

POCKET GUIDE

**FITNESS AND
BEAUTY**



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UNITED SONIC PUBLISHING

POCKET GUIDE

FITNESS AND BEAUTY

GENERAL INFORMATION EBOOK

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INTRODUCTION



Chances are that if you have ever started on a fitness program you gave it up after a while. You probably began with great enthusiasm and maybe got some good results in the beginning. So why did you give it up? You have probably fallen victim to one (or all) of the big 3 killers of exercise programs: time, money and energy. Let's take a look at all of them to see why they kill progress and what you can do to get back in shape with a program you can maintain.

Most programs just take too long. People are too busy and too stressed to devote to an hour or more every day to an exercise routine. For someone with a full time job and family responsibilities it's practically impossible to find even 10 minutes to exercise on most days, not to mention commute back and forth to the gym. The people who promote these time consuming programs make fitness their livelihood so they have all day to train.

When did getting in shape become so expensive? It costs 100's of dollars per year to join a good gym, and 1,000's to hire a personal trainer. An

alternative would be to train at home but that can be costly too. Many popular programs can run into the 100's of dollars and home gym equipment can run into the 1,000's! Much of this equipment winds up as high priced clothes racks.

The biggest killer of exercise programs seems to be energy. Most programs take too much out of you and destroy motivation. You may be able to drag yourself (or be pushed) through 3 - 4 hours of weight training and 3 - 4 hours of cardio every week (don't forget stretching!) but you will probably be constantly sore and tired the rest of the time. You won't have enough energy or desire to do the things you like to do in life. You will live to dread your next workout and eventually start to skip them altogether. If not, you will break down and get injured.

All of this is madness and totally unnecessary! The good news is that all the exercise you need to be completely fit and have plenty of energy can be done in mere minutes per week. If you perform the right exercises, in the right form and follow simple rules of progression, your fitness needs will be met before everyone else has changed into their gym clothes.

CHAPTER 1

TRUTH ABOUT FITNESS



The Truth About Fitness

I am always being asked: "what's the best way to lose weight?" "how can I tone up and build muscle?" etc. So, I thought I would give you a brief overview on what I think...

The media in particular portray a false sense of accuracy regarding fitness advice. They are always writing diet advice which in the long term will cause you more harm than good - and will not help you lose weight and certainly won't make you fit. For example, I was reading an article that stated if you eat a certain piece of fruit every day for 1 month you will lose 1 stone. What rubbish!

I am going to tell you what's good and what's not.

Why people publish these awful tips and advice is beyond me... like drop 2 dress sizes in one month. For those of us who work 9 to 5 this is just about impossible. What you can do in a month is, get a good level of fitness and the foundations for losing your weight. Start to eat healthily and eat the correct things to have a well-balanced diet. We all know what foods are good for us and what are not. Don't do these "diets" you see online or in magazines, trust me they are not good. Eat healthily - have a good amount of protein in your diet, include lots of fruit and vegetables and carbohydrates but ensure you don't overload on carbs. Your diet starts in the supermarket - if you buy junk, you will eat junk! If you don't buy it, then you won't eat it. A good idea is to plan healthy meals for the week, it only takes a few minutes to write down what you are going to have. Ensure you are getting the essentials for each meal, ensure you are not going to overload your plate with carbohydrates and having a mixed and colourful plate. Another major point to consider is your portion size - cut down the amount of food, don't overfill your plate. It's all in the mindset - you don't need it - have a sensible amount.

Try not to snack! Cut out fizzy drinks and cut down your alcohol intake. If you do feel hungry and have the urge to eat, why not have some nuts or some fruit. You don't need chocolate or fizzy drinks, replace these drinks with water, ensure you are drinking plenty of fluids, this is essential in your start to getting fit and healthy. Once you start eating healthily and drinking plenty of water, you will feel better within yourself.

Another very important point... I am a very big believer in not weighing yourself! You should not regularly use the scales. My theory is that it depends on how your clothes feel on you; are they starting to feel looser? etc. Stop weighing yourself! If you feel the urge to step on the scales, try and cut it down to once a month maximum.

