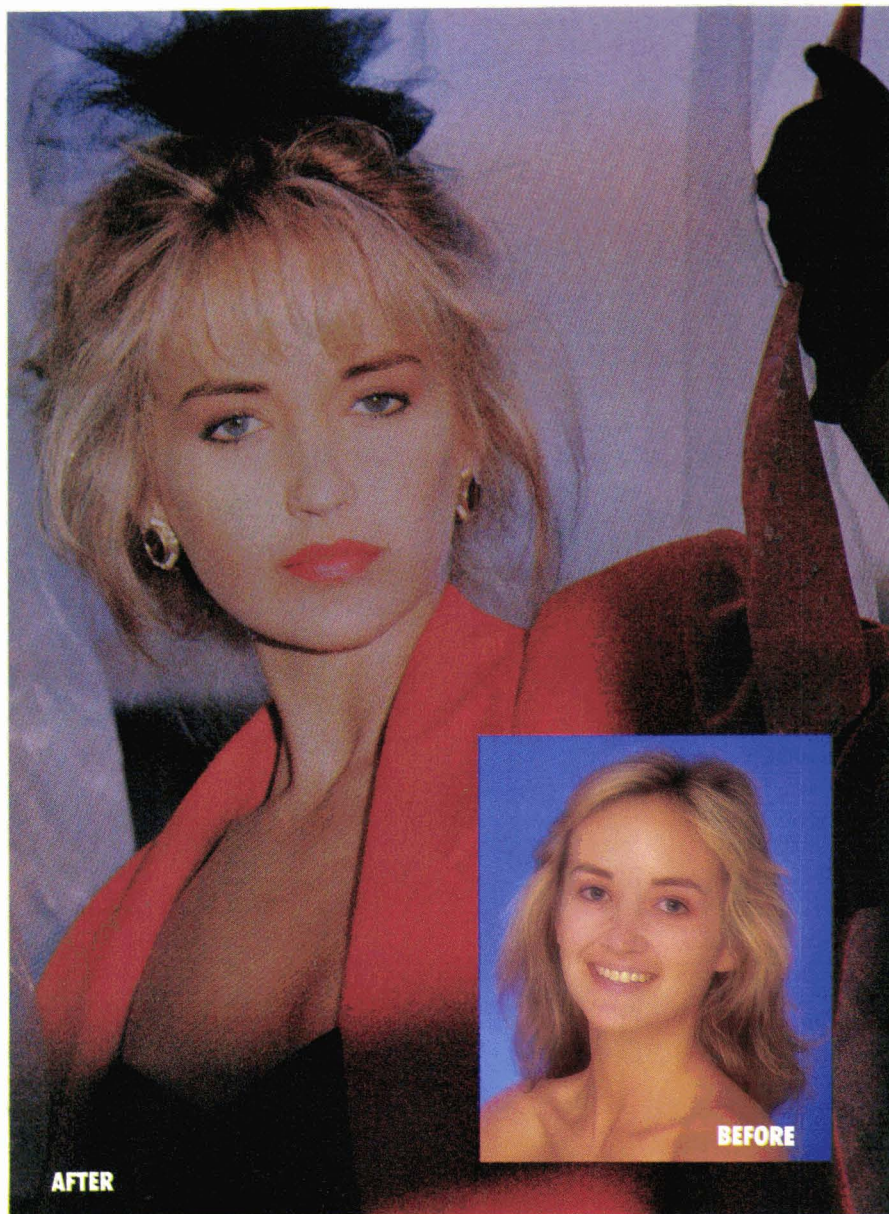


Airbrushing Cosmetics

BY DENNIS HOEY AND LESA CARMEAN

The fine art of applying makeup as demonstrated by one of Hollywood's finest cosmetologists



By borrowing airbrush techniques from illustrators and photo retouchers and employing revolutionary water-based cosmetics, makeup artists have discovered the potential for limitless creations. No longer categorized solely as a tool for the graphic arts industry, today airbrushes are found in the trained hands of professional cosmetologists, cosmeticians, and freelance makeup artists throughout the world. Airbrushing provides them with a time-efficient, versatile, and accurate way to apply cosmetics.

