

START YOUR ENGINES

You've seen it at all the big beauty shows. You've experienced the low hum of the equipment and you've heard the industry buzzing with interest. Still, you wonder, should I incorporate airbrush makeup into my salon?

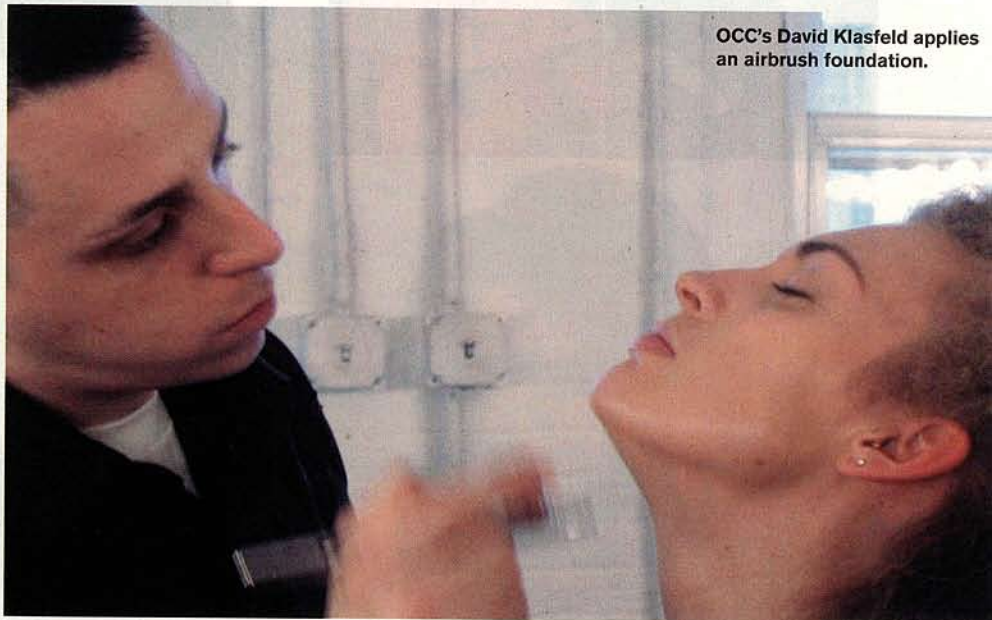
Airbrushing, a process by which foundation or liquid color makeup is sprayed in a fine mist onto the face or body, has been used for years by film, television and special-effects makeup artists. It's also been used in the salon and spa industry for sunless tanning applications and by manicurists doing detail-driven design work. Due to an increasing number of clients who are reading about the technique and asking for it, however, the business is currently undergoing a major shift, says David Klasfeld, founder of Obsessive Compulsive Cosmetics. "Airbrushing is quickly becoming an essential part of the beauty business today," he says.

For years, airbrush companies have insisted that their products could be used for all the same applications as traditional makeup, but many makeup artists were hesitant to take the plunge. For one thing, the equipment seemed cumbersome and too heavy to tote around. "At first, I thought I could do the same thing with traditional makeup that I could with airbrushing," says Sheila McKenna, Founder of Kett Cosmetics, one of the industry's newest airbrush lines. "I was actually forced into trying it by my current business partner, and after about two weeks of daily use, I loved it so much that I vowed never to go back to traditional makeup."

According to McKenna, the payoff is a smoother, seamless and perfectly polished finish with less work—it only takes seconds to contour and highlight with an airbrush. Douglas Marvaldi of Marvaldi Makeup agrees. "Airbrushing provides you with great versatility as an artist," he says. "It can produce a lightweight finish or it can be built up for complete coverage; either way, you end up with a flawless finish. It's also great for working on sensitive skin, since you can apply foundation without touching the face."

Klasfeld, who presents workshops on airbrushing for The Powder Group in New York, says the secret to a perfect finish is in the application. "The product itself is very high in coverage," he says. "Only the airbrush can disperse the makeup as evenly and thinly as needed. The result is skin that looks extremely natural but flawless."

Because the application feels fresh and clean and has great longevity, bridal clients in particular are often willing to pay a premium for the work.



OCC's David Klasfeld applies an airbrush foundation.

For makeup artists working in photography, film and television, the crispness and natural effect airbrushing produces is hard to beat.