Some of the major things that people ask me regarding fitness are, "what's the secret to losing weight in the gym? How can I tone up and build muscle?" I have read and heard a lot of rubbish with people trying to answer this question. The majority of people give bad advice and if you want a factual answer - the secret is hard work. If you attend the gym, I would highly recommend you use a fitness plan which is tailored to you.

Everyone is different and has different fitness needs relating to their body shape and their metabolism etc. You shouldn't only do cardio or just go and do weights. A good fitness plan involves a range of exercises. Females need to do weight exercises too, don't be put off to go into the weights area and complete your exercises.

I have been in the gym and witnessed people on one machine for 60 plus minutes doing the same level... trust me, that's not going to work. You need to mix up your training, and you need to be doing different types of exercise. I would recommend you doing cardio, weights, and abs exercises as well as fitting in some decent fitness classes.

When doing cardio, it is pointless to stay on one machine for 1 hour and I definitely wouldn't recommend it. Don't get me wrong; if you are training for a marathon a running machine can be a useful piece of equipment. However, even then, it's not great for that is not realistic; for when you're running outdoors you have different terrain to deal with. Therefore, if you're training for a run - train outside. Ensure when you are using cardio equipment you have a programme to follow as this will ensure you have a better workout. I write loads of cardio workouts that use sprints, long burning workouts, rest periods but still exercising. Most of all I make sure that it's fun; cardio can get boring so make sure you have a plan that makes it fun but challenging. Find something that pushes you! Remember to change your programme every 4 to 6 weeks maximum so that it continues to be effective.

Using weights, most of you will have walked into a gym and been put off the idea of doing weights as you see people doing exercises wrong and making it look extremely difficult. Firstly, before you start you need to rack up the weight, make sure you have the correct technique. Technique is everything! Don't listen to anyone who says it's about how many weights you can lift. Remember trainers are there to show you how to do things correctly, ask a trainer how to do a certain exercise; they will be delighted to help you. Having the correct technique will make a huge difference. To have the most effective workout - get yourself a programme, something you can follow, something you can keep track of your progress and remember to change it frequently. Exercises have to be put into a specific order to make

your programme a good programme. This is going to get you the best results and push your body hard, as I said at the start, the secret is hard work!! Having a well written out programme will do you the world of good. So go out and get yourself a great programme; it's worth the money. I could write down 10 exercises and send you one, however, this is completely wrong as I need to know many things about you and your training needs and what results you require. Good programmes are going to get you results!!

Girls doing weights: I am going to be honest here; you need to do weights to get toned and to get yourself looking in shape. Don't go in and lift 1kg weights, this is a waste of time; you need to get yourself a plan that you can follow. Don't be scared of the dreaded weights room and don't worry doing weights will make you look huge. Weight lifting will not make you look manly but will make you look toned. Again, ask your trainer for a plan that is worthy for girls.

FITNESS CLASSES

If your not a fan of the gym then get outside! I am a massive fan of outdoor training, and body weight training outdoors is sensational for you. I do a lot of work outdoors, it's nice getting fresh air as well as not having to stare at yourself in the mirror while working out! You can get a fitness plan for outdoor training and trust me you can do more than you think if you're training outdoors. Bring a skipping rope and get an even more intense workout. Just ask for an outdoor plan from your trainer.

So lets recap... start by adapting your diet and eat healthily, then find yourself a trainer who can write you a fitness plan - one which you can enjoy and have fun but still get you a great workout and the results you want. Remember to update your plan regularly. Try to get involved in fitness classes, trust me they will push you harder than you may push

yourself. If you can, working with a personal trainer 1:1 will ensure you get your results as they are completely focused on pushing you to your limits resulting in you achieving your fitness goals.

You shouldn't drink any shakes, there are natural foods out there which are much better for you than processed shakes. Try and get your protein, e.t.c naturally. Don't get me wrong, sometimes there is a need for shakes, but try not to, it's much better to do it naturally. If you're stuck you can ask me and I can help you find foods to suit you.