Recognizing the potential for airbrush application in cosmetics, Dennis Hoey, of Santa Barbara, California, began experimenting with the technique in 1980. While working as a graphic artist, Hoey set about developing a method to translate his vision into reality. He was determined to create a cosmetic product more suitable for use with an airbrush than any that were commercially available, one giving the required coverage without clogging the apparatus.

Since that time, Hoey has been hard at work developing a market while practicing his craft and instructing others in the art of air-applied makeup. Through his company, Starmist Air Tech Cosmetics, Inc., he markets his own brand of cosmetics and also conducts two-day seminars for professionals in such U.S. cities as Los Angeles, San Francisco, Chicago, and New York and in foreign markets including the United Kingdom, Japan, Germany, France, Italy, Australia, Venezuela, Canada, and Singapore.

Starmist cosmetics are manufactured in a variety of mat-finish foundations and contour shades, as well as in a color spectrum line suitable for daytime, evening, and fantasy makeup looks. Easy to apply and easy to remove, Starmist cosmetics also provide the benefit of being quick to alter or touch up for exacting results.

"Airbrush cosmetics create a porcelain-like finish, making models look as if they have flawless complexions," says Hoey. "They're also ideal for corrective makeup effects, including slimming and heightening facial contours."

The speed and precision with which airbrush cosmetics can be applied make

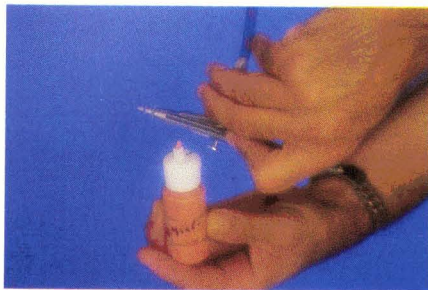
them perfectly suitable for commercial applications. The technique is now being used for high-fashion photography, enabling "pretouching" to be done directly on the model, rather than retouching on the resulting photograph. The entertainment, motion picture, and music video industries endorse the use of air-applied cosmetics because of their time-saving qualities.

With training, an entire makeup can be completed in less than half an hour and complicated body designs can be sprayed in two hours or less, rather than in the four or five hours required if done by hand. Recently, Hoey was called upon to design and apply makeup for a group of actors in Mel Brooks's latest movie, *Spaceballs*. Working with custom-designed stencils, he and another makeup artist were able to do in 40 minutes what normally would have required over two hours to accomplish.

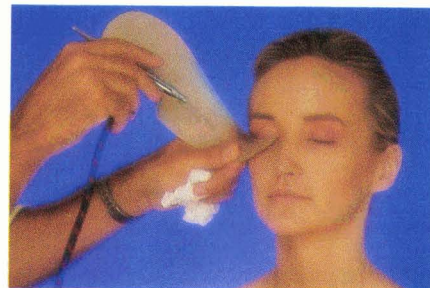
The results attainable are stunning, limited only by the imagination and skill of the artist. Many of Hoey's own creations are surrealistic images set against airbrushed backdrops of natural backgrounds for an ethereal effect. His methods have been used in rock videos, movies, and advertisements.

In his workshops, Hoey encourages creativity but emphasizes confidence, proficiency, and attention to detail. Once familiarized with the fundamentals, his students perfect their new abilities using the technique. The makeup sprays in a fine mist, allowing for delicate shading and gradations of color without building a thick texture. With the aid of stencils, intricate designs can be created and layered for a unique look. Working around the eyes, ears, nose, and mouth requires an understanding of the proper safety procedures, which necessitates professional training.

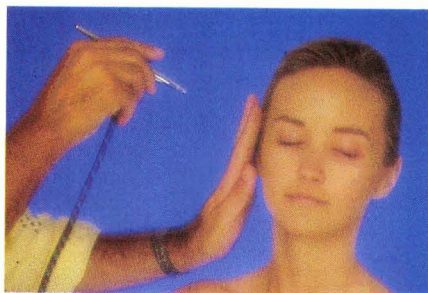
Perhaps the most universal use of air-applied cosmetics will soon be found in beauty salons around the world. Already available in innovative salons in major cities, airbrushing is being used to create picture-perfect results for patrons who desire a total-image look. As Hoey puts it, "Welcome to the future of cosmetic artistry!"