Although today's airbrush equipment is more user-friendly than it was in the past, perfecting your airbrushing skills and learning the proper technique does take time. Airbrushing may not be rocket science, but Klasfeld recommends investing in proper training as well as proper equipment. "Experimenting with the many different products available and understanding which you like best is as important as choosing a great eyeshadow or lipstick," he says. "Taking the time to better understand the techniques, tools and products is essential to success."

Rest assured, the buzz over airbrushing is only going to get louder, and as interest in the process continues to grow, your clients will become more curious about whether airbrushing is for them. Being able to show them that your business is on top of current beauty trends always helps create an atmosphere of expertise—and keeps your clients coming back for more.

—MICHAEL DEVELLIS

To meet the artists and brands behind the airbrush phenomenon, join the makeup artist community at The Makeup Show NYC, May 14 and 15 at the Metropolitan Pavilion in New York. www.themakeupshow.com or 212-242-1213



BILLY B. BACKSTAGE PASS

For all those makeup artists wishing for a beauty show devoted to cosmetics, Billy explains why The Makeup Show NYC is a dream come true.

Finally, a beauty show strictly about makeup. I've always enjoyed gigantic beauty shows: the thousands of people from all over, the booths full of goodies, the spectacle of the stage shows. But I've often left feeling frustrated by the lack of makeup-oriented products. That is, until now. Michael DeVellis of The Powder Group has founded The Makeup Show NYC, a beauty extravaganza devoted to all of us makeup junkies—and for the many hairstylists who I know are really closet makeup artists.

With more than 50 exhibitors—MAC, Make Up Forever and Jane Iredale, to name a few—all gathered under one roof, we should definitely get our beauty fix. For a few of the vendors, this will be their first opportunity to introduce a new product line to the industry, and it will be our first opportunity to see it. And many of the other cosmetic companies we love will be debuting their latest products, so you don't want to miss that. The Makeup Show NYC is definitely a destination for any makeup artist who wants to discover the latest innovations in the industry, and stock up on products to take home—in some cases, at discounted prices.

It's important to remember that for every great new lipstick or eyeliner making its debut at the show there's an interesting

person or story behind it. Perhaps one of the most exciting parts of an event like this is getting to meet so many fellow artists who are as passionate about makeup as we are.

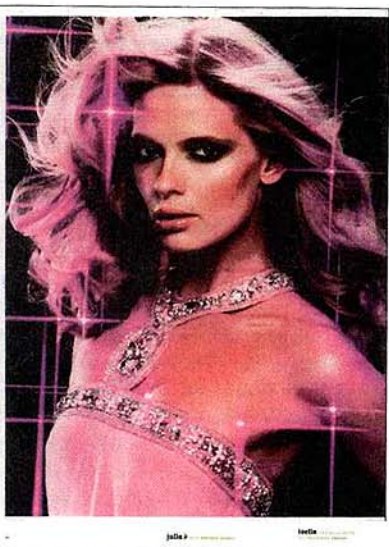
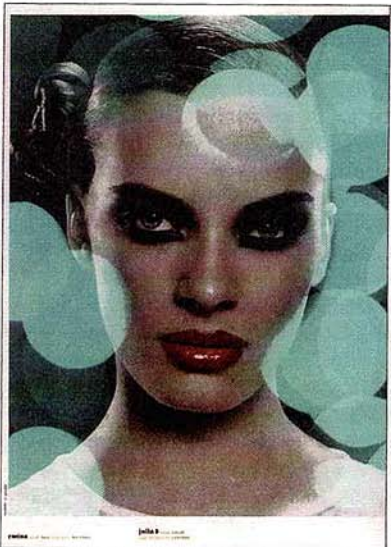
I will be giving a seminar at the show, where I'll be talking about many different aspects of the business, from techniques to establishing yourself as a makeup artist to growing your business. I'm looking forward to the opportunity to meet a lot of you who have written me and to answer your questions in person. Some of my colleagues will also be speaking, such

as Sam Fine, Emmy Award-winner Eve Pearl, London's Daniel Sandler and other well-known artists like Linda Mason, Tobi Britton and Carolyn Cowan.

This will definitely be an amazing opportunity to learn a lot, as well as find out about tips and techniques to help you achieve your dreams faster. If you see me, please say hello.

For more information, or tickets to the show, visit www.themakeupshow.com. ■

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Two images from Billy's recent trip to France where he did editorial work for a French beauty publication called *Beyond Beauty Mag*.