



# Everyday<sup>★</sup>

## *Makeup Playbook*

Classic | Fashion | Trends

DAILY INSPIRATION HUB / [dailyinspirationhub.com](https://dailyinspirationhub.com) / [@dailyinspirationhubs](https://www.instagram.com/dailyinspirationhubs)

Everyday makeup that looks like you

(Part-02)



# What's Inside

01

## The Purpose of Makeup

Why we wear makeup & what it does

02

## Skin + Look

Styles, skin classifications & care

03

## Build my KIT

The importance of bottom makeup

04

## Build the base

An introduction to a dresser

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## Skin prep

Morning & night routines for healthy skin

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## Makeup Application Steps

Brows, eyes, shadow & liner techniques

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## Makeup Looks and Skin Types

Take off formal dress and ornaments



Makeup is a tool, not a mask.

## PART SIX

# Apply with intention

Tap, feather, and build. Pressure matters more than piling on product.

Six moves, one finished face



# Six moves, one finished face

The order is flexible. Check the whole face before adding more.

Work on one feature at a time, then step back and connect the whole look.

## CHAPTER ROADMAP

### CHAPTER ROADMAP

01

#### Frame brows

Brush, map, and fill gaps.

04

#### Bring in blush

Start small and blend upward.

02

#### Add eye depth

Light first, depth second.

05

#### Finish lips

Prep, shape, then color.

03

#### Line + lashes

Define roots; keep tips clean.

06

#### Balance

Step back, soften, and stop.

01

Frame brows

02

Add eye depth

03

Line + lashes

04

Bring in blush

05

Finish lips

06

Balance



# Ten tools can do the whole look

Clean tools, clean hands. Buy less and practice more.

Keep the kit small enough that you know what every tool is for.

## THE BEGINNER TOOLKIT

01 Spoolie

---

02 Brow pencil + gel

---

03 Four-tone neutral shadow

---

04 Fluffy eye brush

---

05 Small detail brush

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06 Eyeliner + cotton swabs

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07 Curler + mascara

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08 Blush + brush or sponge

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09 Balm + lip color

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10 Tissue + remover

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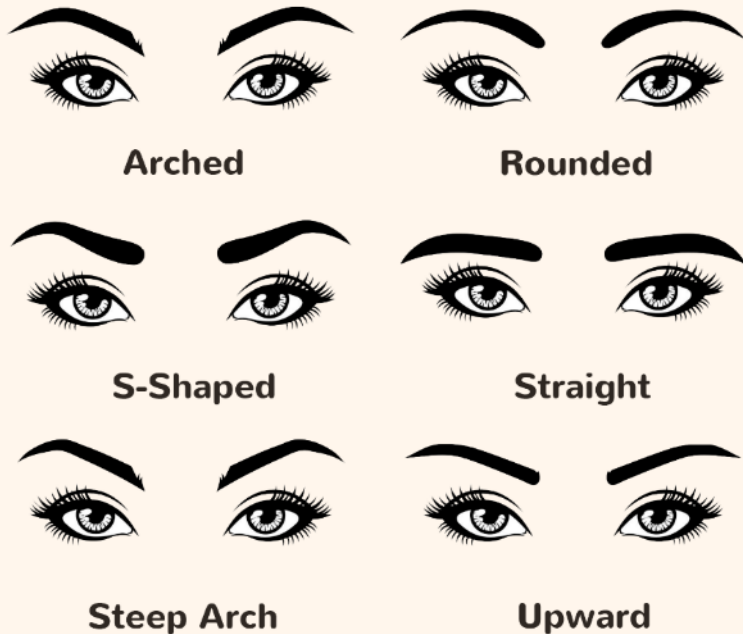
# The three-point brow map

BROWS: FRAME, DON'T REDRAW.

Brows should look like sisters, not identical twins.

## BROWS

### EYEBROW SHAPES



### 1 START

Fill the gaps.

### 2 ARCH

Soft front. Lift the arch.

### 3 TAIL

Fine tail. No hook.

