# soph bradshaw

Freelance copy and content writer www.sophbradshaw.co.uk <u>itssophbradshaw@gmail.com</u> Client: High Profile Makeup Artist/Beauty Brand Founder Content type: Blog

## A Beginner's Guide to Using Makeup Brushes Like a Pro

Angled, stippling, smudger, blender... makeup brushes can feel like a total minefield especially if you're still finding your way around your kit.

That's why for this guide, I'm taking it back to basics.

Brushes are a makeup artist's most valuable tool; the application is often more important than the product itself. And once you get a hang for the techniques, even the simplest of looks can look red carpet ready.

Wondering how to choose makeup brushes as a beginner? Want to know more about which makeup brush is used for which purpose? You're in the right place. Keep scrolling for my complete masterclass on using brushes like a pro...

## Makeup brush 101

## Base

If you have the canvas of your face nailed, the rest will follow suit. Start by using a **buffing brush to achieve a full coverage look without adding too much product**. This is absolutely key for all skin types. It's easy to look cakey or dehydrated if you pack too much, so focus on **isolating the product and diffusing it out**. The <u>Baker</u> powder brush is perfect for setting base products with powder and minimising any creases.

Getting the right tone of foundation or concealer also plays a big part here. If you're struggling to find your perfect match, it's well worth asking for some help at the beauty counter - or you can even mix a couple of different shades yourself!

## Complexion

You can't go wrong with a big bronzing brush (like the <u>Warm Up</u>) to instantly warm up your complexion. Work in your bronzer using a number three motion along your forehead, cheeks, and jawline - and you're good to glow.

For sculpting, a cream-based bronzer is your best bet. Apply your product down the sides of the nose and under the cheekbones, then use a light hand to fluff out the edges for a seamless finish. Movement is key here - and the density of my <u>Nose</u> <u>Shadow + Nose Highlight</u> brushes make blending a breeze! They can also be used for other purposes, like highlighting the inner corner of the eye or smoking the shadow underneath your lash line.

Remember, you are your own muse - so have fun experimenting with different techniques that work for you!

## Eyes

When it comes to eyeshadow, don't be afraid to make double use of your complexion products. I love to apply the same bronzer into the creases of the eyes using my <u>Diffuse</u> brush for a beautiful natural finish that ties the overall look together. You can also do the same with highlighter - pop a little in the corner of the eyes for a subtle pop of shimmer. This also means less need for more products!

Want more impact? My <u>'Smokey'</u> brush is perfect for creating a killer winged eyeliner. Whether you're using gel, powder, or liquid - getting that precise flick just got a whole lot easier.

#### Eyebrows

If your eyes are the window of the soul, then your eyebrows are the frame! It's super important to use the right tools for eyebrow grooming, and my <u>Face Frame</u> brush features a double-sided tip to make application as easy as possible.

Formular wise, I swear by **powder products** for giving a naturally defined look. But if you prefer gel or liquid? Go for it. Everyone is different and what works best for someone else isn't going to be the best option for you - so have a play and work with whatever feels good.

## The five rules you need to know

1. When applying your product, less is always more.

Having spent years in the industry, this is the number one piece of advice I give to anyone new to make up. Using lots of product from the get-go (like a foundation or concealer) actually has the opposite effect you're aiming for. Product build up results in 'cakey' looking skin - and once it's on, it's hard to take it away. Not the vibe.

Instead, I always like to **start with a small amount and use a fluffy, soft bristled brush to buff product** into the areas that need a little more coverage. **The Base Brush** from my kit is the ideal tool for giving you a helping hand thanks to its dense design.

## 2. Blending is your best friend.

The bridal clients I work with are photographed for hours on end - meaning their makeup needs to be undetectable to both the human eye and the camera. No harsh lines, no product residue.

Fortunately, the 'secret' to achieving this is simple: **blend**, **blend**, **and blend** some **more!** 

Once you start applying the product, get to work on using **small**, **circular motions to buff your makeup into your skin**. This is what gives you a diffused finish - all while

enabling you to make your product go further and ultimately, get more bang for your buck. It's a win win.

## 3. Get a hang of the handle.

Here's something you might not have thought about: **how do you hold your brush?** Does your hand remain close to the bristles, or are they placed at the very tip of the handle?

Don't worry if you haven't considered this up to now. Makeup brushes don't usually come with an in-depth instruction manual, but I've got you covered.

The general rule is **if you want a more natural finish**, **start with a looser hold and position your hands at the end of the brush**. Think free-flowing, feathery motions.

But if you're looking to create a more intense, full coverage effect - try moving your hand closer towards the middle. That way, you'll have a little more control over the brush and be able to pack the product in a more concentrated way.

## 4. Keep your kit minimal.

Professional makeup artists have a brush for every product, technique, and area of the face. But many of us have the same staple brushes on regular rotation - especially when working on our own face.

Forget the FOMO of owning every tool under the sun. Whether you're an aspiring MUA or simply want to step-up your makeup skills, you can get everything you need from one high-quality brush kit.

I speak with experience when I say it's a whole lot easier to travel with, too!

## 5. Rinse and repeat.

Ensuring your brush is sanitised and cleaned of old products is key for preventing breakouts. Ground-breaking stuff, right?

Life is busy, I get it. The last thing you want is more chores to add to the everexpanding list. But trust me on this one. Giving your brushes a little love every couple of weeks will not only keep bacteria build up at bay, but also ensure a much better application of your makeup.

I always go back to one fail-safe product to get the job done. Introducing my good friend, **Fairy washing up liquid.** Yep.

This stuff is golden for **removing product without leaving residue or trapping oils** (which I've found other brush cleaning solutions to do) - and it's still gentle enough to dodge bristle damage.

Simply wet your brush and emulsify the fairy liquid in the palm of your hand, give it a whirl around, and rise clean. I like to do this at night so that they have time to dry, but if you're short on time, don't be afraid to use a warm hair dryer.

The result? A fresh smelling and super fluffy set of brushes!

## Now it's over to you...

Feeling inspired to give these tips a go? Be sure to tag me on Instagram to share your beauty look!