



SORMÉ®

PROFESSIONAL TREATMENT COSMETICS

PRODUCT KNOWLEDGE
BASICS





is the Egyptian name for the natural black 'Kohl' substance used by queens and princesses to enhance their eyes; 'the mirror of the soul.'

Dating back to the 4th millennium, it was Cleopatra who made this intensely pigmented black powder a sensation with her exotic eye makeup. 'Kohl' is still used today to create the mysterious allure that is truly timeless. Superb makeup must be both glamorous and beneficial to your skin- the living canvas for every color. For over 20 years, Sormé has teamed with professional makeup artists and the finest formulators around the world to bring you an exceptional blend of traditional beauty wisdom and advanced antiaging technology in every product.

Active plant botanicals, natural minerals, healing vitamins and clinically proven, age-reversing peptides help protect and improve your skin as rich color pigments enhance your natural beauty. Today, Sormé is the makeup of choice for top Hollywood film studios and celebrities. Discover why Sormé is the exceptional makeup for all ages.

This class is provided to teach you about Sorme Cosmetics and what treatment cosmetics is all about.

Introduction

Sormé Treatment Cosmetics is a make-up line built with natural botanicals such as Aloe, Cucumber, Green Tea, Comfrey, and Shea Butter to name a few. This line also utilizes vitamins and minerals to nurture and enrich the skin. Treatment cosmetics are for everyone, you are never too young to start pampering your skin.

Many dermatologists are now recommending to their clients that they use treatment cosmetics on their skin. Dermatologists do not want you applying product on your skin that can reverse the treatment they have given you, they want you to use products that will work together with their treatments. We, the salon and stylist, have the opportunity to sell clients cosmetics that can help keep their skin look younger longer.

Select a Model

- Using Refinee Nourishing Daily Cleanser, Soothing Floral Toner, and Firming Mineral Moisture Cream: have the model wash, tone, and moisturize their skin.
- As a make-up artist it is important to start with a clean pallet
- This is also a good way to introduce clients to Refinee Skin Care

Application

- Using a sponge, apply Fresh Start and explain the product Fresh Start is a primer that goes under your foundation for a smoother, more flawless looking finish. Think about when you color hair and you pull the color through to the ends, sometimes due to the porosity of the hair the ends grab and look darker or ashier. How do we correct this? Its simple we shampoo the hair or coat the hair with a PH balancer to help even out the porosity of the hair. This is what a primer does for your skin and what makes it an important step in our makeup application.**resh Start- Oil Free:** Contains Aloe, Chamomile, Melon Peptides, and oil blotting botanicals.

Minimizes pores, soothes redness and irritation, and helps control oil.

Fresh Start- Anti-Aging: contains Dimethicone- a plant based silicon, and Dermaxyl a Peptide that creates a soft cushion to help fill in the lines. Dermaxil is proven to decrease the depth of wrinkles by 30%.

Mineral Illusions foundation:

This foundation is oil free and can be applied for medium to heavy coverage. Mineral Illusion contains a natural sun protector, vitamins A,C, E, Cucumber and Chamomile to cool and soothe. Mineral Illusions is essentially our Mineral Secrets powder suspended in a natural moisturizer.

- Using Undershadow or Believable Cover Concealer will blend away any imperfections. Our contouring Undershadow is an eyeshadow primer that contains Shea butter and natural sun protection that can be used as a concealer.

Believable Cover Concealer: contains Neroli Oil which promotes elasticity and Chamomile for skin regeneration.

- Next, choose Mineral Secrets Powder or Believable Finish Foundation- discuss both powders and explain the powder you have selected.

Mineral Secrets Powder- is a pure light reflecting mineral powder that adds a natural glow to the skin. It has natural sun protection, it is oil-free, and uses micronized minerals.

There are 2 ways to crush minerals. You can either pulverize or micronize a mineral; the difference is when you pulverize a mineral, you grind it so fine that the molecule can not be measured; therefore, it can pass through your pores and get into the bloodstream. Is that bad? Well there are no studies saying yes or no, but do you really want anything getting into your bloodstream? When you micronize the minerals the molecule can be measured on a scale therefore keeping the powder on the surface of your skin, not allowing it to pass into your pores.



Believable Finish Foundation- A matte powder with a silky touch. You can get three different coverages- light (using a powder brush), medium (using the sponge), and heavy (using it wet). It also contains vitamins A,C,D,E, and has Alpha Hydroxy Acids to help with cellular turnover and Jojoba oil to moisturize. Great for dry or mature skin. This silky matte finish is perfect for photo-shoots and everyday wear.

Treat and Tint BB cream: This all-in-one treatment provides instant luminosity, even skin tone, hydration and sun protection (SPF 30). BB Cream contains Pure Argan Oil, which is rich in Vitamin E and essential fatty acids. Aloe and Chamomile calm sensitive skin and help to prevent redness. Antioxidant botanical complex of Panax, Ginseng, Rosemary, Passion Fruit and Papaya reserve healthy skin. This product is available in six different shades and can be worn alone as a tinted moisturizer, or as a foundation over existing moisturizer/primer. Brushes and sponges can be used to apply, however, utilizing your fingertips as a tool is the easiest method for achieving an even and natural look.