## BROW KIT

- Pencil for precision
- Gel for hold
- Spoolie to soften
- Dark hair: try one shade lighter





# Pick product and shade

BROWS: FRAME, DON'T REDRAW.

The easiest brow still looks like brow hair.  
Choose control over heavy pigment.

## BROWS



## PRODUCT + HOW

- Pencil fills gaps and draws fine strokes.
- Gel brushes, holds, and adds light color.
- Match the roots; go slightly lighter for dark hair.

*Result: visible hairs and skin, never a solid stamp.*



Taupe and ash brown often look natural.  
Use warm brown for warm hair, and test  
pressure on your hand first.

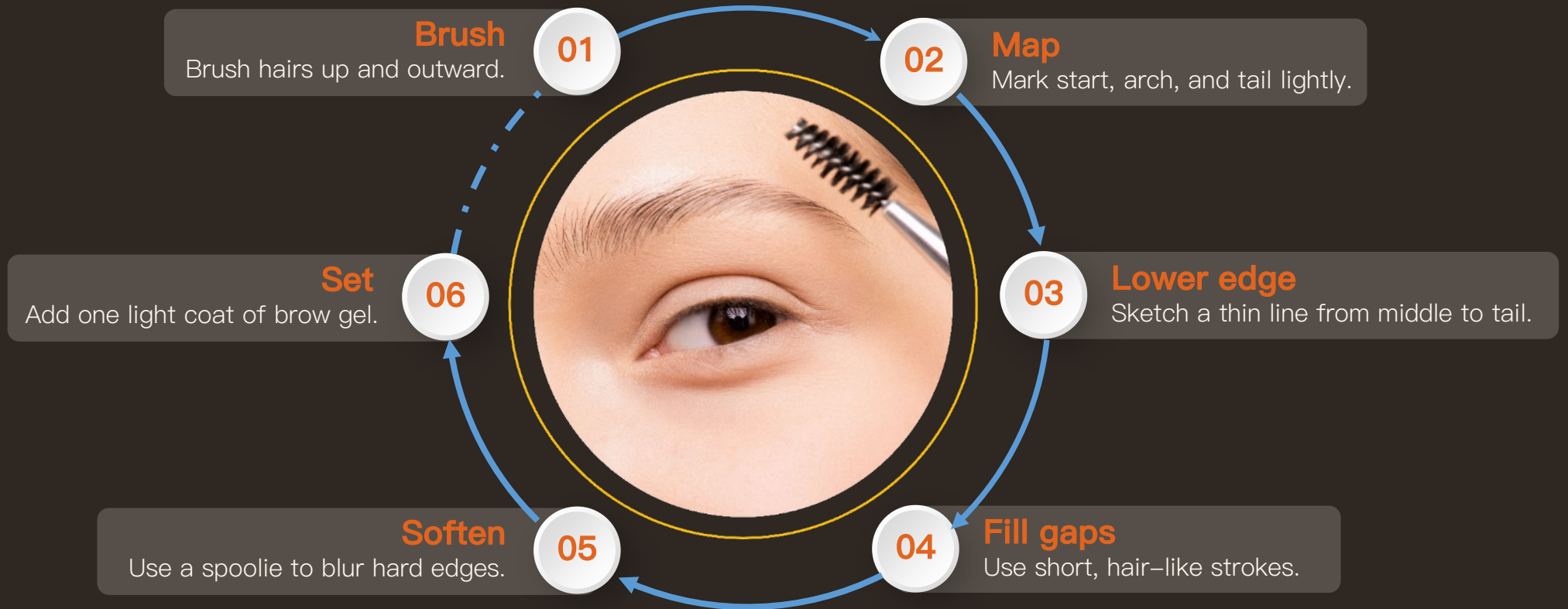


# Natural brows in six steps

Check both brows as you go. Aim for balance, not identical copies.

Use the lightest pressure at the front and build only through the middle and tail.

## BROW FIXES







# 5 drawn-on brow mistakes

Five things that make brows look drawn on.

Most brow problems come from pressure, not from the product itself.

## BROW FIXES

01

### Blocky front

Leave space and brush color forward.

