

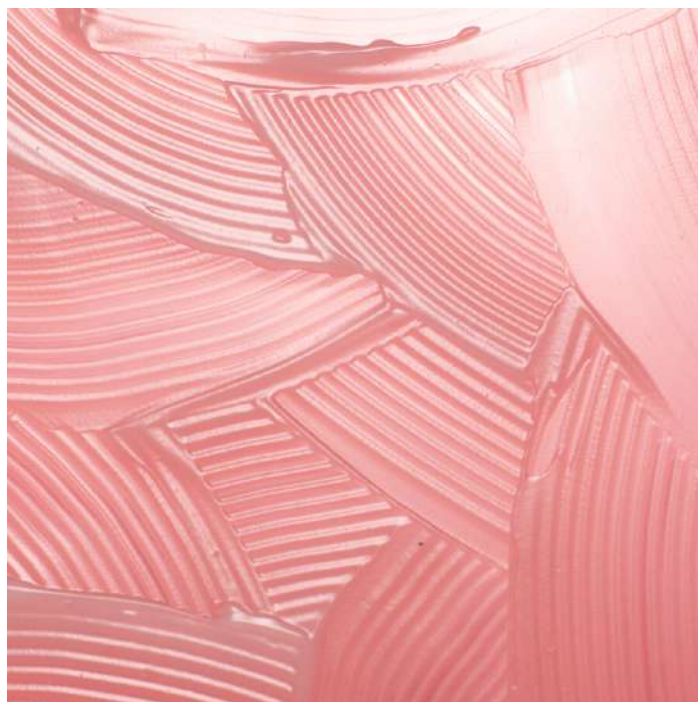


—est. 2011—

THE
BEAUTY
BRAND

MAKEUP LESSONS





MAKEUP MADE SIMPLE

Makeup lessons designed for busy, everyday women who want a polished and confident look without spending excessive time and money on makeup.

www.thebeautybrand.co.za

I specialise in empowering everyday women to discover their unique beauty and feel confident in their skin.

With personalised guidance, I cater to your unique makeup needs, whether you prefer a natural look or love experimenting with trends.

I'll teach you how to achieve simple looks with minimal effort or translate makeup tutorials into looks that suit you. As our skincare and makeup needs evolve, I'll guide you through these changes, ensuring you always look and feel your best.

I aim to empower you with the skills to create a makeup routine that enhances your natural beauty and boosts your confidence.

A handwritten signature in a cursive script, reading 'Maureen'. The signature is written in a dark grey or black ink on a white background.

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MAKEUP DEMO

Have you ever wanted to learn professional makeup techniques and apply them to yourself?

