



A Visual Sampler

Five practical lessons from the 272-page illustrated book

SHADE MATCHING • FOUNDATION • EYES • LIPS • FINISH

Makeup is not a formula. Learn the theory, then make it yours.

Makeup Theory — First Edition • DH Ramos

Choosing Shades

(skin tone + undertone guide)

1 Find your skin tone



Fair



Light



Medium



Tan



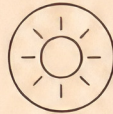
Deep

2 Find your undertone



COOL

Pink, red or bluish
Silver often flatters



WARM

Golden, peach or yellow
Gold often flatters



NEUTRAL

A balanced mix
Gold and silver both flatter



3 Choose your shade



Foundation: match your neck or chest



Concealer: same undertone; 1 shade lighter to brighten



Blush & lips: cool → rose | warm → peach | neutral → either



Best test: swipe 3 shades along the jawline.
Check in daylight. The shade that disappears is your match.

FOUNDATION

STEP-BY-STEP GUIDE + APPLICATION MAP

1 PREP THE SKIN

Start with clean, moisturized skin. Use primer if needed to smooth texture and help foundation last longer.



2 APPLY THE FOUNDATION

Dot foundation on the forehead, cheeks, nose, and chin. A little goes a long way—start small.



3 BLEND FROM THE CENTER OUT

Use a damp sponge, brush, or your fingers to blend outward from the center of your face for a seamless finish.

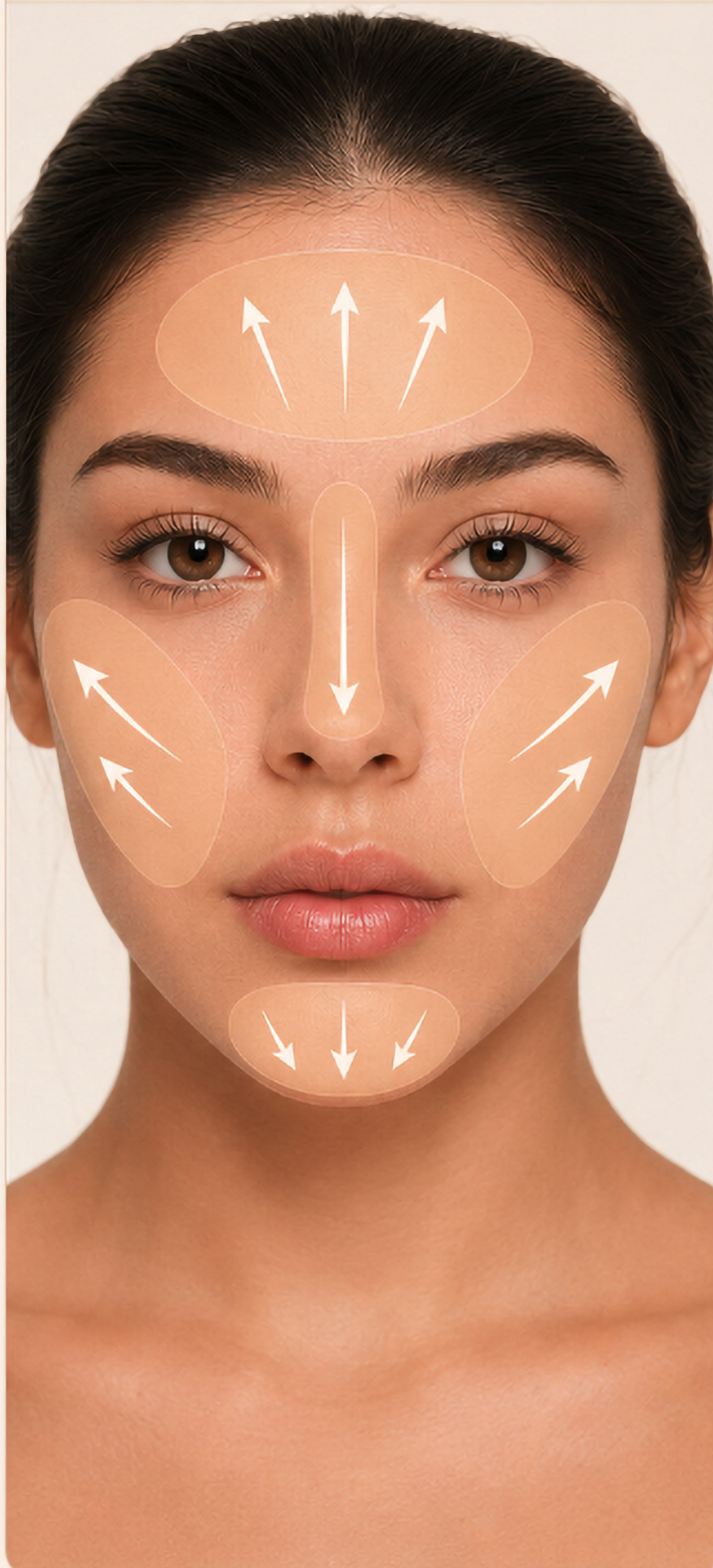


4 BUILD & EVEN OUT

Add a second thin layer only where needed. Buildable coverage looks more natural than one heavy layer.