02

### Too dark

Go lighter and ease up on pressure.

03

### Tail too long

Stop near the outer corner and taper.

04

### Heavy top line

Define below; let hairs shape the top.

05

### Symmetry trap

Step back; do not keep making both thicker.



### Quick fix:

spoolie first, then lift heavy edges with a cotton swab.



# What finished brows look like

A good brow frames the eye without becoming the first thing you notice.

Check from an arm's length away; compare the fronts and tail lengths.



## BROW FINISH

### LOOK FOR THIS

- Front: soft, airy, and hair-like.
- Arch: lifted, never sharply bent.
- Tail: clean, tapered, and not hooked.

*Final effect: balanced from far away and believable up close.*



# Light first, depth second

Blend more than you add.

Keep the lid open and the edges soft. Depth belongs close to the crease and lashes.

## EYES



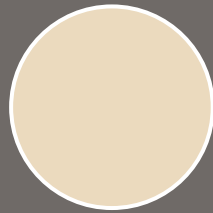


# A four-shade eye map

EYES: LIGHT FIRST, DEPTH SECOND

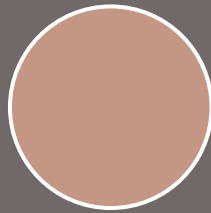
Keep the lid light, add a mid-tone through the crease, then place deep color close to the lashes.

EYES



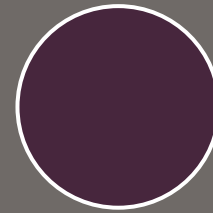
**LIGHT**

all over the lid



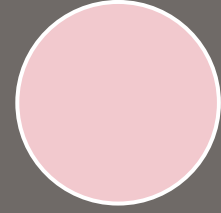
**MID**

crease + outer corner



**DEEP**

close to the lash line



**POP**

inner corner or  
brow bone

Choose a light-to-deep range that shows clearly on your skin. Richer skin tones can use deeper mids and gold, copper, or pearl highlights.



Use a fluffy brush to blend and your ring finger to press shimmer with less fallout.





# Prep the lid first

EYES: LIGHT FIRST, DEPTH SECOND

Shadow blends better on a smooth lid that is not wet or greasy.

## PRODUCT + HOW

### EYES

- Gently blot oil from the lid first.
- Eye primer is optional; one thin layer is enough.
- Oily lids can take a tiny amount of translucent powder.

*Result: a smooth lid where the brush moves easily.*



### Note:

Skip eye makeup during irritation or infection. Put contact lenses in before makeup.