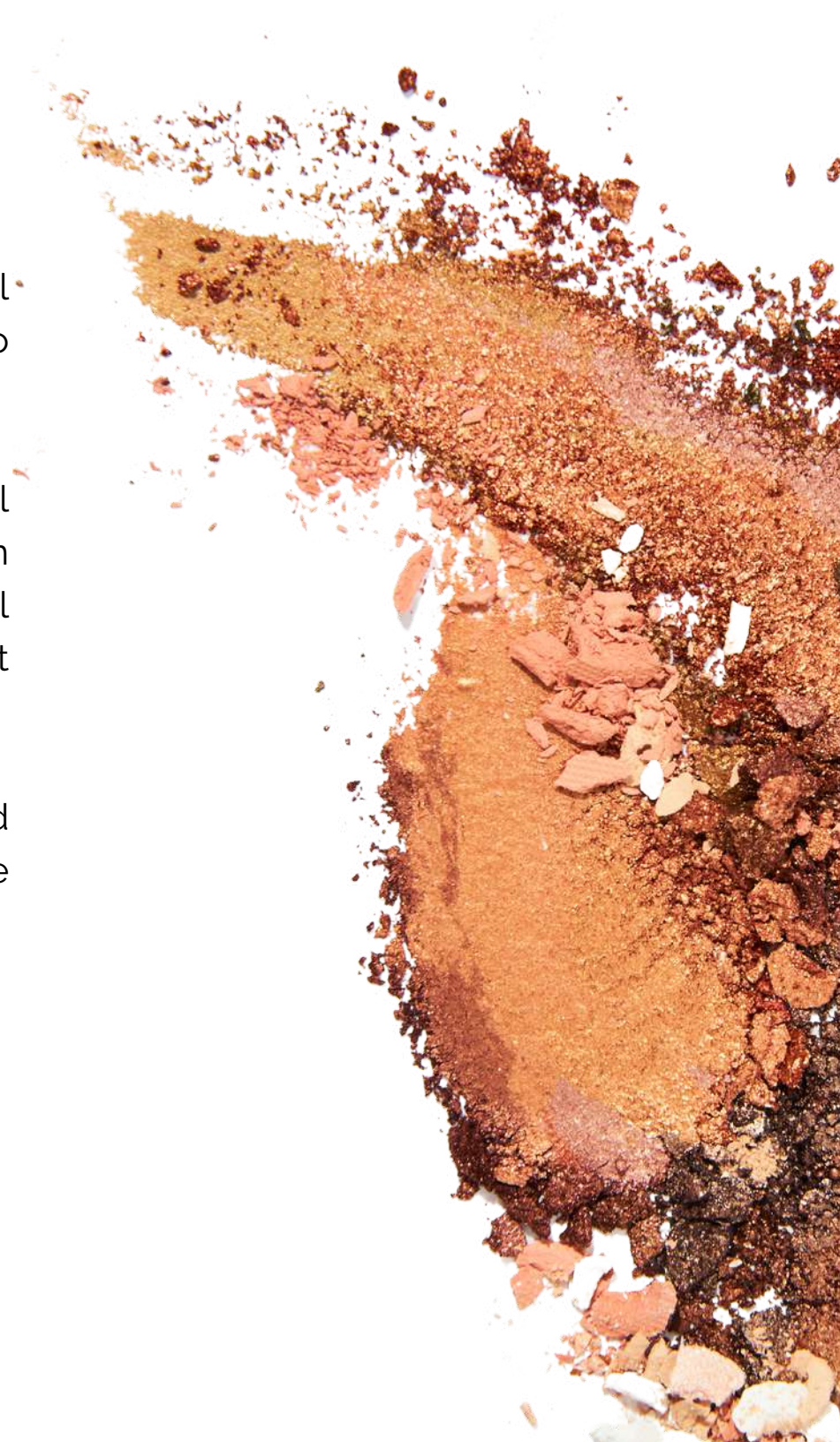
Now you can! In this exclusive class, you'll experience a personalised makeup session with me, complete with a video tutorial showcasing every step so you can revisit the class anytime.

I'll explain why I use specific products and techniques tailored to suit your unique features and skin type.

Class Duration: 90 - 120 Minutes

Investment: R1600

Location: At Maureen's Studio





How to Prepare:

- Complete the Pre-Class Makeup Evaluation and email it to Maureen.
- Arrive with a clean, moisturised face.
- Ensure your brows are shaped beforehand.
- If not, book a brow shape with Maureen – She is an expert at fixing brows, ensuring you leave with the perfect frame for your new makeup look!
- Bring your own makeup kit. Maureen will provide a judgment-free assessment of your makeup bag, offering insights into essential items and potential additions.

What You'll Get:

- A detailed video tutorial guiding you through each step of the professional makeup application process.
- Please note: As Maureen explains each step in detail, the application process will take longer than usual.
- You'll walk out looking fabulous, so plan a date with your partner, friend, or loved one to show off your new look!
- A list of product recommendations tailored to your unique features, skin type and budget.

As a bonus, you'll receive a copy of my e-book, 'Because You Matter.' This comprehensive guide is packed with additional tips on makeup, skincare, aromatherapy, style, and even posing for photoshoots. Its value is R350, but it's yours for free as part of this class!

