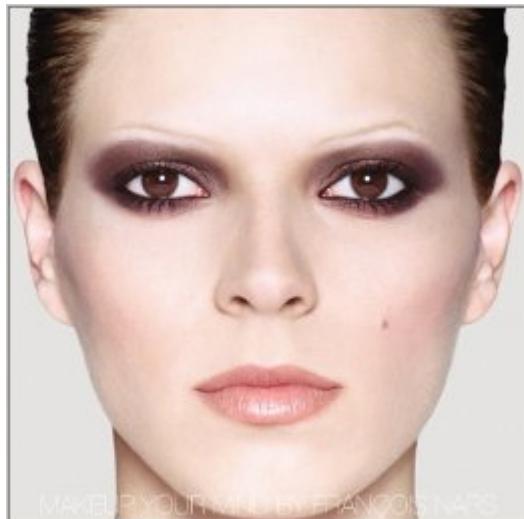


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# Make Up Your Mind



## **Synopsis**

Makeup Your Mind deftly combines cult favorite cosmetics designer Francois Nars' two remarkable talents - makeup and photography, both of which he uses in this collection to stunning effect - to show women how to enhance their natural beauty. Designed by renowned graphic artist FAbien Baron to be the ultimate makeup how-to book, Makeup Your Mind is a comprehensive compilation of Before and After photographs, each containing instructional acetate overlays, covering almost every face type, complexion, eye color, and facial feature found on the runway today. Makeup Your Mind is also a revolutionary instruction manual on makeup from one of the most respected and imitated cosmetics artists in fashion today: a makeup book designed and constructed as a durable paperback companion suitable for the vanity or for the car, sliding in and out of its attractive hardcover binder as needed, containing precise instructional guides on clear plastic overlays indicating exactly what goes where, allowing you to see the finished effect for perfect results. Summarizing each chapter on Eyes, Lips, Neutrals, Shimmer, Monochrome and Suntan, Pastels, Color, and Skincare are Francois Nars' trademarked guidelines on the technique of applying makeup for that dazzling NARS look. Showcasing the famous NARS look are today's top models, including Karen Elson, Maggie Rizer, Naomi Campbell, Devon Aoki, Trish Goff, Erin O'Connor, Sophie Dahl, May Anderson, Ling, Aurelie, Missy Rayder, Elsa, Caroline Ribero, Eva Herzagova, and many others. Makeup Your Mind features these women and more in 63 stunning Before and After pictures. All of the models were shot sans makeup for the Before pictures, displaying their bare-naked faces replete with imperfections and idiosyncrasies. Their transformations in the After pictures span from natural and elegant to fun and outrageous. In superb four-color photographs and brilliant acetate instructional guides, Makeup Your Mind demonstrates how makeup can minimize flaws and maximize beauty potential for every woman.

## **Book Information**

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## Customer Reviews

Nars has surpassed his former book with this sequel. Express yourself shows real women from a full range of ethnicities (finally including south asian and middle eastern women as well) as well as a wide range of ages. As opposed to the models he used in the last book, this book uses normal people: teachers, artists, students, etc. These different "palates" make for unique looks that are inspirational to all makeup lovers. The looks are also less dramatic and more applicable to everyday makeup users and the play-by-play descriptions of what products were used and exactly how they were places allows us to peek into the makeup genius's process and recreate the looks at home. He retained the excellent idea of before and after photos - done in equivalent lighting as well as the transparent page between that demonstrates the application. Thank you Nars - well done!

As a professional makeup artist and Instructor, I found this book non-beneficial, although it was beautifully laid out. (The art director did a fabulous job.) All but a few eye techniques were a basic color wash of one color. This book does not challenge the professional with different techniques or looks. What I and the other instructors found horrifying was the lack of brow grooming. Any print artist knows that everything needs to be flawless before they go on film. One models brows were growing in all directions. The other con to this book was the light grey type that was tightly spaced. While creatively appealing, it was very hard to read. What I did like was the acetate overlays with the description of the basic color and then the color in his line. What I thought would have helped the book out even more was to provide pictures of the products he was using or to tell a little more about them because if you aren't familiar with his line, you had no idea what he was using.

Finally, I have been waiting for this book to come out! It is a huge step up from the last NARS makeup book, which unfortunately left me feeling very disappointed. The book itself is a hardback binder with wire spirals, this makes it really easy to turn pages and keep them open, just in case you want to copy along. The book is set up in sections: Introduction, How this book works (which is important to read), Tips before you begin working, Skin, "Play" looks", "Perfect" looks, and "Polish" looks. In the beginning of the book, there are just quick little tips on eyes, face, and skin which I

found to be really helpful. And it isn't just those typical basics, I mean for example: beginning with a light color on the lid, blending is key, eyeliner pencil can be used for more than just lining, explaining the density of brushes and which textures of products work best with them. Of course he elaborates, but just briefly enough to give you information. I appreciated that. Now on to the fun part, the makeup! Just like before, both pages are a before and after with a little clear sheet to go on top of the after page. What is written on this clear sheet, is the placement and name of the product used. Very simple and easy to follow. The one thing that separated this book from his last, was the use of a wider variety of models. More african, middle eastern, latino, and asian women were included. I truly appreciated this because, all skin color should be celebrated and Nars realizes that. In addition to adding more skin color diversity, the entire polish section is dedicated to older women. Basically I love the book, I am a NARS fanatic and I'm pleased to see a whole new set of looks I can create using the makeup! The book is definitely worth more than what is charging which makes it a great deal :)

The idea of the overlays is great - it allows you to see the makeup completely finished without the distraction of the writing and then able to add that information of where to place the colors. I like the honesty in using the same light/background/hairstyle in the before and after pictures without any retouching - it is more truthful than many other books (believe me, I have many). I didn't give it 5 stars for the following reason (some I will admit are personal preference): 1. Not enough variations in skin tone color - as in not enough olive toned and bronzed toned women. It was concentrated on either extremely pale or very dark with the majority being very pale. 2. A large section of the makeup is more suitable for runway - I don't see them being realistic for real life.

The book definitely has great looks and ideas. As an African American though, only 2 faces look similar to mine. It would have been nice if there were models with all shades of skin, not just mostly caucasian people. The book is very creative and fun to read, it gives you good detail of how to create each look as well. A fun read if you are a makeup fiend.

First of all, the introduction rubbed me the wrong way and I found it full of contradictions and a way to knock other makeup artists. He mentioned that makeup articles in "these books" are blatantly unrealistic because of the retouching, yet I didn't see one blood vessel in the eyes in any of the pictures in this book. He also says you should "notice the woman, not her makeup", but isn't that hard to do when you look at a face with acid green, orange and gold eyeshadow topped off with

bushy eyebrows? All of the models seem to be in the same age range and are obviously professional models. How does this benefit the reader who really needs and wants advise? Why didn't he pick people off the street to really get his point across? The pictures are large and self explanatory, but he was better off choosing a wide variety of women based on age, race etc. so everyone benefits.

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