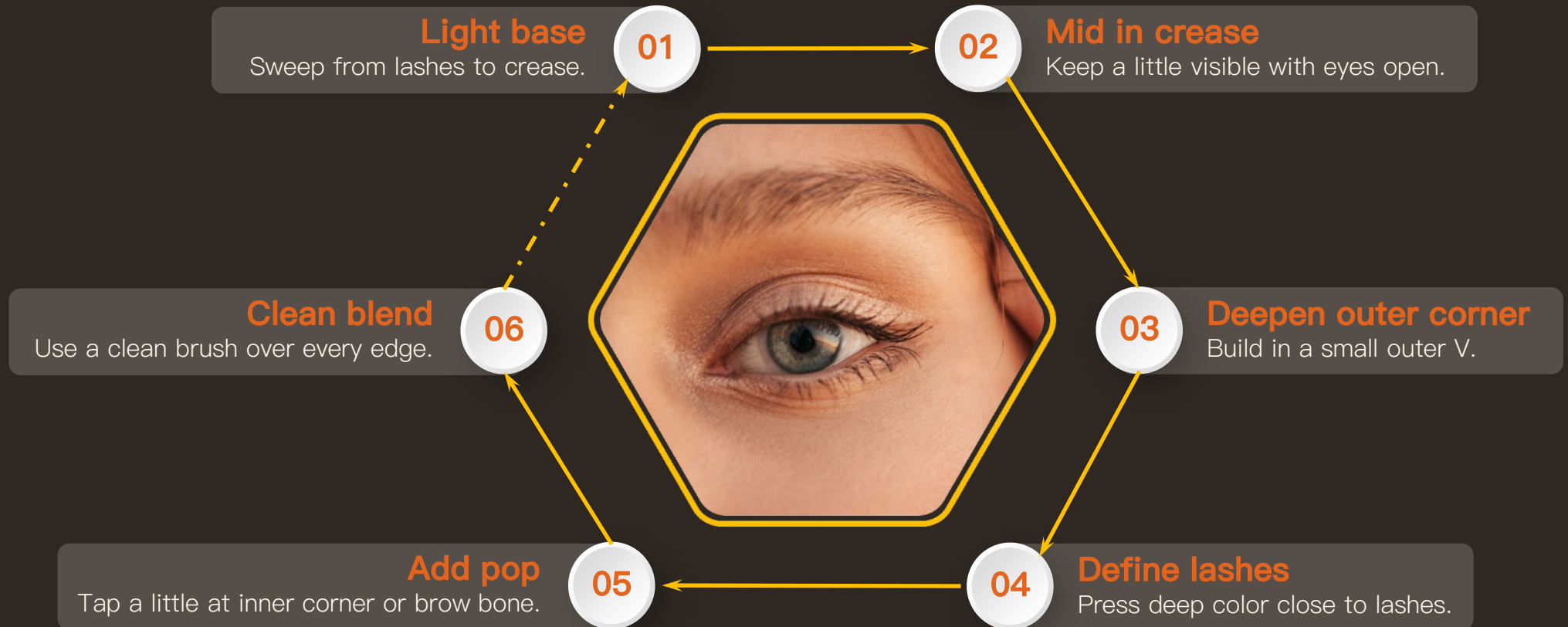


# Soft shadow in six steps

Pick up less than you think. It is easier to add color than to erase a muddy patch.

You should still see light, mid, and deep zones, not one muddy color.

EYES





# Keep liner close to lashes

EYES: LIGHT FIRST, DEPTH SECOND

Beginner liner is not one perfect swipe. It is a row of tiny strokes that connect.

## PRODUCT + HOW

### EYES

- Pencil is easiest to control; liquid is sharper.
- Use short strokes from the middle out, then fill the inner part.
- Let the wing follow the lower lash angle.

*Result: darker lash roots, not a thick black stripe.*



Use a barely damp cotton swab to clean edges. Skip the waterline if sensitive, and never share eye makeup.



# Lift lashes from the roots

EYES: LIGHT FIRST, DEPTH SECOND

The goal is lift and separation, not the biggest possible layer of mascara.

## PRODUCT + HOW

### EYES

- Curl first, then apply mascara.
- Wipe excess, wiggle at roots, then pull upward.
- Add one pass on outer lashes; lower lashes are optional.

*Result: defined roots with clean, separated tips.*



### Note:

Do not pump or share the wand. Replace dry or odd-smelling mascara, usually around three months.



# Five quick eye-makeup fixes

Fix the one thing you notice first, then stop and look again.

Most eye looks improve when you remove excess and soften one edge.

## EYE FIXES



01

### Fallout

Brush away, then touch up concealer.

02

### Muddy color

Stop adding and use a clean brush.

03

### Too much depth

Press light color back onto the lid.

04

### Uneven liner

Thin the heavy side; do not keep adding.

05

### Clumpy lashes

Separate with a clean comb before dry.





# What finished eyes look like

EYE FINISH

## EYE FINISH

A finished eye has clear depth, soft edges, and enough open lid space to stay fresh.



## LOOK FOR THIS

- Light color is still visible on the lid.
- Deepest color stays near outer corner and lashes.
- Edges fade out with no obvious blocks.

*Final effect: more definition, while the eye still comes before the makeup.*



# Keep the color story together

A little color beats a hard stripe.

## CHEEKS + LIPS

Repeat one color family across cheeks, eyes, and lips, then let one feature lead.





# Four placements, four moods

BLUSH PLACEMENT.

## Four placements, four moods

### CHEEKS

01

#### FRESH

Tap the apples, then blend softly upward.