CHAPTER 2

WHAT IS SO IMPORTANT ABOUT FITNESS?

Before you can consider what is so important about fitness, you first need to consider what fitness is. Although there are many components related to fitness, there are a few that stand out as the most important. Here, you will find the five basic components of physical fitness.

WHAT IS FITNESS?

Simply stated, fitness is the ability to perform physical activity. However, having adequate energy to go through your day and to be in a state of overall health is also a part of being fit. Both physical exercise and diet are important components of fitness. There are many reasons to get and stay fit. Let's look at the most important ones.

INCREASED ENERGY

Having energy for daily activities is vital to happiness. Have you ever been at work and felt that you could fall asleep at any moment if you just closed your eyes? Or, perhaps, your job is to take care of small children. Do you frequently feel as if you are just going through the motions and you are not able to enjoy the pleasant moments because you are just too tired? Building up your energy reserves is a great way to improve your overall state of well-being and happiness. With the proper amount of energy, you will have more ability to share yourself with others, be more productive at work and have more time for your hobbies and leisure time activities.

LOWERED RISK OF ILLNESS AND DISEASE

When you are fit, your body is in a positive or even an ideal state. If you are not fit, you put your body at risk. The diseases most frequently associated with lack of fitness are: coronary heart disease, cancer, type 2 diabetes and high blood pressure. By having a well-balanced diet and getting enough exercise, you will be decreasing your chances of contracting a serious illness.

BETTER SLEEP

If you find yourself not getting at least 7 hours of sleep, you are putting yourself at risk for illness and being overweight. To combat your sleep issues, try going to bed an hour earlier than usual and turning off the tv at least an hour before you turn in. Also, don't exercise right before going to sleep. Try a cup of soothing, herbal tea to calm your mind and body while you get ready for bed. Another great way to enhance your ability to get a good night's sleep is to keep the same schedule, even on weekends. Your body will adapt to the schedule and you will begin to get sleepy when your bedtime is near.

LESS STRESS

We all have stress, but some people are better at dealing with it than others. It is important to control your response to stress because it is a known risk factor for weight gain. A good way to help you de-stress is by using meditation, yoga and exercise.

HIGHER SELF-CONFIDENCE

Being fit is more than just a health issue. When you look good, you feel good. If you are in shape, you will certainly carry yourself in a more confident way. When you perceive yourself as fit, you are much more likely to engage in healthy behaviors, including working out regularly, eating a well-balanced diet and treating yourself with respect.

HOW TO GET FIT

Even if you are not at your best yet, there are plenty of ways to become fit! If you have some weight to lose, choose a diet plan that fits in with your lifestyle. This will increase your chances of success. Work out regularly, get plenty of sleep and reduce your stress with meditation, yoga and exercise. The most important way to make sure you are healthy is to choose a strategy that you can easily maintain.

EIGHT TOP WEIGHT LOSS AND FITNESS TRICKS TO GET YOU BACK IN SHAPE

It is no surprise to learn that you need to adopt a strategy when it comes to keeping in shape. Depending on how urgent your need, your health and wellness program may range from intense training, adding in a slight increase in exercise, or you may be able to get away purely with well-planned meals. Here are 7 tips to keep you on the straight and narrow.

1. follow the 40:30:30 diet method. The diet involves:

40% Low glycemic carbs -Foods such as beans, fruits and vegetables, legumes

30% lean healthy proteins -Tofu, fish, chicken, turkey, beef and low fat dairy products

30% essential fats - nuts and seeds, fish and olive oils

It is important that each meal should contain macronutrients to maintain the balance of hormones while achieving maximum weight reduction.

2. Higher protein diet. Consumed high protein foods in small servings, combining the diet with an exercise program that includes weightlifting and cardiovascular workouts.