INTERACTIVE MAKEUP CLASS

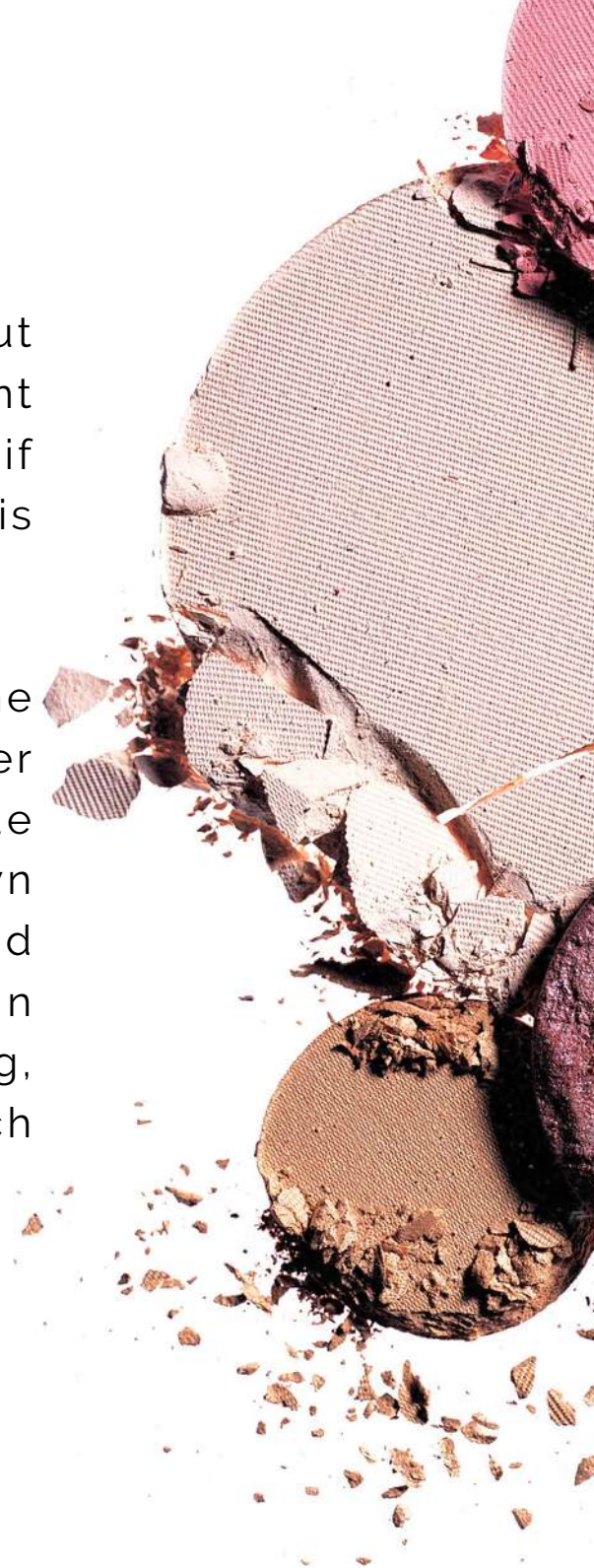
Watching someone apply makeup on you is one thing, but mastering the art yourself is an entirely different experience. We all have different learning styles, and if you're more of a hands-on learner than a visual one, this class is perfect for you.

Here's how it works: I'll demonstrate each step on one side of your face, and then you'll replicate it on the other side. Each step will be recorded, providing a visual guide for future reference. Throughout the class, I'll break down each technique, explain its reasoning, and recommend the best formulas for your skin type. By participating in this class, you'll engage in blended learning - watching, doing, and repeating until you've mastered each technique.

Class Duration: 180 - 200 Minutes

Investment: R2400

Location: At Maureen's Studio





How to Prepare:

- Complete the Pre-Class Makeup Evaluation and email it to Maureen.
- Arrive with a clean, moisturised face.
- Ensure your brows are shaped beforehand.
- If not, book a brow shape with Maureen. She is an expert at fixing brows and will ensure you leave with the perfect frame for your new makeup look!
- Bring your own makeup kit. Maureen will provide a judgment-free assessment of your makeup bag, offering insights into essential items and potential additions.

What You'll Get:

- A detailed video tutorial guiding you through each step of the professional makeup application process.
- You'll walk out looking fabulous, so plan a date with your partner, friend, or loved one to show off your new look!
- A list of product recommendations tailored to your unique features, skin type and budget.

As a bonus, you'll receive a copy of my e-book, 'Because You Matter.' This comprehensive guide is packed with additional tips on makeup, skincare, aromatherapy, style, and even posing for photoshoots. Its value is R350, but it's yours for free as part of this class!

GROUP LESSON

Group classes are fun, dynamic, and a great reward for a team or special event. Here though, you don't benefit from a personal consultation but rather a demonstration on a model.

