

L O N D O N • M A K E U P • A C A D E M Y



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Dear Enquirer,

Thank you for your interest in the L.M.A's Fashion Make-up Artistry course. To follow on from the website is our course syllabus, kit list and registration form. Our school has been created to lead the way in make-up artist education, teaching the level of technical detail that stands LMA students apart from the rest, giving your career a head start in this dynamic industry.

The features that make our school exceptional include;

- Advanced syllabus covering all spheres of make up artistry including special effects, nails, eyebrow grooming and airbrushing
- Latest hair and make-up techniques taught by working make up artists
- Regular dedicated teachers who know you and your progress
- Limited class sizes of 10 ensure you receive individual attention
- Tailor made courses to suit you as an individual
- Flexible evening run classes so you can earn while you learn (8 week course)
- Unique kit situation for advanced learning
- Assisting tutors on real jobs
- London Make up Artists agency to help you and showcase your work
- Business, self promotion and book keeping advice
- Career guidance and planning after you graduate

We have designed the course to give you the best possible start in entering the make-up industry. A top artist must be able to transform any factor involved in make-up artistry, so in addition to make up and hair we teach special effects, eyebrow styling, introduction to airbrushing and nails to the highest standard. This greatly increases your value and skill to your clients as an advanced artist.

Our unique kit situation is, we believe, the only way to learn. We keep our fees low and provide a kit list that you personalise with brands that you want. We then teach you how to use your kit properly, removing the need to buy your kit, unguided, after the course at unexpected expense!

On completion of the course you receive The London Make-up Academy certificate, and start to build your career with our guidance and support with our agency London Make up Artists.

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Always on hand to guide and support, you stay with us until you are established and are up and running. Many of our students come back to ask for newer graduates to assist them on their large jobs or pass on work they cannot do.

We run our courses every January, May and September. Classes are taught between 6.40 to 9.20pm, Monday, Tuesday and Thursday for 8 weeks in Euston, London. Fees are £2,495 or £2250 if fully paid 3 months prior to start date.

To reserve your place, print out and complete the Registration Form at the end of this pack and post back to the address stated with your payment. Places are on a first come, first served basis.

Any further questions, please mail us on www.info@londonmakeupacademy.com and we will be happy to help. We hope we can make your dreams of becoming a make-up artist a reality!

The London Make-up Academy

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HAIR STYLING PROGRAMME

STYLING PREPARATION

- Determining hair type, condition and suitability for styling
- Determining style
- Product analysis
- Preparing hair for styling

STYLING HAIR AND TECHNIQUES

- Straightening hair – various methods
- Curling hair – various methods
- Waving hair – various methods
- Blow drying hair
- Short hair styling
- Long hair ups
- Achieving body and back-combing
- Parting variations
- Sectioning
- Quiffs, twists, various braiding techniques
- French pleat
- Bridal styles
- Finishing techniques
- Shoot maintenance techniques

HAIRSTYLE DESIGN

- Looking at fashion trends
- Recreating looks
- Designing your own looks
- Working and adapting that to the model you have
- Perfecting your skills

MAKE-UP PROGRAMME

SKIN CARE

- Analysing skin condition
- Defining skin condition and problem areas
- Choosing and recommending suitable routine and products
- Preparing the skin for make-up application
- Advice to model

TOOLS

- The use and selection of make-up brushes and other tools for make-up
- Hygiene and cleaning routines

FACIAL ANALYSIS

- Examining the face to determine areas of special attention when making up
- Identifying areas of eyes and cheeks
- Colour, tone and characteristics of skin, eyes, hair etc.

MAKE-UP DESIGN

- Inspiration for a make-up
- Creating a theme with photographer, stylist, model and client
- Incorporating your artistic style
- Creating a look sheet to work from (Pre shoot preparation)

EYEBROWS

- Analysing current shape and condition
- Determining correct shape and form of eyebrow to work to
- Plucking technique
- After plucking care
- Enhancement techniques with make-up

COLOUR WORK

- Studying colouring of skin, eyes and hair and incorporating analysis into make-up design.
- Studying colours and their balance to incorporate into the make-up design

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FOUNDATION

- Selecting a base - think colour, texture, opacity, qualities and desired finish.
- Application of base and selected area
- Concealer work
- Contouring, feature correction / enhancement
- Powder finish, type and colour of powder and areas of application, blot tissues.