3. If you are the type of person who is constantly combating extra pounds, your will probably need to combine a regular exercise routine and a good diet plan. Try exercising five days each week, enjoying 30 minutes on a gym or home treadmill and using free weights. This will be complemented by a diet plan consisting of legumes, seafood, nuts,

vegetables and fruits, chicken and dairy products that are low fat. Limit your intake of white sugar and flour.

4. Stop eating anything after seven in the evening.

5. Another healthy eating plan is a macrobiotic diet, eating foods like veggies, brown rice, and lean meat. This typically includes organically produced foods rich in lean protein. You should stay away from sugar, dairy and white flour.

6. Boost your chances of success with daily yoga exercises, such as Ashtanga Yoga

7. Avoid junk foods, they tend to be high in salt, fats and preservatives. Carefully check any labels. Often, food marked as "weight-loss" can be higher in calories than the alternatives.

8. If you need to eat "on-the-run" salad and raw vegetables are good stand-by foods, easy to take with you. Snack on carrots or sweet potatoes instead of chocolate bars, and she adopts a liquid juice diet when she has to shed weight fast.

Pick the tips from those above that most easily fit into your daily life-style, and with persistence you will soon see weight loss and an improvement in your physical fitness.

CHAPTER 3

A SIMPLE FITNESS, DIET GUIDE



Losing weight is a definite fitness initiative. A lot of people are struggling to watch their weight with fitness exercises that don't work for them. The stresses involved with this are so common that it is sometimes better just to have a fitness diet that involves what foods you eat. It is more than possible to gain fitness through a diet that incorporates all the information based on nutrient bearing capacities of different foods.

Negative calorie foods are certainly the way to go. Negative calorie foods are those foods that promote the breakdown of fats by their simple presence alone. Some of these include watermelons; lemons; lettuce; grapes and papaya. These foods are somewhat harder to digest than other foods. As a result of this they require the added metabolism that is also helpful when it comes to digesting fats. A diet like this can induce good fitness if they are taken carefully because taking too many of these can immobilise a balanced diet.

I recently came across the Atkins Diet. This diet is good for maintaining or inducing fitness. This diet works on the health philosophy of limiting the intake of carbohydrates. The body naturally needs carbohydrates as they contain the energy that the body needs to carry out normal energy needs. So if you cut down on carbs your body will ultimately use fats in the body as a source of energy. Eventually these fats will be burnt out, thus making the body fit.

A diet that includes very few toxin containing substances is another way of gaining fitness. Cut down or even cut out alcohol; cigarettes and coffee. These substances have toxins that negatively affect body metabolism in a way that minimises the digestion of fats. On top of this you can also consider the Acai berry that is an antioxidant that restores normal body functions affected by toxins.

There is now what they call the Zone Diet. This diet allows you to still eat proteins; fats and carbohydrates, but in minimal levels. This diet prescribes the eating of 30% protein; 30% fats and 40% carbohydrates. Once the body takes nutrients in these proportions it is able to maintain hormonal levels at a standard. And if the hormonal balance is well defined, fitness is easier to bring about.

A fitness diet is one that keeps your body nutritionally balanced. Therefore, a fitness diet ought to be a balance of various nutritional measures to ensure that your body performs ordinary functions. So be careful not to get caught up with a diet that starves you of essential nutrients.

DO NOT GET THESE WRONG IDEAS ABOUT FITNESS

Fitness is important to the health of everyone. However, many people still do not fully understand what it involves. There are a lot of misconceptions about fitness that cause people to miss out on the real benefits from fitness. Fitness is not a magic pill to good health, but it definitely is an important component. Read the following article to make sure that you do not have these misconceptions about fitness.

When you include a regimen of fitness and exercise, it does not mean that you do not have to watch what you eat. Proper diet and nutrition is still very important. Fitness and nutrition are interdependent of each other. The foods that you eat give you the energy in order to sustain a healthy level of fitness. If you overeat the wrong kinds of foods, you will feel tired all day. You will not feel like working out. This results in a defeat of your whole intention to exercise and stay fit.