Eyes

A basic application consists of 3 colors; a base color, a contour color, and a highlight.

- ***Undershadow:*** An eyeshadow primer that is applied to the bare eyelid. This product will set your eyeshadow, intensify the pigment, and keep it from creasing. Contains Shea Butter for moisturizing and can be used as a concealer.
- ***Longlasting Wet/Dry Eyeshadow:*** Is an anti-bacterial eyeshadow that can be used wet or dry. Most people don't realize, if you wet just any eyeshadow it can start growing bacteria in as little as three days; this can cause eye infections! Our anti-bacterial formula will not do this, you can wet it as many times as you like! Using this eyeshadow dry will give a softer look; use it wet, and it will intensify the color pigments.

Mineral Botanical Eyeshadow: is a pure mineral eyeshadow with no fillers no chemical dyes, talc, or parabens.

Line the eyes

Smearproof Eyeliner Pencils: Contain Lecithin- a fat soluble conditioner that is absorbed and leaves the pigment adhered to the skin, making it smearproof. Only the first line is smearproof, any additional layer can be smudged for a smokey eye look. These pencils are square for artists control and also made in Italy from a special non-splintering tree.

Jet Liner: A liquid eyeliner created with a smudge-proof formula that is safe for contact lenses and false eyelashes. The exclusively designed brush is firm and thinly tapered for ultimate control.

Brows

Get A Brow Gels: A keratin-based gel that contains no polymers to dehydrate or damage the brows. This product will give a more youthful natural look to the eyebrow and help control the unruly hairs. Comes tinted or clear and is great for women who have grey in their brows.

Instead of plucking the grey, show clients how they can cover them and save their eyebrows!

Men can also use this to cover grey in their beards!

Always Perfect Brows: Contains Lecithin which makes this a smudgeproof powder that will last in the brows all day. Single color pots.

Brow Style Compacts: Same formula as the Always Perfect Brows but comes with two shades, a wax pot, mini fluff brush, contouring brush, and brow grooming brush. This choice will give you the most contoured eyebrow.

Brow Pencils: Very similar to the eye and lip pencils, the Brow Pencil contains lecithin and has a grooming brush on the cap.

Brow Lift Highlighting Pencil: This pencil is used underneath the arch of the brow to help create a more defined brow bone. Contains Shea Butter for conditioning. Can also be used on inner corners of the eye to create a wide awake look.

Blush and Bronzers

Longlasting Wet/Dry Blush: Contains antioxidants antibacterial agents.

Mineral Botanical Blush: Contains pure mineral pigments, no talc, chemical dyes, or parabens.

Believable Bronzer: Contains Antioxidant vitamins

Mineral Botanical Blush/ Bronze Duos : Also contains Antioxidant vitamins and can be applied separately or swished together, as you might a baked powder.

Baked Bronzer: Can be applied wet or dry. Contains Antioxidants, Panax, Ginseng, and Vitamin E; which combine with soothing Aloe Vera and Chamomile to keep skin youthful and hydrated.

Lips

Smearproof Lip Liners: same formula as Eyeliners, smudge-proof, square, and contains Lecithin.

Perfect Performance Lip Color: Contains Shea Butter and Vitamin E for moisture. Gluten free.

Mineral Botanical Luminous Lip Color: Antioxidant vitamins A,C, and E protect against environmental damage. Paraben free.

Lip Thick Plumping Gloss: This lip plumper does not contain Cayenne, Chili extracts, Menthol, or Peppermint. It contains Cinnamon, Fennel, and Clove to increase the blood circulation and Citrus oil to provide a topical dose of vitamin C, which promotes the natural production of collagen. Also contains a Maxi-Lip Peptide which allows the plump to last longer than traditional products. Use this product 3 times a day for 7 days and then once a day thereafter. You will see fuller, smoother lips in no time! (By 40% in some cases).

Tasty Tubes: A De-Luscious shiny lip gloss that leaves lips soft and kissable. Contains Orange Oil, which helps boost collagen, as well as Vitamin E, which retains moisture and protects skin from environmental toxins. Tasty Tubes are available in six savory flavors. Use alone for a sheer wash of color, or over your favorite lipliner for a bolder look.

FEATURES AND BENEFITS



FRESH START OIL FREE

- Oil free, Silicon free, and Parabin free
- Ideal for combination, oily, and acne prone skin
- Contains Aloe, Chamomile, Melon Peptides and Oil-Blotting Botanicals for a product that refines pores, soothes redness and irritation, and helps to control oil production
- Contains super antioxidant such as green tea, Grapeseed, and Pomegranate extract to help repair free radical damage
- Contains Hyaluronic Acid, which helps to hold in moisture and has slow evaporation
- Absorbed by the skin, acting like a facial treatment product

FRESH START ANTI-AGING

- Formulated for normal, dry, or mature skin
- Contains Dimethicon, a plant-based silicon that will help create a soft “cushion” on the skin to fill in fine lines and wrinkles
- Contains Dermaxyl Peptide which promotes collagen production and aids in the repair of damaged tissue. It has also been proven to decrease the depth of wrinkles by 30%

MINERAL ILLUSION

- Oil-free
- Contains Cucumber to cool and firm the skin
- Contains Chamomile to soothe the skin
- Contains Shea Butter which is a natural moisturizer and sun protectant.
- Contains Aloe which helps with redness, acne, pigmentation, absorbs oil, and acts as a skin brightener.
- Contains Green Tea extract which can help clear cell damage and repair wrinkles, blemishes, or other impurities. Can also help with acne and roseacea.
- Micronized mineral pigments provide medium to full coverage and natural sun protection
- Apply with a brush for medium coverage, or a sponge for full coverage
- Fortified with Antioxidant Vitamins A, C, E, and K

MINERAL SECRETS

- Perfect for oily skin
- Micronized minerals (meaning that they have not been milled too finely that they cannot be

measured on the micrometer scale, which allows them to sit softly on the surface of the skin rather than falling into the pores) with no fillers like talc.