EYES / LIPS / CHEEKS

- Determining desired look and how it will work on model.
- Consider shape and characteristics of features.
- Product and colour selection
- Application
- Balance analysis
- Final finish analysis and re-balance if necessary

FALSE EYE LASHES

- Effect of false eyelashes to look
- Strip and individual lashes
- Different types of lashes
- Application techniques – do's and don'ts

MAKE-UP Covering ;

- Beauty
- Commercial
- Editorial
- Advertorial
- Catwalk
- Black & White
- Make up designing
- TV & Film
- Bridal
- Mature make up
- Children & Babies Grooming
- Mens Grooming
- Special effects

ON A PHOTO SHOOT

- Questions to ask on a photo shoot before, during and after.
- How to build a story and shoot
- Do's and don't's

NAIL PROGRAMME

- Contra-indications
- Tools
- The manicure
- The pedicure
- Polishing procedure
- French varnish
- Nail Art

DEVELOPING YOUR CAREER

- Professional conduct in the industry
- Sourcing tests
- Developing your style
- Structuring your portfolio
- Building your working team
- Sourcing work
- Building a shoot

DEVELOPING YOURSELF AS A BUSINESS

- Business cards etc
- Keeping records
- Print developing
- Invoicing
- Client management
- Career management
- Pricing jobs, etc
- Tax and Accounts
- Portfolio management and development
- General paperwork

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KIT LIST

At the LMA we have prepared a list of a hair, make-up and nail kit that will prepare you for any job and give you great results. We have suggested some brands that are of excellent quality, which we recommend you explore for your personal choices. Choose those that you feel gives you the colour delivery you expect and blend quality. Where possible choose palette form. Spend money on foundations and eyeshadows and save on lip and cheek products.

Make up: - Space NK - Stila, Nars, Laura Mercier, Paula Dorf, Becca, Chantecaille.
- Selfridges / Harvey Nicholls - Bobbi Brown, Christian Dior, Chanel, Vincent Longo, Yves St. Laurent, Lancome, Clinique, Trish McEvoy, Estee Lauder, Clarins, Guerlain, etc
- Shu Uemera, Neil St, Covent Garden
- M.A.C Pro Shop, Foubert's Place, Carnaby St.
- Pout, Shelton St. Covent Garden.
- Sephora – Shiseido, Guerlain etc
- Fero Beauty Make-Up Supplies 0208 544 4958 www.ferobeauty.com
- Screenface, Monmouth Street, Covent Garden
- Charles Fox, Tavistock Rd, Covent Garden
- P.A.M Goldhawk Mews, Shepherds Bush, London

Hair : - Boots, Superdrug, Charley's – Goldhawk Road, Shepherd's Bush. Sally's (apply for discount card) Hair Salons stocking Paul Mitchell, KMS, Sebastian, Fudge, Joico, TIGI, Redken, Wella, L'Oreal, Schwarzkopf, Kerastase etc

Nails: - Sally's, Boots. Cetuem in Southgate, fantastic nail varnishes – check opening hours!

Keep all receipts for tax purposes

MAKE UP KIT

SKIN CARE

- Cleanser - normal skin
- Toner – normal skin
- Moisturiser – dry skin
- Witch Hazel Gel
- Facial Exfoliator
- Facial hair removal cream

POWDERS

- White blotting powder – loose from MAC, pressed from Screenface. .
- Pressed or loose medium skin tone powder – best with a yellow tone
- Pressed dark powder for dark skin tones
- Shimmer powder – not glittery! get one that creates just sheen.
- Lipsticks and blushers can be cheaper.

FOUNDATIONS.

Choose 4 or 5 best sellers across the spectrum. Choose the brand you like best. Most artists will have 3 or 4 ranges they like with the best sellers in that range so you can mix them. Now mineral make up is around, I personally have a light liquid range, a silicone range for the really durable, lightweight look, a heavy powder foundation for elderly, bad or oily skins and contouring work (very versatile product) and a mineral powder range – amazing on older skins. I also have a few liquids that you add to the skin/foundation to create an iridescent, bronzed or golden glow. To start with however;

- Foundations – A light crème or liquid foundation with good coverage (MAC face & body can be very shiny on camera. MAC Studio Sculpt is preferable.
- MAC Studio Fix - NC15, C25, C40 & NC55 or equivalent.
- Concealers – selection. MAC moisture cover or Derma Colour Camouflage Concealer palettes from Charles Fox . 2 palettes will cover the spectrum but choose more yellowy tones. Water based are better but rarer. Silicone is thinner.
- Touché Éclat by YSL – very very good product. A primer – I love YSL Secret Touch but there are many to choose from. It helps fill out pores and preps skin wonderfully.