02

#### LIFTED

Place high on cheeks and blend to temples.

03

#### SUN-KISSED

Sweep lightly across cheeks and a touch on nose.

04

#### SCULPTED

Keep color on the outer cheekbone, not in a hard stripe.



Pick one direction. Smile to locate, then relax your face and check again.



# Cream or powder?

BLUSH PLACEMENT.

Both work. Choose the texture that fits your base and the tools you like using.

## CHEEKS

### CHEEKS

### PRODUCT + HOW

- Cream: tap on with fingers or sponge before powder.
- Powder: sweep on lightly with a fluffy brush after setting.
- Layer only for extra wear; one formula is usually enough.

*Result: color that looks like it comes through the skin.*



Tap excess from the brush. Test liquid blush on your hand, and press with a base sponge if color gets too strong.



# Prep before color

BLUSH PLACEMENT.

Lip color sits better on a smooth surface, but too much balm makes it slide.

## LIPS

## PRODUCT + HOW

- Apply balm and let it sit for about five minutes.
- Blot away extra slip before adding color.
- For flakes, use a damp soft cloth; do not scrub hard.

*Result: smooth, comfortable lips without a greasy surface.*



Lip liner is optional. Use it only where you want shape, not as a heavy ring around the mouth.



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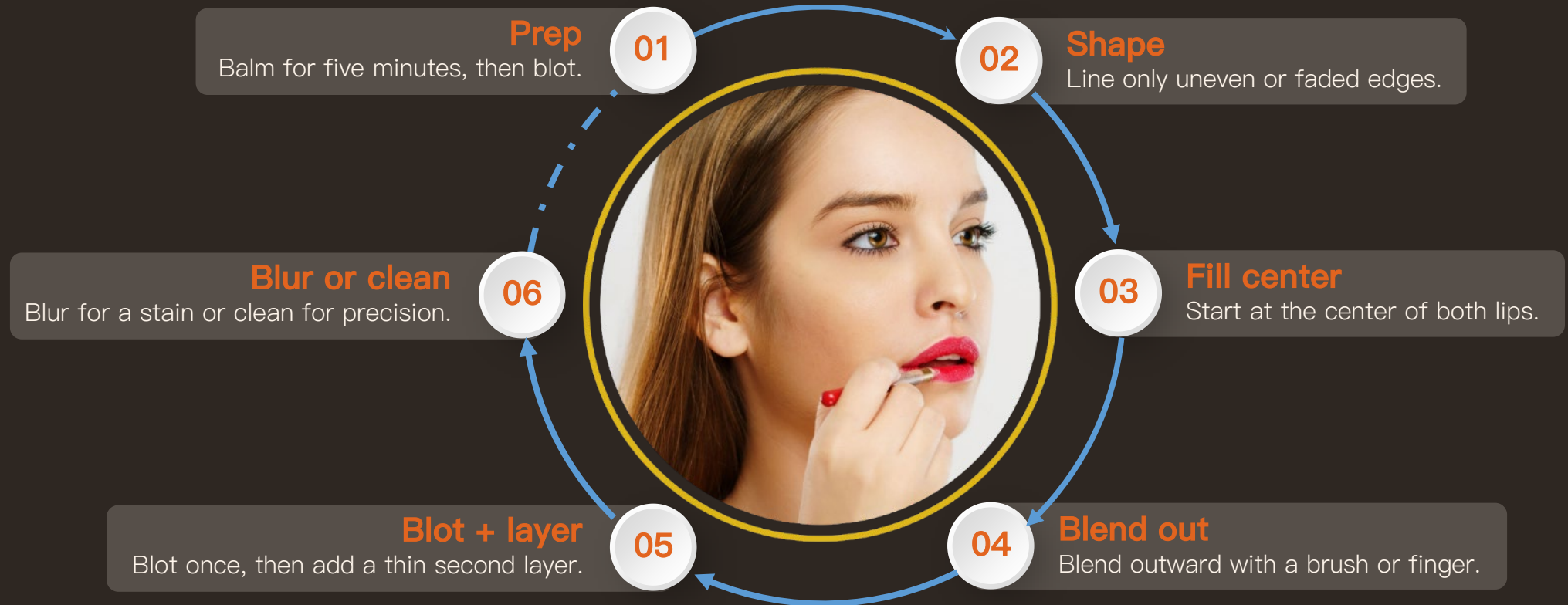


# Natural lip color in six steps

If color looks uneven, blot first and rebuild with one thin layer.

