



# Everyday<sup>★</sup>

## *Makeup Playbook*

Classic | Fashion | Trends

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Everyday makeup that looks like you

(Part-03)



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## Makeup Looks and Skin Types

Take off formal dress and ornaments

Dissolve first. Cleanse second. Moisturize last.

## PART SEVEN

# Take it off

Let the formula loosen the makeup. Keep your hands light and your skin calm.

**Pick the formula first; technique comes next.**





# Six moves to clean skin

The goal is clean, comfortable skin, not a scrubbed-tight feeling.

Removal is about dissolving, not scrubbing. Switch pads when they get dry.



## CHAPTER ROADMAP



01

### Prep first

Wash hands and tie hair back.

02

### Eyes + lips

Press, pause, then wipe.

03

### Break down base

Melt long-wear layers first.

04

### Cleanse

Use lukewarm water and cleanser.

05

### Rinse clean

Check hairline, nose, and jaw.

06

### Seal

Moisturize while slightly damp.



# Ten things are enough

Set the kit up before you start so you never reach for a dirty towel.

## Ten things are enough

Set the kit up before you start so you never reach for a dirty towel.

01 Hair tie or clips

06 eye + lip remover

02 Clean hands

07 Gentle cleanser

03 Pads or cloth

08 Cotton swabs

04 Micellar water

09 Soft clean towel

05 Oil or balm

10 Basic moisturizer

Wash reusable cloths after every use and let them dry fully.



THE  
BEGINNER  
KIT



# Three remover families

Pick the formula first; technique comes next.



## CHOOSE THE FORMULA

01

### MICELLAR

Light makeup + quick fixes.

02

### OIL + BALM

Base + long-wear makeup.

03

### BI-PHASE

Waterproof eyes + long-wear lips.

## MATCH IT

- Light look: micellar water
- Full base: oil or balm
- Waterproof eyes: bi-phase first
- Stop if it stings or reddens

*Pick the formula first; technique comes next.*



# Match the remover to the wear

MATCH THE WEAR



**MATCH  
THE  
WEAR**

**01**

**LIGHT**

Micellar water or a gentle cleanser may be enough.

**02**

**EVERYDAY**

Use balm or oil, then rinse clean.

**03**

**WATERPROOF**

Use eye remover first and give it time.

**04**

**FULL GLAM**

Remove by area, then do a gentle second cleanse.



Do not drag one dry pad across the whole face.



# Clean should still feel comfortable

A remover should lift makeup without leaving your face hot, tight, or stinging.



## SKIN COMFORT

A remover should lift makeup without leaving your face hot, tight, or stinging.

### REMOVAL METHOD

#### Dissolve first, wipe second

Pressure does not make remover work faster. Give the formula a moment, then move in one direction.



#### Note:

Patch test new products. Stop and rinse if the eye area stings, reddens, or waters.

### FORMULA CHECK

- Dry or sensitive: choose cushion and less rubbing.
- Oily skin: remove wear, but do not keep washing.
- Fragrance is not cleansing power; switch if it bothers you.

***Result: makeup is gone and skin still feels calm.***





# The five-minute reset

Clean and comfortable is enough; skin should not feel stripped.

Do not scrub until your lashes surrender. Dissolve first, cleanse second, moisturize last.



FIVE-MINUTE



01

## Break down

Hold remover on eyes and lips for about 10 seconds.

02

## Wipe gently

Swipe one way; do not rub back and forth.

03

## Cleanse

Wash the face with a gentle cleanser.

04

## Rinse

Use lukewarm water and pat dry.

05

## Seal

Moisturize while skin is slightly damp.



# Press, pause, then wipe

EYES 01.

The eye area needs time, not pressure. Keep the eyelid closed and let the pad stay wet.



EYES

EYES 01

## PRODUCT + HOW

- Remove contact lenses before taking eye makeup off.
- Saturate the pad, close the eye, and pause.
- Wipe down and outward with the lashes.

*Result: a clean lash line without tugging the lid.*



### Note:

Keep remover out of the eye. Rinse and stop if symptoms persist.



# Waterproof mascara in six steps

EYES 02.

EYES 02

If mascara remains, pause again. Do not pick or pull sideways.

01

## Lenses out

Remove contacts first.

02

## Saturate

Use enough eye remover.

03

## Hold

Hold on lashes for about 10 seconds.

04

## Slide down

Move gently with the lashes.

05

## Detail

Use a damp swab at the roots.

06

## Check

Check once with a fresh pad.



EYES



EYES



# Never peel lashes off dry

EYES 03.

Loosen the glue first. A strip lash should release without pulling your real lashes.

EYES 03

## PRODUCT + HOW

- Dab remover along the band, starting at the outer corner.
- Wait for the glue to soften, then lift with fingertips.
- Clean reusable strips as directed and let them dry.

*Result: the strip lifts cleanly and natural lashes stay put.*



### Note:

Stop if it hurts or tugs; add a little more remover and wait.





LIPS



# Two-pass lip removal

LIPS.

A stain may need a softening layer before it lifts. Do not scrub dry lips.

LIPS

## PRODUCT + HOW

- Apply balm, cleansing oil, or remover first.
- Let it sit, then press and lift with tissue or a pad.
- Repeat only where pigment remains in lip lines.

*Result: clean color with soft, comfortable lips.*



Finish with a thin balm. Skip aggressive scrubs on flaky lips.



# Break down the base before washing

BASE MAKEUP

Long-wear base and sunscreen lift more evenly when oil or balm loosens them first.