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BLUSHERS

- Pink (baby pink)
- Peach
- Rosey cheek red
- Taupe for contouring

EYEBROWS - Matte powders

- Cool medium brown for Brunettes
- Taupe for blondes
- Warmer light brown Redheads
- Cool dark brown for Black and Asian skins

MASCARAS

- Clear
- Black and Brown mascara - Laura Mercier / Clinique High Impact
- Waterproof Black mascara
- Eyelash Primer - very creamy with fibres

PENCILS

- Black
- Dark brown
- Light brown
- Taupe
- Off White / Cream

EYE SHADOWS (Buy a semi or full shimmer unless specified)

- Black – matte
 - Dark brown
 - Light brown - matte
 - Grey
 - Cream - matte
 - Beige
 - Silver
 - Burgundy
 - Purple
 - Gold
 - Bronze
 - Green
 - Dark blue
 - Violet
 - Peach
- Buy more if you can
-

LIPS

- Lip balm – Blistex moisturising lip cream
- Natural pink liner
- Brown orange liner – (Spice MAC)
- Clear lip gloss
- Morange from MAC – very specific reason to have this colour!
- Selection of lipsticks

BRUSHES *M.A.C. brushes are fantastic quality, cruelty free and good value for money. Fero beauty are also excellent but look at the MAC ones for the types of shapes.

Number		219	Pencil brush
129	Powder	217	Blending
187	Blusher brush	222	eyeshadow
187	Foundation brush (buy 2 in total)	204	brow combing brush
194	Concealer brush	239	small blending
207	Fan brush	208	brow filling brush
266	Angle brush		Retractable lip brush black x 2
224	eyeshadow		Fine line brush

MISCELLANEOUS TOOLS

- Eyelash curler £10 Boots – wait till you see Nicole's ones please!
- Metal Lash comb and Brow brush all in one – Ruby and Millie £5 **not** a plastic comb!!!
- Tweezers – Boots – good sharp angled ends
- Individual, group (small, med, lrg in 1 box) and strip eyelashes by Eylure – Boots
- Hair dressers cape, FULL LENGTH – Sally's
- Baby oil
- Wet wipes Boots own blue baby wipes
- Make-up sponges – non latex
- Men's Disposable razors
- Cotton pads and buds
- Flat pack tissues – Boots / Superdrug
- Blotting tissues * M.A.C or similar
- Camera that can take close up detailed shots

HAIR KIT

- Serum
- Hair Spray * Elnett only!!!!
- Water spray bottle
- Shine Spray * Indola Shine Spray At Sally's
- Curling balm
- Travel size shampoo and conditioner
- Spray wax
- ghd sea salt spray
- Setting lotion - strong, not concentrate
- Lint free wipes
- Cuticle clippers
- Selection of varnishes.
- Wahl steriliser spray

EQUIPMENT

- Straightening Irons * Industry standard is ghd ceramic irons.
- Heated rollers - Travel size only! You need 2 sets as they mostly have 10 in a set
- Velcro rollers, small, medium and large about 12 in all is fine
- Mesh doughnuts
- Small ceramic tongs ½ to ¾ inch. Sally's – RUSK are good
- Selection of Kirbi and other pins for blonde, brunette and black hair - Sally's
- Pin tail comb x 2
- Bristle Brush
- Long thin bristle comb with handle – almost looks like pin tail comb but with bristles
- Large Square Paddle Brush – Sally's
- Hair drier with diffuser and directing nozzle and cool shot.
- Selection of plain hair bands including Blax hair bands, black and transparent
- Hair bungees, black and brown – internet. Straight band but with two hooks at end!

NAIL KIT

- Small Grain Nail Files
- Nail Buffers
- Acetone
- Clear nail varnish
- Orange sticks
- Nail brush
- Nail clippers
- Empty nail varnish bottle filled with baby oil
- 2 way nail chisel for secondary cuticles
- Rounded brush #8 Sally's

If you have any questions whilst purchasing your kit, please feel free to call for advice
07720 44 77 14



REGISTRATION FORM

Dear L. M. A,

I would like to register for The Fashion Make-up Artistry course. Please insert month and year. Courses run January, May, September. _____

Please find enclosed a cheque or enclosed proof of bank transfer

to Acc no: 28756488 sort code 72-00-06 to account 'The London Make up Academy'

for £650 £2495 or £2250 (3 month early bird discount)

as my deposit (non-refundable) or my full payment

I shall forward any balance I owe no later than 1 month before the course starts.

I agree to be bound by the terms and conditions as on the website. Please forward a course enrolment pack and receipts.

Yours sincerely,

Signed _____ Name _____

Date _____ Address _____

Mobile _____ E Mail _____

Cut on dotted line and post to: The LMA, Brook Farm, Barby Lane, Rugby, CV23 8UX

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Complete and return with balance payment if applicable

Dear LMA,

Please find my balance of £1845 or £ _____ paid by cheque or

bank transfer to Account 28756488 sort 72-00-06 The London Make up Academy.

Please forward receipt and any final paperwork.

Yours sincerely,

Signed _____ Name _____