- Apply with a brush for sheer coverage or a sponge for medium coverage
- Provides natural sun protection

BELIEVABLE FINISH FOUNDATION

- Ideal for combination skin (Normal to Dry, Normal, Normal to Oily)
- A versatile product that provides sheer to full coverage
- A brush provides sheer coverage, while a sponge delivers a medium coverage,
- Wet sponge will provide full coverage similar to pancake make up
- Fortified with Alpha Hydroxy Acids, which affect the rate of cellular turn-over, bringing fresh cells to the surface of the skin faster for younger looking skin
- Contains Jojoba and avocado Oils to moisturize
- Contains Vitamin C which helps rebuild collagen

TREAT AND TINT SUN PROTECTING BB CREAM

- Lightweight, sheer coverage that aids in diminishing flaws and wrinkles
- Contains Pure Argan Oil which is rich in Vitamin E and essential fatty acids. It deeply hydrates and nourishes the skin
- Aloe and Chamomile calm sensitive skin and help prevent redness
- Antioxidant botanical complex containing Panax Ginseng, Rosemary, Passion Fruit, and Papaya.
- Paraben free
- SPF 30

BELIEVABLE COVER CONCEALER

- Ideal for all skin types
- Contains Neroli Oil which promotes skin healing and elasticity.
- Contains Chamomile Extract to aid in cell regeneration and acts as a natural anti-inflammatory
- Contains Vitamin A, which is an antioxidant that stimulates collagen and helps with fine lines and wrinkles
- Contains Vitamin E which retains moisture, protects skin from environmental toxins and

pollution. Also, this product contains anti-inflammatory agents that help prevent skin from aging.

- Contains Vitamin C and antioxidants that can strengthen the skin's barrier response, reduce hyper-pigmentation and inflammation, as well as promote collagen and help the improvement of sun-damaged skin.

PERFECT TOUCH CONCEALER PEN

- A Professional's Secret fluid concealer used as a flawless corrector and complexion highlighter.
- Contains Vitamins C & E antioxidants, Cucumber for soothing & Arnica which is a daisy-like herb used topically to promote healing and soothing of the skin & curing inflammation and bruising.
- Available in 3 amazing shades.



UNDERSHADOW

- Ideal for all skin types
- Contains Shea butter a natural sun protectant
- Contains Dimethicone a natural plant based silicone
- Contains Cucumber to cool and firm the eyelid
- Although developed as an eyeshadow base, this product can also be used as a highlighting cream
- Apply with a brush and blend to a soft powder finish. (If it still looks like cream on your skin, you've used too much.)

BROW STYLE COMPACT

- Ideal for all skin types
- Same formula as Always Perfect Brows
- Compact also contains three brushes (fluff, definer,

- and spoolie), stencils, and Beeswax for grooming.
- Begin by applying the lighter shade of powder with fluff brush, then, define the arch using the darker shade and angled definer brush. Apply wax with spoolie to comb hairs in same direction
- Remember that a natural brow is darkest in the arch.

ALWAYS PERFECT BROW

- Ideal for all skin types
- Also contains Lecithin, which makes it smudge-proof
- Single-color pots can be used free-hand or with stencils for glamorous brows.

BROW LIFT PENCIL

- Perfect for all skin types
- This highlighting pencil is applied under the brow, on the bone, to give the illusion of a more dramatic brow and youthful appearance
- Can also be used on the inner corner of the eye for a wide-awake look, or on the wet-line of the eye for a rounder eye shape
- Highlighting is the best way to cover dark circles, breakouts, Rosacea, and hyper-pigmented areas... this pencil can be used to brighten these areas and hide these "flaws"

BROW PENCILS

- Very similar to the Eye and Lip Pencils
- Also contains Lecithin, and a brush on the cap for brow grooming

GET A BROW GEL

- Ideal for all skin types
- These Keratin-based gels contain no polymers that will dehydrate or damage the brows
- Also contains vitamin B5
- A soft hold with a hint of color make these gels an ideal remedy for unruly brows and hiding grays

ULTRA LASH MASCARA

- Regular or water resistant
- Safe for clients with contact lenses and/or lash extensions
- Non-Polymer based mascara for less dehydration and damage of lashes

- Contains Shea Butter, Vitamin E, and Jojoba Oil to strengthen, condition, and protect lashes from drying and breaking
- Water Resistant formula is not the same as Water Proof... there is no "tar" in the product, nothing to dehydrate and stunt the lashes