When you start to lose weight, this does not mean that you can stop your exercise regimen. In fact, when you see positive results from your efforts, it is all the more important to stay with your exercise routines. You certainly do not want relapse back to an inactive life. If you stop exercising, weight gain will return, and you may even gain back a few more. You will risk getting into a yo-yo effect of losing weight and gaining weight. Therefore, the lesson here is to stick with an exercise regimen if it is working for you.

Do not think that getting in shape is easy. It takes a mental commitment to make it work, which might be the biggest hurdle to get over. It takes effective management of your time because you have to find a time to exercise during your busy day. It takes will power because sometimes, when you feel low in energy, you still have to press on to put in those minutes of exercise. So, fitness definitely requires a certain level of effort in order to make it work.

Do not think that walking just a few minutes will provide a good enough workout for you. A good workout should raise your heart rate for a set duration of time. This exercises your heart muscles and strengthens them. You should aim for at least 30 minutes of cardiovascular exercise. A set amount of resistance training is also recommended for making body muscles stronger.

Do not assume that you can just do any type of exercise to gain benefits. Everyone's body and health conditions are different. The ideal type of exercise depends on the individual's health. For instance, if someone has knee problems, running or jogging for a long distance will only make the knee injury worse. For something like that, low-impact exercises would be

more appropriate. Therefore, get a check up from your doctor to find out what exercises he recommends for you.

After reading this book, you should now have a better idea of what fitness really involves. The ultimate goal is a healthy life, so learn all you can to make the right decisions.

POPULAR MISCONCEPTIONS ABOUT FITNESS

There are other widespread misconceptions about fitness that should be laid to rest.

Television and automobiles are blamed more and more for our sedentary habits. This line of reasoning is sophisticated twentieth-century atavism at its illogical best. It tutts our technological way of life and subtly hints that our ancestors, who never had it this good, really never had it so good. Television and automobiles have seduced us into a pathetic state of physical atrophy.

If naïveté were tax-deductible, such philosophers would be totally tax-exempt. Automation has been made the hapless scapegoat of our poor condition when, in fact, it is the fault of the people who use them, not of the appliances themselves. What television set ever turned itself on, or what car ever drove down to the corner drugstore for a tube of toothpaste? Why blame a car? It takes a human to get it going!

This gets at the root of another misconception-namely, that the emphasis on fitness should be for children. Here the axiom is that fit children grow up to be fit adults (and who has proven this?). So for every child in shape they potentially will in time be a fit adult-a one-for-one proposition. Mathematically, it is more profitable to concentrate on the grownups.

Children inherently are hero worshipers. Imitation is the sincerest form of flattery and children mimic the people they respect the most. If a boy sees his revered father come home from the office, slump into a chair, and turn on television, it is scarcely surprising that the son follows suit-to the

exclusion of physical activity. But let there be a father in the neighborhood who is a good sport, who keeps trim, and who is fit-watch a whole gang of kids crowd around and admire and exercise. The good influence of sports idolatry on boys in particular is seen in Little Leagues where little tykes make incredible plays in imitation of their big-league heroes. If one child is in shape, one child is fit. If one adult is physically fit, a dozen or more children soon may be.

Another old wives' tale involves the housewife herself. She is told she cannot become fit not with her washer, drier, automatic dishwasher, vacuum cleaner, electric floor polisher, and so forth. After all, in the good old days these chores were done by hand. True, but they were done by the maid, not necessarily by the housewife. The husband and children also helped.

She is also criticized because she uses the car too much. But home deliveries from the local market are almost a thing of the past. And with the movement to outer suburbia, it is a long walk to the shopping center. Leave the housewife alone-she gets plenty of exercise cleaning the house, chasing the children, and tending the garden.

Finally, there is a popular myth which says, ' 'Americans must be told why they should be in shape if national fitness is to be achieved.' In fact, millions have been spent telling us why. The problem is not that simple. Many people are not in shape, not because they are against fitness or because they do not know why fitness is desirable, but because they have not been given practical suggestions on the hows of fitness.

