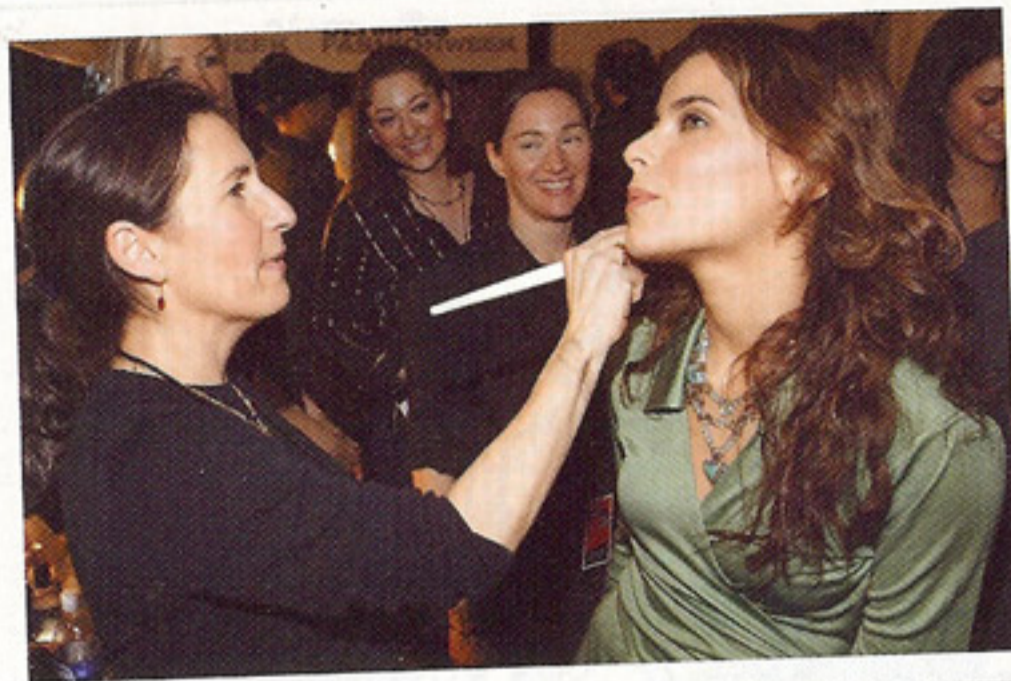


get real: dream job



so you want to be a makeup artist?

BY SARAH WASSNER FLYNN

1. Do you get along with all types of people? Yes No
2. Are you always trying out different makeup looks? Yes No
3. Do you have a steady hand and an eye for detail? Yes No

If you said yes to all of these questions, you could have a future career as a makeup artist! Read on for more.

WILL YOU LIKE IT?

PROS: International travel, getting behind-the-scenes access to movies, TV shows, and fashion shows, making others look—and feel—beautiful.

CONS: Long hours for little (or no) pay at first, dealing with hard-to-please clients.

HOW DO YOU START?

KNOW THE INDUSTRY: Read everything you can about makeup application technique (try *Making Faces* by Kevyn Aucoin and *Real Beauty* by Sonia Kashuk). Also, study the styles of working artists and keep a file of your favorite looks (check out the pros' portfolios on artandcommerce.com and thewallgroup.com). Keep up with trends and products by reading fashion and beauty magazines and trade publications like *WWD BeautyBiz* and *Launchpad*.

GET REAL-WORLD EXPERIENCE: Apply for a job at a makeup counter. There, you'll

get a chance to work with a variety of faces, personalities, and skin tones. Also volunteer to do your friends' makeup for special events like prom, homecoming, and weddings. You can even ask them for a small fee (for example, \$25) to spend on keeping your makeup kit up-to-date. (To save money, buy products from a low-cost line, like Wet n Wild.)

TAKE CLASSES: Cosmetology classes are a great way to learn the basics of makeup application and will also get you working with other artists who can hook you up with internships or jobs. Check out beautyschoolsdirectory.com to find a cosmetology school in your area. Some schools, like the Make-Up Designory, even have career service centers (mud.edu; campuses in New York and Los Angeles).