Following the class, I offer personal audits to help determine your unique eye shape and which colours and foundation shades will be best suited to you.

The personal audit will help you understand what to do, what to use and how to use it to make your beauty routine a self-care experience rather than another chore.

Investment: Costs will vary depending on the size of the group.

The duration of the class and the location will be determined based on the size of the group.





How to Prepare:

- Complete the Pre-Class Makeup Evaluation and email it to Maureen.
- Arrive with your makeup done - exactly how you do it every day.
- Ensure your brows are shaped beforehand.
- Bring your own makeup kit. Maureen will provide a judgment-free assessment of your makeup bag, offering insights into essential items and potential additions.

What You'll Get:

- A detailed video tutorial guiding you through each step of the professional makeup application process.
- Please note: As Maureen explains each step in detail, the application process will take longer than usual.
- A list of product recommendations tailored to your unique features, skin type and budget.

As a bonus, you'll receive a copy of my e-book, 'Because You Matter.' This comprehensive guide is packed with additional tips on makeup, skincare, aromatherapy, style, and even posing for photoshoots. Its value is R350, but it's yours for free as part of this class!

VIRTUAL ONE ON ONE ONLINE LESSON

No matter where you are in the world, you can benefit from my expertise to give your look new life at a time that works for you!

With the one-on-one class, you will have exclusive access to my years of research and knowledge, bypassing costly experiments and flawed DIY videos.

I will provide personalised application techniques tailored to your unique facial features to accentuate your best qualities.

I also offer a comprehensive list of healthy products and colour suggestions, considering the look you want and your lifestyle to help you achieve your beauty goals confidently.

Class Duration: 60 Minutes

Investment: R1000

Location: Zoom



WHAT YOU WILL LEARN

Skincare Preparation:

Importance of skincare before makeup application

Cleansing, toning, moisturising

Choosing skincare products suitable for their skin type

Foundation:

Selecting the right foundation shade and formula

Techniques for applying foundation evenly

Blending foundation for a natural finish

Concealer:

Correcting under-eye circles, blemishes, and imperfections

Choosing the right concealer shade

Proper application techniques for concealer



WHAT YOU WILL LEARN

Powder:

Setting foundation and concealer with powder
Different types of powder (pressed, loose) and their uses
Techniques for applying powder to avoid a cakey finish

Eyebrows:

Importance of well-groomed eyebrows
Techniques for filling in and shaping eyebrows
Choosing the right brow products (pencil, powder, gel)

Eye Makeup:

Basic eyeshadow application techniques (crease, lid, brow bone)
Choosing eyeshadow colours that complement eye shape and skin tone
Eyeliner application (pencil, liquid, gel)
Mascara application for voluminous lashes



WHAT YOU WILL LEARN

Blush and Bronzer:

Adding warmth and dimension to the face with blush and bronzer

Techniques for applying blush to the apples of the cheeks

Contouring and highlighting techniques for sculpting the face

Lips:

Selecting lip colours that enhance natural lip tone

Lip liner application for definition

Techniques for applying lipstick or lip gloss evenly

Setting Spray or Fixing Spray:

Locking makeup in place for long-lasting wear

Application techniques for setting spray



WHAT YOU WILL LEARN

Makeup Tools and Brushes:

Introduction to essential makeup tools and brushes

Proper care and maintenance of makeup brushes

Makeup Removal:

Importance of removing makeup before bed

Gentle makeup removal techniques to avoid skin irritation

Customisation and Adaptation:

Encouraging experimentation and customisation based on individual preferences and facial features

Adaptation of techniques to suit different occasions or makeup styles





Make-up is up close and personal. For over 25 years, I have had the privilege of getting to know my clients intimately. My passion is to ignite your inner beauty by giving that small boost on the outside.

I use tried and true, high-quality products tailored to skin features, types, lifestyles and preferences.

Unlike salespeople or self-proclaimed experts, I won't pressure you to buy anything. My goal is to educate you and make recommendations that meet your needs.

Experience the relief of decluttering and saying goodbye to disappointing cosmetics for good.

Mawreen



— *est. 2011* —

To book your session contact us at

0834475409

maureen@thebeautybrand.co.za

www.thebeautybrand.co.za

