more, you can do so with confidence – as the training is thorough and accredited by The Guild of Beauty Therapists, and the system was conceptualised and created by beauty guru Judy Naaké, who introduced St Tropez to the UK, and Oscar-nominated make-up artist, Anni Buchanan.

Ideal for bridal clients as well those heading to a special event or night on the town, Airbase application is super speedy, and has profit potential sure to make you blush, with suggested application cost from £25 upwards. Its foundations have silicone at the heart of their formulation, which is heat resistant so stands up to the demands of each day, and is easy to correct. In addition, they contain vitamins A and E to moisturise the skin, and the beauty of spraying the foundation through the Airbase airbrush gun is that it atomises – making the particles tiny and less visible; ideal for photos. It can be layered for optimum coverage in the cases of acne, scarring, rosacea – and even tattoos!

FACE FACTS

Airbase was used on the filmsets of *Life Of Pi*, *In The Heart of the Sea* and *St Trinians 2*, on the stage production of *Rock of Ages*, and is favoured by *Strictly Come Dancing* and *X Factor* make-up artists.



TRAINING TRY-OUT

The course: Full-day Introductory Airbrush Make-Up Course
The venue: Salon Services, Park Royal, London



FIRST STEPS

Fully prepped with a confirmation of timings and directions, I headed to Salon Services in Park Royal, London, to commence the course, alongside eight other budding Airbase students.



INTRODUCTIONS

Our trainer, Carolyn Deacock, introduced herself and explained the outline and objectives of the day. She wrote the course content and hones enviable experience in make-up for TV as well as education, so we were in good hands! It was then time for each of us to introduce ourselves, which revealed varied backgrounds in beauty. Some students, like me, were new to professional make-up application, while others were freelance make-up artists looking to enhance their offerings and cater to client demands for Airbase.



GETTING TO GRIPS WITH THE KIT

Carolyn gave an insight into the Airbase essentials; including primer, cleanser and thinner, spray gun, compressor and foundation shades. She revealed which combinations of the seven foundation shades suit different skin tones and how to add warmth to shades, as well as offering an introduction to the bronzer and blush formulas and extended Airbase make-up offerings, such as lip palettes and powders.

"I specialise in bridal and special occasion make-up, and enrolled on the Airbase course as I want to give my clients increased confidence that their make-up will last perfectly all day with a flawless finish."

Alma White, freelance make-up artist



THE GUNS ARE OUT

Following our renewed confidence in colour matching, it was time to get the spray guns out. The dual action airbrush guns are attached to a compressor, and must be held at a 45-degree angle, like a pen. We then started practicing, adding around 20 drops into the well of the airbrush before turning the compressor on.

Using our newfound knowledge, this first stage of practice took place on a sheet of paper to get used to using the trigger and the distance required for application. After a few attempts (and some tips from Carolyn), I was feeling pretty confident, and moved onto a pulsing exercise with the gun, which builds up product on areas where clients need additional, concentrated coverage.



CLEANING UP

As we know, looking after your work tools ensures that they look after you when it comes to functionality, so Carolyn taught us how to clean the Airbase gun of product; imperative before adding drops of a new shade. Available to purchase is either the Airbase Cleaning Pot or Ultrasonic Cleaner, which allows you to spray all residue inside without any back spray or mess.



We then watched how to take all of the gun's components apart for the deep clean that's necessary in between use, so the gun doesn't get clogged up. Starting from the back, each mini component got a thorough clean before we put it all back together – and I was warned that it would be difficult to do with long nails!



MAKEOVER MAGIC

Following a lunch break, Carolyn demonstrated a complete look on another member of the Airbase team, make-up artist Remy Morris. Carolyn applied the Airbase Primer and use the Concealer Palette under the eyes before mixing Remy's bespoke foundation shade.

We all watched in awe as she sprayed, and Remy's skin showcased natural-looking, even coverage before our eyes – in a matter of minutes. Pausing to allow the spray to settle, Carolyn changed the foundation shade to blush to enhance Remy's cheekbones, using the Airbase shading pad as a guide.

To complete the look, the Airbase eyeshadow and lip gloss palettes were used and Remy showed off a flawless look.



THE FINISH LINE

Feeling inspired and excited to start, we paired up to practice our new skills on each other from start to finish, under the expert guidance of Carolyn and her team. Due to the nature of most of the student needs, we all decided to create a natural bridal look and concentrate on getting the perfect foundation match, with really pleasing results all round.

TOP TIP
If you use Airbase on a bridal client, retail the foundation so they can use it on the honeymoon. The formulation is waterproof – so handy for the beach!

MOVING ON...

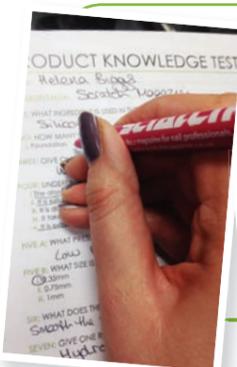
Following completion of the introductory course, Airbase offers three one-day masterclasses; Contouring and Strobing, Airbrushed Brides and Airbrushed Body Art.

Airbase training starts from £150 + VAT.

Visit www.airbasemakeup.com to book.

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TEST TIME

As the course came to a close, we cleaned our kit and took a short product knowledge test to ensure we'd absorbed all the key points about the Airbase system. Thankfully, we all passed and were presented with certificates to prove our proficiency in Airbase airbrush application.