EXTREME VOLUMIZING MASCARA

- Safe for clients with contact lenses
- Non-Polymer based mascara for less dehydration and damage of lashes
- Contains Aloe Vera and Hyaluronic acid for conditioning
- Contains humectant properties, which allow the lashes to swell with moisture, creating volume without wrapping the lash in a heavy polymer
- Contains Aloe Vera
- Smudge and smear resistant formula

BELIEVABLE BRONZERS

- Ideal for all skin types
- Fortified with Antioxidant Vitamins
- Can be applied with a brush or a damp natural sponge for a sheer bronzing base for larger areas on the body

BAKED BRONZERS

- Baked on Terra Cotta tiles for a silky smooth texture
- Unique formula designed to apply wet or dry
- Vitamin enriched to provide skin with antioxidant properties

MINERAL BOTANICALS BLUSH/BRONZE DUOS

- Ideal for all skin types
- Oil, fragrance, chemical dye, talc, & paraben free
- Fortified with Antioxidant Vitamins
- Apply separately as a bronzer and blush, or "swish" together as you might use a baked powder

WET/DRY SHADOWS AND BLUSHES

- Ideal for all skin types
- Contains Vitamin C
- Fragrance free
- Applied dry, they can be layered to build up sheer

washes of color. Can also be applied wet for a more intense color

MINERAL BOTANICALS EYE SHADOWS AND BLUSHES

- No chemical dyes and a non irritating formula
- Pure light reflecting pressed minerals with no fillers
- Contains nourishing Amino Acids to hydrate and soothe even sensitive skin
- Talc & Paraben free
- Do not apply wet; wetting the pot will harden and ruin the shadow
- Fortified with Antioxidant Vitamins
- Some contain Pomegranate which helps fight free radicals that can damage the skin
- Some contain Green Tea extracts which is an antioxidant that can clear cell damage as well as repair wrinkles, blemishes and other impurities

JETLINERS

- Safe for clients with contact lenses and/or lash extensions

EYE AND LIP PENCIL

- Perfect for all skin types
- Contains lecithin, a fat soluble condition that is absorbed by the skin and leaves the pigment adhered to the skin which makes the product smudge proof
- Only the first line is smudge proof, and must sit for 5 minutes..... any excess pigment will smudge, which allows you to get a smokey eye look

PERFECT PERFORMANCE LIP COLOR

- Ideal for all skin types
- Shea Butter based and fortified with Vitamin E, these lipsticks are creamy and conditioning
- Gluten free

MINERAL BOTANICAL LUMINOUS LIP COLOR

- Ideal for all skin types
- Antioxidant vitamins A, C, and E protect lips
- Beeswax base for a moisture-rich and humectant effect
- Gluten and Paraben free



TASTY TUBES

- Contains Orange Oil which helps boost collagen
- Contains Vitamin E which retains moisture and protects skin from environmental toxins
- Its anti-inflammatory properties help prevent skin from aging
- Has a ultra shiny gloss that provides a sheer wash of color

LIP THICK PLUMPING GLOSS

- Ideal for all skin types
- Does not contain any Cayenne or Chili extracts , nor does it contain Menthol or Peppermint... no burning sensation
- Contains Cinnamon, Fennel, and Clove to increase the blood flow to the lips for a warm tingling sensation; citrus oil to provide a topical dose of vitamin C which promotes the bodies natural production of collagen; and also contain a peptide complex known as Maxi Lip Peptide which allows for the plump to last than longer than traditional products
- Used 3 times a day for 7 days, and then once a day after will show fuller, smoother lips (by 40% in some cases)

ExTaLASH

- Helps stimulate healthy lash renewal and strengthens and conditions lashes
- Vitamins A, C, E
- Aloe Vera, Peppermint, & Rosemary
- Panthenol, Soy, and Amino Acid proteins

- Contains clinically proven Apple Peptide which will make lashes up to 66% longer, thicker, and fuller in just 30 days
- Active Peptide extends growth (Anagen) phase of lashes to prolong the natural lash life cycle
- Speeds up the renewal phase so lashes always look long
- Apple stem cells preserve the vitality of the lash follicle to encourage maximum growth
- Pro-vitamin B5 builds Keratin proteins for stronger, darker Looking lashes
- Hydrates and protects dry, brittle lashes from breakage and thinning
- Contains Arginine an essential Amino Acid that builds Keratin, enhances hydration, helps prevent breakage, and makes lashes appear darker and fuller
- Advanced technology peptide complex makes lashes up to 66% longer, thicker, and fuller in just 30 days

exTaBROW

- Fortifies brow hairs, accelerates re-growth, and helps prevent brow loss
- Bayberry Extract- a DHT inhibitor
- Zinc Oxide
- Natrecia= Saw Palmetto, Pumpkin Seed, Lycopene, Vitamin B6, Phosphorous, Calcium
- Clinically proven Panax Peptide
- Active Peptide stimulates natural brow growth and extends the life cycle for fuller looking brows
- maximizes the productivity of the hair follicle to foster brow growth In nude, sparse And over-tweezed areas
- Panax Ginseng is the ancient, proven hair stimulating botanical that works naturally to boost healthy renewal
- Pro-vitamin B5 protects, hydrates, And strengthens brow hairs for better shape And definition
- Contains Arginine; an essential amino acid that builds Keratin, enhances hydration, helps prevent breakage, and makes brows appear darker and fuller
- Advanced technology peptide complex makes brows up to 66% longer, thicker, and fuller in just 30 days

What makes mineral make-up different than traditional cosmetics?