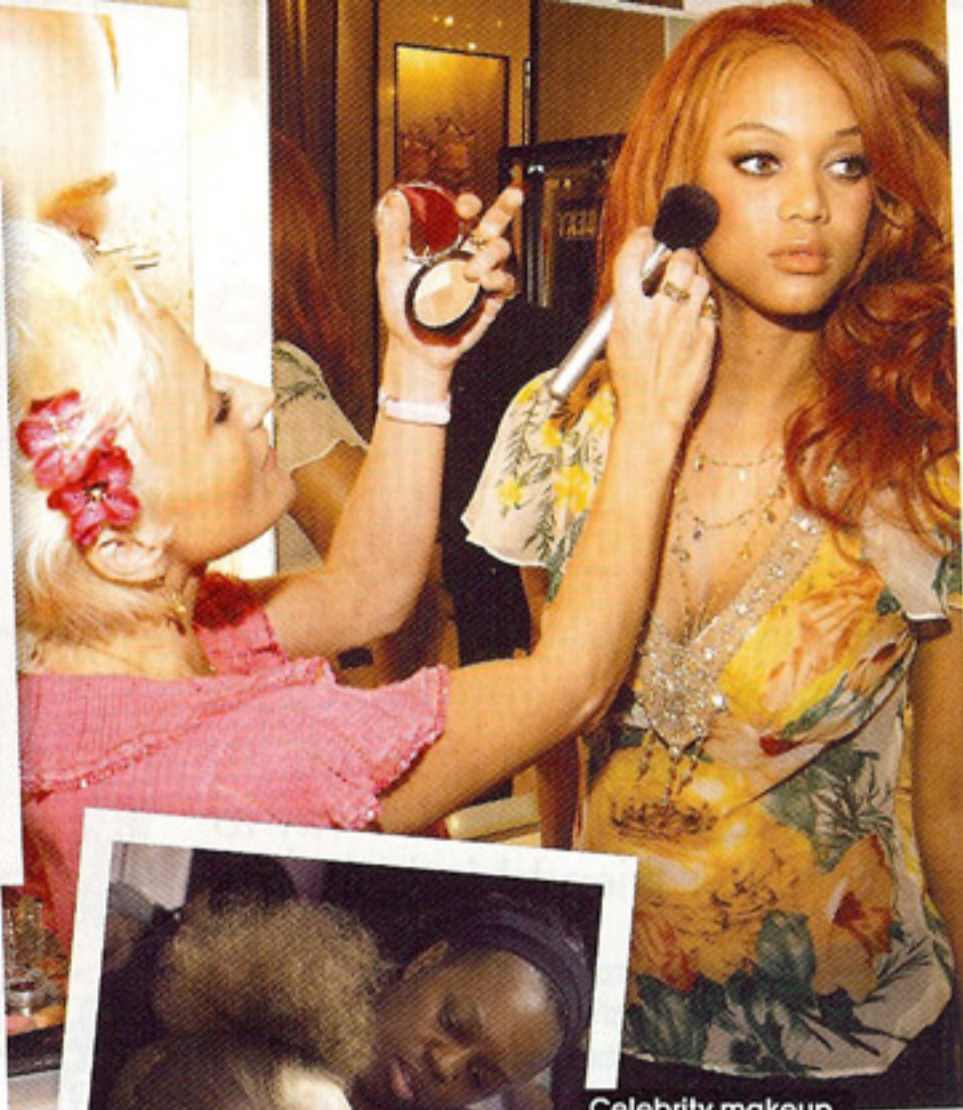
CREATE YOUR BOOK: All artists need a portfolio (or "book") to show photos of their work to prospective clients. Start yours by trying out different looks on

your friends. Take pictures of them and put the best shots in your book. Or post your pics on your MySpace page or a photo-hosting Web site that allows potential clients to browse, like Shutterfly.

GET SIGNED: Makeup artists use talent agencies to connect them to big-time clients. When you have a solid book, make an appointment to meet with an agent. (Find agencies in the Yellow Pages or by Googling "talent agencies" and your city.) If the agent likes your stuff, she'll start booking you on jobs as an assistant to professional artists.

WHAT DOES IT PAY?

As an assistant, you'll earn about \$100 per gig. After a year or two, you can start taking on your own clients and increasing your pay rate. Artists with more than five years on the job can earn up to \$1,000 a day, especially when working with celebrities—the bigger the client, the bigger the paycheck. **B**



Celebrity makeup artists at work. Clockwise from left: Bobbi Brown beautifies Nelly Furtado; Charlie Green touches up Tyra Banks; and Pat McGrath creates an eye-popping look on a model for a fashion show.

PHOTO: IAN DEMPSEY, GLOBAL

“I was the girl who was always helping my friends do their makeup before big events. Now I'm in a career that allows me to do what I love to do—and get paid for it!” —Jillian Dempsey, celebrity makeup artist and global creative color director, Avon and Mark (Pssst! She's also Patrick "McDreamy" Dempsey's wife!)