BASE  
MAKEUP

## PRODUCT + HOW

- Start with dry hands, a dry face, and a small amount.
- Massage lightly, including hairline and jaw.
- Add a little water to emulsify, then rinse well.

*Result: no base pigment and no heavy oily film.*



### Note:

Check around the nose, brows, ears, and jaw. Keep the massage light.



# When a double cleanse helps

DOUBLE CLEANSE

The first step breaks down wear. The second step cleans the skin.



DOUBLE  
CLEANSE

01

## Waterproof

Remove by area, then cleanse.

02

## Long-wear base

Use oil or balm first.

03

## Layered SPF

Break it down, then wash.

04

## Oily film

A second cleanse removes residue.

05

## Base remains

Stop wiping and switch to cleanser.



Keep the second cleanse gentle. Do not chase a squeaky-tight finish.



# A gentle cleanse in six steps

CLEANSE



CLEANSE



Skin should feel fresh and soft, not tight for the rest of the night.



# Seal, don't strip

AFTERCARE

Once the makeup is gone, stop cleansing. Add moisture back while the skin is still slightly damp.



AFTERCARE



Comfort is the finish line.





# Moisturize while skin is slightly damp

MOISTURIZE

Use enough to remove tightness, not so much that the face feels coated.



MOISTURIZE

## PRODUCT + HOW

- Oily or normal: a light lotion may feel best.
- Dry: use a richer cream on the areas that need it.
- Tap around the orbital bone and keep cream out of the eyes.

*Result: soft, calm skin without that over-cleansed feel.*



### Note:

Patch test new products and stop if burning, redness, or swelling continues.



# Five habits that make removal rough

REMOVAL MISTAKES

Most irritation comes from too much rubbing, heat, or repetition.



## REMOVAL MISTAKES

01

### Scrubbing

Pause first, then slide down.

02

### Hot water

Switch to lukewarm water.

03

### Wipes only

Fine in a pinch; cleanse full wear.

04

### Dirty cloth

Wash and dry after every use.

05

### No moisturizer

Add a layer while slightly damp.



### Note:

If skin gets hot, stingy, or redder, stop, rinse, and simplify.



# The tired-night minimum

TAKE IT OFF

You do not need ten steps tonight. Remove, cleanse, moisturize, done.



## THE TIRED-NIGHT MINIMUM

01

### Prep

Wash hands and tie hair back.

02

### Eyes + lips

Pause, then wipe gently.

03

### Melt base

Use one oil or balm step.

04

### Cleanse

Rinse well; do not repeat.

05

### Moisturize

One simple layer, then bed.





# What clean skin should feel like

FINISH CHECK

Clean skin is free of visible makeup, but it should not feel rubbed raw or painfully tight.

## LOOK FOR THIS

- No base pigment at hairline, nose, or jaw.
- Lash line and lip lines look clean.
- Skin does not keep burning, stinging, or pulling tight.

*Final effect: clean, soft, calm, and ready for bed.*



### Note:

Stop the product and seek appropriate care for persistent swelling, pain, or vision changes.

FINISH  
CHECK



REMOVER  
BRANDS



# Remover brand ideas, not must-buys

Choose by makeup type, comfort, and how easy the formula is to control.

01 **Micellar:** Bioderma · Garnier

02 **Balm:** Clinique · Farmacy

03 **Oil:** Bobbi Brown · MAC

04 **Eye/lip:** Lancôme · NIVEA

05 **Sensitive:** Avène · Vanicream

06 **Cleanser:** CeraVe · Vanicream

07 **Waterproof:** Clinique · Lancôme

08 **Travel:** Garnier · Simple

09 **Fragrance-free:** CeraVe · Vanicream

10 **Gentle:** Bioderma · Simple

The right pick works fast, feels comfortable, and fits your routine.



# Keep aftercare simple

AFTERCARE BRANDS.

One comfortable moisturizer is more useful than a crowded shelf.

01 **Lotion:** CeraVe · Clinique

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02 **Cream:** Kiehl's · Eucerin

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03 **Lip balm:** Aquaphor · Vaseline

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04 **Eye cream:** Clinique · Kiehl's

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05 **Sensitive:** Avène · Vanicream

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06 **Oily:** CeraVe · Neutrogena

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07 **Dry:** Eucerin · CeraVe

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08 **Barrier:** Avène · La Roche-Posay

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09 **Cloth:** MakeUp Eraser · Garnier

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10 **SPF:** EltaMD · Supergoop!

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Start with one cleanser and one moisturizer; add more only after the basics feel steady.



AFTERCARE  
BRANDS





# Pick tonight's removal route

QUICK DECISION

Every route keeps eye and lip removal gentle. No back-and-forth rubbing.



## QUICK DECISION

01

### LIGHT

Micellar water,  
gentle cleanse,  
moisturize.

02

### WATERPROOF

Eye remover first,  
then cleanse the  
face.

03

### FULL BASE

Oil or balm, gentle  
second cleanse,  
moisturize.

04

### TIRED

Remove, cleanse,  
moisturize, bed.



# One simple routine, seven chapters

THE WHOLE GUIDE.



THE WHOLE  
GUIDE

01

## Know products

Know what each product does.

02

## Prep skin

Cleanse, moisturize, protect.

03

## Build the base

Use thin layers and spot fixes.

04

## Shape + color

Frame, define, and add color.

05

## Check balance

Step back and stop when it works.

06

## Remove + reset

Dissolve, cleanse, seal, sleep.

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It does not need to be perfect. A good routine is comfortable and repeatable.

# 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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