Mineral Make-up does not contain:

- Mineral Oil
- Chemical Dyes
- Fragrances
- Talc

Benefits:

- Titanium Dioxide & Zinc Oxide both work as physical sunblocks (but if you are spending hours outside in the sun don't forget to use your Daily Defense Cream SPF 30)
- Less likely to cause irritation to the skin- for this reason many dermatologist, plastic surgeons, and estheticians recommend that you use mineral make-up or treatment cosmetics. Will not necessarily cure acne but will give it a better chance of healing while wearing it.
- Does not clog pores or harbor bacteria- it will not aggravate acne prone skin
- Dermatologists also recommend it to patients with rosacea and eczema

Meaning behind some of the ingredients:

- Mica – colorant; opacifying
- Magnesium Sterate – anti-caking agent, cosmetic colorant, moisturizing
- Silica – absorbent, opacifying agent
- Boron Nitride – acts as an oil absorbent and increases adherence to the skin
- Isotearyl Neopentanoate – binder and skin conditioning agent
- Lauroyl Lysine – a natural occurring amino acid
- Tocopheryl Acetate – Vitamin E
- Retinol Palmitate – Vitamin A
- Aloe Barbardensis Leaf Extract – Aloe, skin conditioning and healing agent
- Titanium Dioxide – a natural sun protection
- Bismuth Oxychloride – gives a pearly iridescence finish
- Zinc Sterate – a naturally occurring fatty acid that is used as a cosmetic colorant and anti-caking agent
- Nylon – 12 – bulking and opacifying agent
- Simmondsia Chinensis (Jojoba) Seed Oil - skin conditioning agent
- Dimethicone - is a natural plant silicon-based polymer used as a lubricant and conditioning agent
- Camelia Sinensis Leaf Extract (Green Tea Extract) – skin conditioning agent and antioxidant
- Chamomile Extract – soothes the skin
- Cucumis Sativus (Cucumber) Fruit Extract - Extract of the fruit of the cucumber helps firm skin and cool



Tips & Tricks using Sorme Cosmetics

Celebrity Brows - A How to Guide:

Brows are one of the most important features in a finished look. The trending of brows from thick to thin, arched to angular, changes frequently.

For beautiful celebrity brows, you don't have to spend a fortune at a specialized salon. Follow some of these simple ideas for beautiful brows:

1. Grooming is key: It's important to tweeze excess hairs away from the defined shape as often as needed. These hairs are obviously out of place, and fall outside of the manicured shape of the brow when all of the hairs have been brushed up and combed over.

2. What's in a shape? Using stencils can be a easy way to always have perfectly shaped brows. However, after establishing a shape for your brows, which may or may not change with current trends, a softer shape can be created by using a soft, light shade of brow powder with an angled filler brush. For a fuller, bolder brow, use a darker pencil or powder to define the brow. If

you're accentuating a thin brow, use a darker shade of pencil or powder to fill in the fine line of the brow shape. Bold arches add power and drama to a face, while soft arches suggest a gentler demeanor. A heavier brow suggests playfulness and youth, while a thin brow suggests a more sultry idea of playing.

For a naturally full brow, using a setting gel, can tame those thick and unruly brows into a beautiful shape!

3. Blend. For a more natural effect on the brows, using a combination of light and dark powders, pencil, or setting gel can lead to a perfectly blended brow. Be sure to use colors that accentuate the natural tones of your hair color!

4. Lift and Separate. Using a light shadow color or a highlighting pencil, apply a bright highlight just under the brow that begins just before the arch of the brow and blend out to a natural skin tone near the end of the brow's tail. This gives the effect of an instant eye lift! Using the same product apply a bright bead to the inner corner of the eyes to give the illusion of a wider, brighter eye!

5. Alpha and Omega. The big brow question is “where should my brows begin and where should they end?” If you were to draw an inverted triangle on each cheek, with the corner of the nose as the apex, and the brow as the base, you would extend a straight line from the apex up to the inner corner of the eye and extend that to the brow. This is where the brow should ideally begin.

If you draw the second line from the apex to the outer corner of the eye, extending that line to the tail of the brow, this is where your brow should end. The arch of the brow should be at its highest directly above your pupil if you were staring forward.

“Following these few simple points will give your friends a hard case of brow envy”

Hiding the Flaws

Dark circles are caused by leaking blood vessels under the eye. The pooling blood gives the effect of a dark, bluish-purple crescent under the eye. Products do exist to help with micro circulation and the strengthening of the vessel walls, and have been proven to dramatically decrease the dark circles. While concealer is often the product used to cover these “bruises”, it helps to first highlight the problem! Using a concealer brush and a cream base, like Sorme’s UnderShadow primer, dust a little of the product over these areas to brighten them. You can also blend or smudge a highlighting pencil to the same effect. Then, apply your foundation and powder over the area. In most cases, highlighting the issue and then applying a base color will hide the flaws without a trace of the circles or discoloration beneath!