Build from the center and keep the edge as sharp or as soft as the look needs.

## LIPS





# Keep the color story together

Colors do not need to match exactly; let the temperature and depth echo.

Make your blush, eyeshadow, and lip color speak the same language — so the whole look feels intentional instead of thrown together.

## COLOR HARMONY

01

### ROSE

Translucent, soft,  
cool-toned

Try rose blush, mauve  
shadow, and a muted  
pink lip.

02

### PEACH

Warm, lively,  
glowing

Pair peach cheeks  
with warm brown eyes  
and coral lips.

03

### BERRY

Rich, mature, high-  
contrast

Use berry on one  
feature and echo it  
softly elsewhere.

04

### NUDE

Calm, everyday,  
natural glow

Choose a nude with  
enough contrast so the  
face does not look flat.

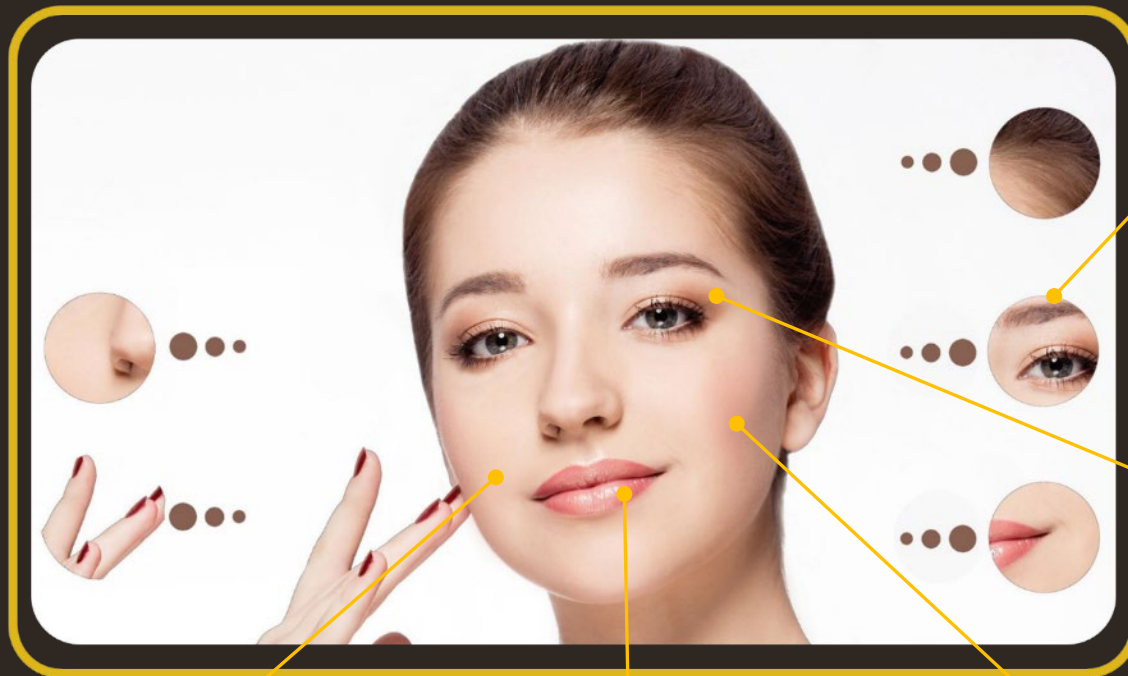


# The last check ties it together

Do not add more everywhere. Find the one edge, gap, or imbalance that actually needs help.

Take two steps back, relax your face, and check in natural light. If it works, stop.