CHAPTER 4

ALL ABOUT FITNESS COURSES



ALL ABOUT FITNESS COURSES

There are many different fitness courses, so if you were looking for a new and exciting career it would be well worth your time to investigate them. One of the most fun and easiest fitness courses shows you how to work with a group. Group exercising is popular with the general public and many opportunities abound both in gym work and in private training to become a personal trainer for a group.

Completing a fitness course will ensure that you develop the strength and skills necessary to work in a group situation. Many fitness courses teach you group control and communication, how to create choreography and the mechanics of music as well as the basics of fitness. Not only will you become a coach and mentor, but an entertainer and choreographer as well. The career opportunities available to those who undertake fitness courses are many. You can get work in a gym, health club or at a holiday resort - even on a cruise ship. What fun it will be to live and work at places like these.

Or if you are more into the swimming scene, you could take a fitness course and become an aqua instructor. This is one of the fastest growing sectors of the fitness industry, so will ensure that there are many opportunities for employment. You will learn how to choose and modify specific exercises for water use, the difference between shallow and deep-water training, and the best ways to communicate in a pool environment, as well as taking care to modify exercises to fit various fitness levels.

Many fitness course modules can be done as stand-alones. So if you already have some qualifications then you can consider adding to them by doing these shorter courses. Or you can take the plunge and do the executive fitness course that trains you how to do everything and set up your own business as well. Courses can be done full-time or part-time and the theory can be done at home. These options are handy if you need to keep working to pay the bills.

FACTS ABOUT FITNESS FORUMS

Following a proper fitness program is the best way through which you can maintain good health and fitness. Physical fitness exercises really help to increase your life span, and also improve your working capability. These amazing exercise routines have gained a lot of popularity today, partially because of the reason that many people have started taking a lot of interest in improving their health and performance through exercise routines which are compatible to the sophistication and complications of today's lifestyle.

Fitness Forums are a great place to find the most accurate information available on the internet, especially if you are an amateur or just an enthusiast. Fitness Forums available online are used by professionals, trainers and dietitians, where they answer queries and also exchange their experiences with other members of the forum.

Fitness Forums are popular platforms for ongoing raging debates on a number of issues, ranging from which work out routine would work best with amateurs to which protein based diet is the most effective with body builders. You will have access to different therapy procedures, different websites for different physical therapies, reviews and postings by people

following different fitness programs, and also health and fitness related information. Fitness forums also have video clips through which you can learn different physical exercises which will suit you the most, and also details about intensive work outs.

Staying physically fit is very necessary to continue comfortably with your already busy routine. Most physical fitness programs focuses on exercises and physical therapies which will help to improve your overall physical performance rather than following the bodybuilding routine which helps to increase your muscle mass.

AN IMPORTANT MESSAGE ABOUT FITNESS & EXERCISE

One of the simplest and most effective ways to bring down blood glucose levels, cut the risk of cardiovascular disease, and improve overall health and well-being is physical fitness and exercise. Yet, in our increasingly sedentary world, where almost every essential task can be performed online, from the driver's seat, or with a phone call, exercising and being physically fit can be tough case to sell.

In reality, everyone should exercise, yet survey shows that only 30% of the United States adult population gets the recommended thirty minutes of daily physical activity, and 25% are not active at all.

Inactivity is thought to be one of the key reasons for the surge of type 2 diabetes in America, because inactivity and obesity promote insulin resistance and other factors that trigger other kinds of diseases.

The good news is that it is never too late to get moving, and exercise is one of the easiest ways to start controlling the onset of any kinds of diseases. For people who are already candidates for some serious diseases like diabetes and heart failure, exercise and physical fitness can improve the condition of some parts of the body like insulin sensitivity, lower the risk of heart disease, and promote weight loss.

In 2003, the Journal of Clinical Endocrinology and Metabolism had published an issue regarding the result of their study and found out that lack

of exercise and physical fitness were the key factors behind obesity and other serious diseases like diabetes.

Hence, it is extremely important for a person to stay healthy and be physically fit in order to avoid such illnesses.