If concealer is still needed, use a shade or a blending of two shades to match your skin tone. If it’s not a perfect match, don’t use it. It will highlight the issue, but not in a way to hide it. The subtle difference in color will only draw attention to what you were hoping to hide.

Luxurious Lashes: Making the Most out of Your Lashes Long, luxurious lashes are the epitome of youth and beauty.

As with your brows, groom your lashes. Comb them every day to keep them separated and to help remove mascara debris that may be left over. As with brushing your hair, combing your lashes can stimulate growth! For longer lashes, choose a formula that says lengthening. They usually contain silk proteins and other fibers that will help to lend length to your lashes. These lengthening mascaras also have application wands designed to pull two or three lashes together to give the illusion of length!

Be sure to dab off the excess mascara that winds up at the end of the wand, as this excess can lead to too much product on the lashes, which causes clumping. If clumping does occur, using a lash comb, which is different from a brow comb, comb the clumps out of the lashes while the product is still damp. Combing lashes when the mascara has dried can lead to the product flaking, lashes being pulled out or being broken off.

For fuller lashes, look for a volumizing formula. This mascara usually contains hydrating ingredients that cause the lashes to swell from moisture. They also have application wands designed to separate and define each lash. The result is a thicker, more lush lash line. To apply mascara with minimal smudges or “dotting”, apply mascara to the lower lashes first. Once the lower lash line has dried, then apply mascara to the top lash line. If you decide to apply a second coat, apply only to the upper lash line. Wiggling the application wand will help to distribute product to the base of the lash, and rolling the wand will pull the product to the very tip of the lash.

As for curling your lashes, a heated lash curler is an ideal investment. Older, clamping or pressing versions of the eyelash curler can lead to breakage, especially if used with product already applied to the lashes. A heated eyelash curler is designed to be used once product has been applied, setting the curl like a hair product might when hit with a hot tool.

After applying one or two coats of mascara, take the brush and apply mascara over the top of the lashes. Then brush again from underneath lashes. Voilà. The



look of false lashes without the bother!

High Speed Mascara Removal

Water-proof mascara can be harmful to the health of your lashes. In our professional opinion, unless you cry more than twice a day, work as a professional scuba diver, or are a bonafide mermaid, you shouldn't use water-proof mascara.

Using a moistened cotton round, loaded with an oil-free eye makeup remover, press the solution to a closed eye. Allow the mascara to be reconstituted on the lashes and loosened by the makeup remover, and then slide the pad down the lashes. Pull the product down off the lashes. Then, sweep the pad across the lashes.

The mascara should be gone completely in four swipes!

Smudge Patrol: No More Black Eyes

Eye liner is used to define the eye, making it more of a feature in an overall look.

Pencils provide a softer definition. Round pencils may turn in the user's grasp, making a thicker line than may be wanted. This makes Sormé's square pencils ideal by putting the thickness of the line back into the user's hand.

Liquid liners can take some practice, and are not ideal for some skin types. However, the look of liquid liner can save on shadowing and shaping the eye with color. Lining both the top and bottom lash line can be very dramatic, but can also make the eyes look much smaller. A simple line on the upper lash line can provide a stark definition, but may not be well suited

for someone with large, round eyes.

A simple plan for lining your eyes for the right amount of drama is simple. Apply a thin line of pencil liner just under and into the lower lash line. Start this line just under the interior edge of the iris when you are looking straight ahead. Extend the line to the outer corner of the eye and then up to the upper lash line. Then, using a liner brush and liquid liner, apply a line across the top lash line. Keep the line close to and into the lashes. Extend the line from the inner corner of the eye to just past the end of the lash line.

Using a darker color for the liquid, like black, and a lighter color for the pencil, like brown black or charcoal, gives you a wide-open appearance and a subtle definition that is at once simple and dramatic.

Between the Lines: Choosing the Right Eyeliner for You

In most instances, makeup washes off.

However, when trying a new look, whether on the eyes, lips or face, remember to start light. You can build up layers of color to create the ideal look, but if you start bold, there's no way to take it back. You have to remove and start over.

When trying new foundations, the ideal process involves a spot test. Apply a small bit of the color that you're trying to the back of the jawline, under your ear. If the color disappears, it's a perfect match! Be sure to apply gently and blend the edges into the skin.

In a pinch, it's always better to go lighter than go a shade darker. Pigments may oxidize throughout the day and if the foundation was too dark when you applied it, it could go even darker as the day wears on. Also, a lighter foundation can be corrected somewhat by bronzers and face powders used while finishing your look.

Always remember to carry the product down over the jawline and blend out onto the neck. It's makeup, not make-believe. It's not a mask.

Near Perfection: Creating a Perfect Complexion

Makeup primers have been the rage for years. With their cushiony silicone formulas, filling in lines and deep pores, after just three minutes of waiting you

can apply your foundation for an air-brushed finish. Sounds great, right?

Some silicones, even plant-based forms of the compound, like dimethicone, can break down in oil, which is naturally produced by our skin; this leads to clogged pores, comedones, and breakouts. As the product breaks down, so does that air-brushed finish. While great for a few hours, the length of a photo shoot, most primers were not meant for all-day wear. Sorme's Fresh Start primer is different in that it contains no silicones. It's aloe rich formula with chamomile and fruit peptides, firms the skin, constricts the pores, and calms the skin under your foundation. Oil-blotting botanicals keep down the shine. What you see is soft, gorgeous skin all day, even in high humidity! Applied with a sponge, this primer feels like a face treatment, or serum, as it dries quickly and requires no waiting period before foundation can be applied.