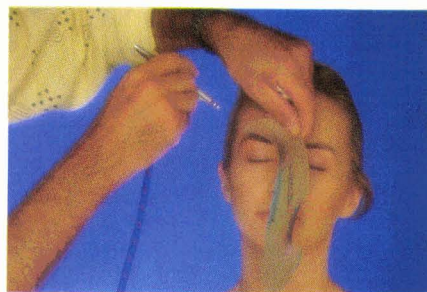
PRELIMINARY PROCEDURES. Patch-test to select the appropriate foundation and contour shades. The model should keep her eyes closed and breathe in a controlled manner, inhaling before spraying and exhaling slowly through the nostrils during application.



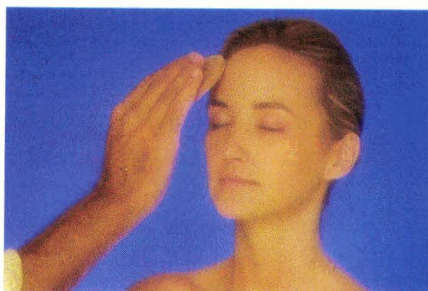
EYE SHADOW. The masking shield helps create shape and contour to enhance and protect the eyes. Flexing the shield, Hoey creates a soft, feathered edge along the outer corner of the eye. The center line of the spray is focused on the shield, allowing the overspray to fall on the lid.



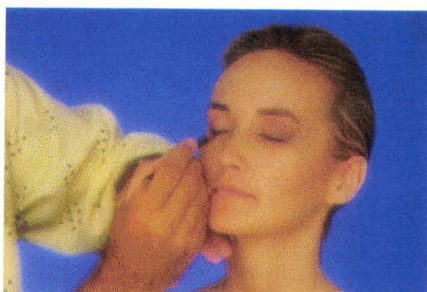
FOUNDATION. Masking off her ear and hairline with his hand, Hoey sprays from the edge to the center of the face in a series of blended arcs, keeping the airbrush 3 to 5 inches from the skin.



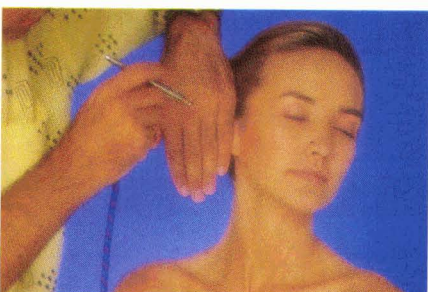
NOSE CONTOUR. Hoey flexes the shield to follow the shape of the nose and the eyebrow. By pulling the shield away from the skin, he creates a soft shadow that contours the nose. A final layer of powder is applied to protect and set the completed airbrushed makeup.



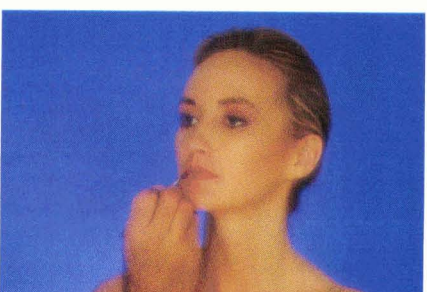
POWDER. To fix the foundation, Hoey applies just enough translucent powder to eliminate moisture or shine. With a puff he blends out excess powder, minimalizing the appearance of any facial hair.



EYELINER AND MASCARA. Due to the detailing required in the eye area and the vulnerability of the eye, Hoey uses traditional techniques and products for this purpose. The airbrush is not recommended for lining the eye or tinting lashes.



CONTOUR SHADING. Hoey masks the ear and hairline. Working from the perimeter of the face, he tapers the spray from medium to light. Holding the airbrush 3 inches above the skin surface, he directs the spray at a downward angle.



LIP LINING. A lip pencil or thin brush is used to define the shape of the lips. Hoey uses airbrush makeup and a masking shield to enhance the lip color and create the illusion of lip volume by highlighting and shading.