FOUNDATION APPLICATION MAP



EYESHADOW

STEP-BY-STEP GUIDE + APPLICATION MAP

1 PREP & PRIME

Start with clean, moisturized eyelids.

Use a thin layer of eye primer.



2 APPLY BASE SHADE

Sweep a neutral shade over the lid.

Blend the edges softly.



3 ADD DEPTH

Place a deeper shade in the crease.

Blend toward the outer corner.



4 HIGHLIGHT & FINISH

Tap a light shimmer on the inner corner.

Blend until every edge looks soft.



EYESHADOW APPLICATION MAP



BROW BONE
Light shade to lift.

CREASE
Medium shade for depth.

LID
Your main color.

OUTER CORNER
Deepest shade for shape.

INNER CORNER
Light shimmer to brighten.

THREE EASY LOOKS

NATURAL



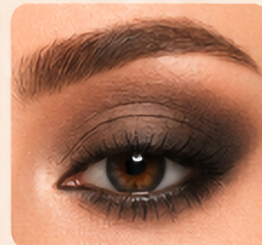
Taupe +
soft brown

WARM BRONZE



Peach +
bronze

SMOKEY



Brown +
charcoal

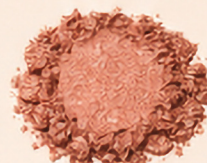
CHOOSE YOUR FINISH

MATTE



Soft,
diffused depth

SATIN



Smooth,
subtle sheen

SHIMMER



Light-catching
glow

LIP LINER

DEFINE. ENHANCE. PERFECT.

STEP-BY-STEP GUIDE

1 PREP YOUR LIPS

Start with clean, smooth lips.
Blot away excess balm.



2 CHOOSE YOUR SHADE

Match your natural lip tone.
Go one shade deeper for definition.



3 OUTLINE YOUR BOW

Start at the Cupid's bow.
Use short, light strokes.



4 DEFINE & BLEND

Line from the corners toward the center.
Blend inward for a softer edge.



WHY LIP LINER MATTERS



SHAPES THE LIPS

Defines the natural outline.



EXTENDS WEAR

Helps color stay in place.



PREVENTS FEATHERING

Keeps lipstick edges clean.

CHOOSE YOUR FINISH

MATTE



Classic,
natural definition

CREAMY



Smooth,
easy-to-blend line

LONG-WEAR



Smudge-resistant
color

SHAPE YOUR LIPS

FULLER LIPS



Overline only
at the center.

BALANCE ASYMMETRY



Adjust the
higher side
lightly.

SOFT DEFINITION



Line on your
natural edge.

FINISH

SET. LOCK. REMOVE.

SET YOUR MAKEUP



1 CHECK & BLEND

Make sure every edge is soft.
Fix any patchy areas first.



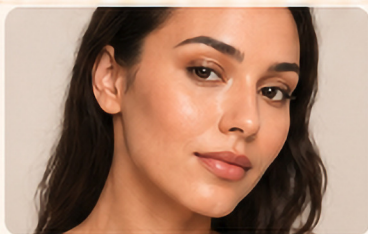
2 SET SHINE-PRONE AREAS

Press setting powder where you get oily.
Use a light hand.



3 SPRAY TO LOCK IT IN

Hold spray 20–30 cm away.
Mist in an “X,” then a “T.”



4 LET IT SET

Wait a few seconds.
Avoid touching your face.

SETTING SPRAY MAP



THE “X”

Mist from side to side.



THE “T”

Mist forehead, nose, and chin.



TIP

Keep the bottle moving.

REMOVE MAKEUP GENTLY

1 DISSOLVE

Use micellar water or cleansing balm.



2 CLEANSE

Wash with a gentle face cleanser.



3 MOISTURIZE

Finish with a nourishing moisturizer.



Remove makeup before sleep.
Clean skin is part of a good finish.

Ready for the full theory?

Explore tools, ingredients, skincare, face shape, brows, eyes, lips, trends, and complete step-by-step techniques.

[FIND MAKEUP THEORY ON AMAZON](#)