FINAL 10%



## 01 Brows

Fronts soft; tails not too long.

## 02 Eyes

Depth matches and edges look clean.

## 03 Cheeks

Color lifts with no hard stripe.

## 05 Balance

One feature leads; the others support it.

## 04 Lips

Edges look intentionally sharp or blurred.



# Too much? Reset, don't restart

Set only where needed, then finish.

Use clean tools and small corrections. Most heavy makeup needs softening, not another layer.

## THE FIVE-MINUTE RESET

01

### Step back

Find the one issue pulling attention.

02

### Clean fallout

Brush away, then touch up the base.

03

### Soften edges

Use a clean brush, spoolie, or sponge.

04

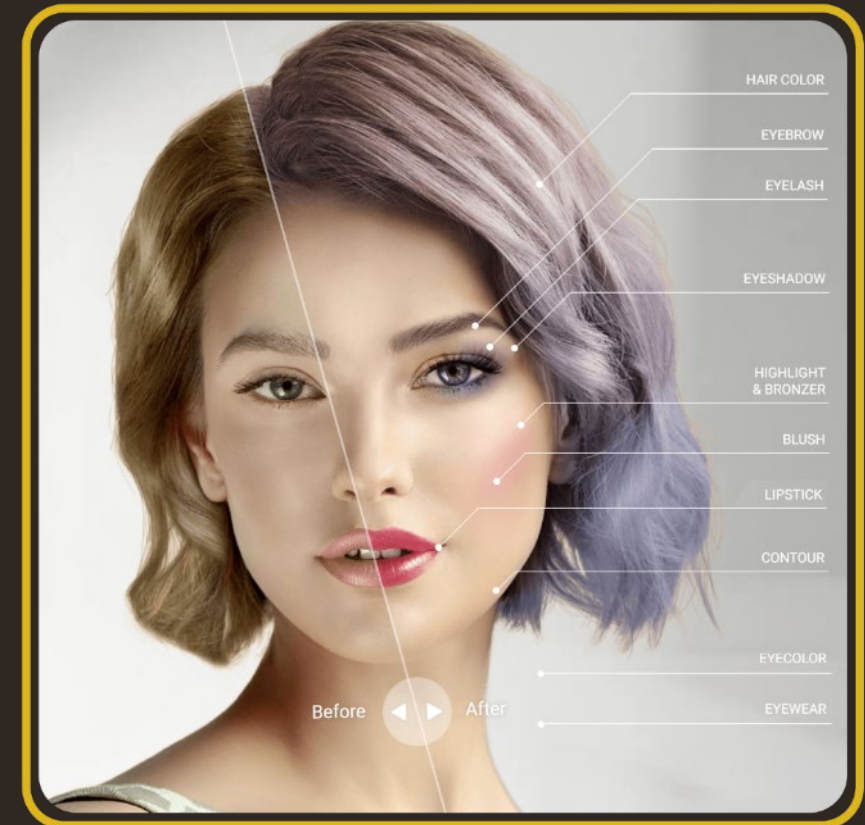
### Balance color

Blot the heavy side; add only a touch elsewhere.

05

### Set + stop

Set only where needed, then finish.





# Brand ideas, not must-buys

Choose the formula you can control and will actually use.

The beginner pick is the one with buildable color and easy control.

## PRODUCT EXAMPLES

**01 Brow pencil:** Benefit · NYX

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**02 Brow gel:** Glossier · e.l.f.

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**03 Shadow:** Urban Decay · e.l.f.

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**04 Eye primer:** NARS · Milani

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**05 Liner:** Stila · NYX

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**06 Mascara:** MAC · Clinique

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**07 Blush:** NARS · Rare Beauty

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**08 Lip liner:** MAC · NYX

---

**09 Lip color:** Dior · MAC

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**10 Brushes:** Real Techniques · Sigma

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## YOU'RE READY.

Frame with brows, add depth to the eyes, bring in color, then step back.

# YOU'RE READY.

Keep the routine simple, then make it yours. Save this guide, practice at your own pace, and come back whenever you need a reset.

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