GETTING STARTED

The first order of business with any exercise plan, especially if you are a "dyed-in-the-wool" couch potato, is to consult with your health care provider.

If you have cardiac factors, your doctor may want to perform a stress test to establish a safe level of exercise for you.

Certain complications of some diseases will also dictate what type of exercise program you can take on. Activities like weightlifting, jogging, or high-impact aerobics can possibly pose a risk for people with diabetic retinopathy due to the risk for further blood vessel damage and possible "retinal detachment."

Health experts also contend that patients with severe peripheral neuropathy or PN should avoid foot-intensive weight-bearing exercises such as long-distance walking, jogging, or step aerobics and opt instead for low-impact activities like swimming, biking, and rowing.

If you have conditions that make exercise and physical fitness a challenge, your provider may refer you to an exercise physiologist who can design a fitness program for your specific needs.

If you are already active in sports or work out regularly, it will still benefit you to discuss your regular routine with your doctor. Use supplements with proven track records and visit health sites to get more tips about liquid multivitamins that work! Liquid Multivitamins have a 90% better absorption rate than pills. Get a good liquid multivitamin and make it a part of your morning routines.

The bottom line is that physical fitness and exercise should not have to be a rigid activity and should not come off strong. Your exercise routine

can be as simple as a brisk nightly neighborhood walk, walking the dog, or simply taking the stairs instead of the elevator. The important thing is that you keep on moving. Every little bit really helps a lot.

In the end, you will realize that the many things that good food can bring you are equally the same as what physical fitness can do for you.

ARE YOU A BEGINNER SERIOUS ABOUT FITNESS?

I've been barraged with inquires asking how best to set up fitness programs. I thought it might be appropriate to go over the basics of how best to design an effective fitness program. Any sensible body renovation plan need include three elements: progressive resistance training, cardiovascular training and nutrition/diet. Hemingway once quipped, "Quality writing is not interior design, it's architecture."

And so it is with physical renovation, we aren't rearranging the deck chairs on the cruise ship, we're erecting massive column and moving mounds of earth. The three core elements need to be practiced in an even, balanced way: better to do a bit of each than emphasize one element to the exclusion of the other two. The Sisyphus-like mistake fitness acolytes repeat over and over, to their eternal detriment, is to grab onto one of the three core elements and dive into it with a frenzy that lasts about three weeks. Then frustration, boredom and above all else, lack of results, causes the fitness Sisyphus to chuck the whole effort yet again. It doesn't have to be this way. By structuring your fitness effort in a balanced way, tangible, irrefutable, unarguable results, measurable not imagined, can and will occur.

Elite athletes know that when all three core fitness elements are in place and practiced with due diligence, a physical synergy occurs and results exceed all rational and realistic expectations. The key to progress is balanced application. A plan without implementation is worthless and this approach is set into motion by intense physical and psychological effort. The entire fitness procedure is set into a time frame and through a process of reverse engineering; we start with a realistic goal and work our way

backward to a starting point. Effort is synonymous with intensity. When we train we train hard. Effort, intensity, requires we bump up against current physical capacity in some way or another. There are a variety of ways to achieve this. Psychological intensity manifests itself as we apply discipline to adhere to the program guidelines: discipline is used to determine and regulate what we eat, how much we eat and when we eat it. Discipline is used in training to generate a heightened mental attitude during the actual physical training (psyche). When the three elements are present and applied evenly, a wonderful ebb and flow occurs, after a few weeks effort melts away and the process develops a momentum of its own. As results pile up enthusiasm supplants willpower.

The question is, how best to construct a customized training template that synchronizes fitness with the realities of my life? How best to construct a nutritional game plan? How much time will this require each week? How long will this take? How do I structure the actual workouts? How do I deal with the food preparation? All are issues necessary to be considered. Before considering details first design a skeletal structure.