An Apple A Day: The Illusion of Youth

How young or old a face is made to look is done in the application of bronzers and blushes.

A youthful face is thought to be round, with a fullness to the cheeks. An older face is seen to be more contoured, showing a loss of "baby fat" in the cheeks. Even older faces are seen as hollow and sunken.

Bronzers should be applied sparingly to those areas of the face that would normally get more sun: the tops of the brows, the tops of the nose and cheeks, and the chin. An all-over application can sometimes appear fake, and make the wearer appear orange.

However, a sheer bronzer with a little shimmer can be used in the place of a blush.

When applying blush, remember that applying the product in a circular shape on the apples of the cheeks will help to create the illusion of youth. Using angular strokes on the tops of the cheeks will accentuate the hollows, and make the face look older. Using a dark blush or bronzer to contour the face can create some interesting looks, but mostly the illusion is one of age.

Longwearing Lip Stick

Although lip sticks aren't as popular as glosses in

contemporary cosmetics, they still have a place for the creation of beautiful looks.

The key to longwearing lip stick is the "blot and repeat".

If the lipstick is light in color, choose a lipliner that matches the natural color of your lip. If it's a bolder shade, choose a lip liner that matches the lip stick. Line and fill the lip with the pencil.

Using a lip brush, apply a coat of lipstick. Blot the lips with a soft tissue, leaving a stain of lipstick on the lips. Using a powder brush, dust the lips with a loose translucent powder. Then, with the lip brush, apply a second coat of lip stick.

This will help you to hold the color all day or night, and keep a hint of color on your lips between touch-ups!

Plump, Kissable Lips

We idolize women with thick, full lips. The perfect pout is a coveted feature, and consumers will go to some great lengths to get it!

Aside from the use of a plumping gloss, like Sorme's Lip Thick, the rest is all illusion.

Wearing a lighter shade of lipstick on the lower lip than on the top is an old standard, and works in photographs. Wearing a gloss always makes lips appear fuller.

However, building in your own highlights and shadows can really give you a kissable pucker!

Begin by applying a neutral shade of lip liner to the entire lip, coloring them in. Then, with a slightly darker shade of lip liner, line the lower lip, but just the center half. Allow the outer quarters of the lips to remain unlined by this darker shade. Also use the darker shade to detail the cupid's bow on the upper lip.

Then, apply a highlight using a highlighting pencil to the center of the lower lip, on the fullest part of your lip, but not all the way across. Then, apply a highlight to the raised areas on either side of the cupid's bow on the top lip. Using a lip brush, blend these colors until lines of demarcation cannot be seen. Then apply a sheer gloss over these liners.

The effect is a fuller, poutier lip, and looks as good up close as it does on camera!



Foundation Color Base and Skin Complexion Guide

Mineral Illusion Foundations:

- 710 Light Pink Base/Light Skin
- 711 Gold Base/light-Med Skin
- 712 Warm pink Base/ (Light-Med Olive complexion)
- 713 Reddish Gold/ Base/ (MED Olive Complexion)
- 714 Peach Base/ (Med-Dark Olive Complexion)
- 715 Yellow Brown Base/Dark Skin
- 716 Blue Brown Base/Dark Skin
- 717 Orange Brown Base/Dark Skin

Wet /Dry foundations:

- 401 Pink Base/Light Skin
- 402 Yellow Base/Light Skin
- 403 Gold Base/Med Skin
- 404 Peach Base/Med skin
- 405 Light gold brown Base/Med skin
- 406 Med gold brown Base/ Dark skin
- 407 Blue brown Base/Dark skin
- 408 Orange Brown Base/Dark Skin

Red Carpet Appeal Sormé Treatment Cosmetics



INTRODUCTION

The allure of the red carpet goes hand-in-hand with our obsession with celebrities. Even when vilified or victimized in the press, celebrities are at their best when on the red carpet. Those moments are captured, splashed in every magazine, and used to set trends for the next two seasons.

Red Carpet Appeal is a class designed to take you into those looks, to give stylists an opportunity to get their hands dirty while recreating several celebrity looks. It is important to share professional tips and tricks that help to create these looks. This is a hands-on class, which means you don't just tell the tips and tricks, but must demonstrate them and then give these stylists the opportunity to follow along.

As an educator, please be sure to read and fully understand the looks, tools, techniques and tips described in this manual before stepping into the classroom. If they are looks that are unfamiliar to you, practice them. Do not be afraid to ask questions.

BEFORE EACH CLASS

- Confirm with the salon/store owner/manager that the stylists attending have been advised to bring their own brushes, their own makeup kits for pencils, mascara, and such; disposable applicators, and that they should be clean-faced. They will be working on each other.
- The salon/store should provide you with one model. Ask in advance to see them. If you need to find someone else, do not wait until the last minute.
- Make an effort to print and mount the corresponding photos for each look. It will help to have visual aides for this class.
- Although the salon/store should have a Sormé unit, bring a fully stocked kit with you. It doesn't hurt to be prepared.

AFTER EACH CLASS

- Be sure that you've answered all questions to the best of your ability. If you have not, then please get an email address, so that you can get the answer and follow up with that stylist.
- It is not a good idea to provide your personal contact information to stylists in a class. However, that judgment call is your own.
- Always provide the Sormé web address. We want to drive traffic in that direction for information about the line.

ONE MODEL, THREE LOOKS

- Do a progression makeup. Start with the Nude

Look, then apply the soft eye and red lips, then build up the eyes, take off the red and revert to a nude. Three looks on one model.

- Do not apply a lip liner for the red lips. It will be easier to remove.
- Stop between each look to give the class a chance to recreate what you've demonstrated to them in each look.
- Try to spend no more than 15 minutes on each look. The bulk of the class time should be spent on the hands-on applications.
- The following pages of tips and tricks can be copied and given to the class if so desired.

THE LOOKS

The Nude Look.

Keeping the face looking fresh and "natural" is the best way to make a statement in a daring gown. It imparts an illusion of youth and vitality.

The skin is flawless; there is just a dusting of bronzer, a little mascara, and a light gloss over a natural lip liner.

PRODUCTS:

Fresh Start Prime	Ultra Lash Mascara Black
Undershadow Base	Always Perfect Brow/Brow Style
Mineral Illusion Foundation	
Believable Finish Foundation	
Believable Bronzer	Lip Thick Clear
Get A Brow Gel	Eye Shadows

The Smokey Eye and Nude Lip Look.

This is an old standard. Put the emphasis on the eyes, keeping everything else simple, and stun the paparazzi in a fabulous frock. It says "Look at me, and love me."

A sheer finish on the skin, not much on the cheeks, and a sheer gloss on the lips leave put the focus on the eyes.

PRODUCTS:

Fresh Start Primer	Ultra Lash Mascara Black
Undershadow Base	Always Perfect Brow/Brow Style
Mineral Illusion Foundation	
Believable Finish Foundation	

Lip Thick	Eye Pencil(s)
Brow Lift Pencil	Get A Brow Gel
Eye Shadows	Lip Liner

The Glam Goddess Look.

The look that takes us back to old Hollywood. The simple, but sophisticated eye, the rosy cheek, and the bold red lips.

Pairing a red lip with an innocent blush and soft eyes pulls focus to the mouth, and works best with a simple, yet stunning garment. The alternative to the soft eye is a bare eye with a strong liner. The difference is era specific; one from the 30's the other the 50's.

PRODUCTS:

Fresh Start Primer	Ultra Lash Mascara Black
Undershadow Base	Always Perfect Brow/Brow Style
Mineral Illusion Foundation	
Believable Finish Foundation	
Brow Lift Pencil	Believable Bronzer/Blush
Get A Brow Gel	Eye Shadows
Lip Liner	Lip Stick

TIPS AND TRICKS

- The Nude Look.
- It is imperative to prime the skin. Primer helps to refine the surface of the skin, making application smooth and silky.
- Apply corrective primers or concealers before foundation; this will help to hide the flaws under the face color.
- Use a minimal amount of liquid foundation, and then only use it to even out the skin tones.
- Applying a pressed powder with a large powder brush to set the liquid is advisable for better coverage.
- Bronzer and blushes with a slight shimmer should always be used to add that “glow”.
- Brow shapes change from season to season. The key is for the brows, regardless of shape, to look well groomed. Fill with powder and then set with a gel for the best looking brows.
- Combing the lashes before and after the mascara application will keep them soft and defined.
- Mixing a drop of foundation that is a shade or two

darker than your skin with clear gloss creates a great “natural” lip.

- The Smokey Eye and Nude Lip Look.
- Applying liner around the eye and blending out with a brush to set the darkest color right around the eye helps to keep the dark color from moving.
- Tap excess shadow out of the brush before applying.
- Keep a fan brush handy to sweep away debris from under the eye.
- Highlight the inner corner of the eye and just under the brow to keep the smokey eye from becoming too overpowering.
- To open the eye, making it appear wider, line the inner rim with your highlighting pencil.
- False lashes can be used with this look, but tend to close the eyes. A triple coat of mascara, combed between applications, should do the trick.
- The Glam Goddess Look.
- Using only powder or wet-applied powders for liner over pencils and liquid make for a softer eye.
- When doing a bare eye with liquid, be sure to carry the foundation over the eyes.
- Blush and bronzer used in this look should be kept to the apple of the cheeks to create a younger look.
- Lip liner is so important to this look. It helps to hold the lip color longer.
- Make sure to use a lip liner that is a shade darker than the lipstick, so that the red comes across as being very vibrant.
- Edge the lips with loose powder to save from feathering and bleeding.
- Do not apply gloss over the lipstick. It kills the length of the wear. For a glossy lip, choose a red lipstick in a luminous formula.
- In General.
- Remember that smaller brushes with densely packed bristles apply more pigment, while large powder brushes apply less intense deposits on the skin.
- Primers and liquids should be applied sparingly.
- Pressed powders are not used to touch up a look. Use rice paper blotters to press the cosmetics back to the skin and absorb oil.
- For long lasting curl in lashes, use a heated lash curling wand after applying mascara.