Progressive Resistance Training: Optimally done with free weights (for a variety of physiological reasons) progressive resistance training, lifting weights, is not an option. There are 600-plus muscles on the human body and weight training is the best way to tone, strengthen and build muscle. Weight training is critical for muscle health and function. Free weight training is better than training with machines. The idea is to devise an exercise sequence, a series of exercises that purposefully targets as many muscles as possible within the time confines of a session. Train the target muscle intensely and thoroughly then rest that muscle until it's healed and recovered before training it again.

Muscle tissue is an active, living tissue and requires fuel in the form of calories to live. Since a pound of muscle requires 30-40 calories per day to survive, by adding 10-pounds of muscle (quite doable, particularly for a beginner) the body will burn an additional 300 to 400-calories per day. This is the number of calories a person would burn in a 30 to 40-minute aerobic session. Adding muscle boosts the basal metabolic rate and a fast metabolism trumps a slow one every single time.

Cardiovascular Training: Separate and a distinct, aerobic exercise builds and strengthen our innards, the internal plumbing. The efficiency of the pumping and cleansing organs are improved by repeated cardio exercise. As a direct result of the increased heart rate arterial pathways are flushed and scoured as torrents of blood are forcibly pumped through the veins. Heart and lungs pump oxygen-saturated blood, nutrient enriched, to living tissue. On the return trip, blood removes muscle waste products, toxins and fatigue-inducing lactic acid.

Purposefully elevate the heart rate to a predetermined target and once the increased HR is achieved, maintain the elevated rate for a specified period of time. Repeated aerobic exercise bestows a multitude of benefits. Endurance and stamina increase dramatically. Digestion and food assimilation improve and when a regular cardio regimen is combined with a performance-eating program, excess body fat is mobilized and burned as fuel. As with progressive resistance, the idea is to systematically increase our performance ceiling. By continually seeking to improve, regardless the cardio mode selected, we trigger the adaptive response and reap real results.

Performance Eating: This phrase is better than 'dieting' as dieting implies depravation, starvation and destructive denial. If you train hard, as hard as you are supposed to, you need to eat enough calories to support the level of intense effort. The mistake most personal trainers make is to overwork their clients then underfeed them. Too much effort combined with too few calories trigger the continual secretion of cortisol into the bloodstream. This catabolic hormone signals the body that a starvation situation exists and gives permission for the body to start cannibalizing muscle tissue to cover any caloric shortfall.

This is why crash dieters might lose tremendous amounts of body weight but still end up fat. They have become miniaturized versions of their old fat self - just considerably lighter. Optimally, we eat high quality nutrients continually throughout the day. Optimally, the trainee hovers right at the caloric breakeven point (everyone is different) and optimally, the caloric cost of exercise pushes the trainee ever so slightly into negative energy balance. Done this way, stored body fat is called up from caloric storage depots around the body. Muscle mass is built and body fat is systematically

oxidized. Again, calorie control is the initial goal. Once caloric content is gotten to the breakeven point, exercise creates a slight deficit. Fat is burned off while muscle is built.

Balance is the Key: In order to generate initial momentum available training time should be allotted equally. The beginner should divide available training time in half. If, for example, a person had four cumulative hours per week available for the body renovation effort, a realistic training split could be structured as follows:

Day I weight train 60-minutes

Day II cardio 30-minutes

Day III cardio 30-minutes

Day IV off

Day V weight train 60-minutes

Day VI cardio 30-minutes

Day VII cardio 30-minutes

Total weights 120-minutes

Cardio 120-minutes

Structure first - then content: Devise the template before beginning to tinker with the actual content. In the progressive resistance portion of our

training, our hypothetical beginner would devote two cumulative hours per week. Twice a week this individual would perform a progressive resistance routine one-hour in length that would attack as many muscles as possible, hopefully using a well-thought out free-weight program consisting primarily of compound multi-joint exercises. Cardio would be performed four times per week in 30-minute sessions.

The initial goal could be to elevate the heart rate, regardless to the cardio mode selected, to perhaps 60-70% of age-related heart rate maximum. Over each subsequent week for between 6 to 12 weeks, all benchmarks are pushed upward. Poundage or reps would be conscientiously increased and simultaneously the baseline heart rate would be stair-stepped upward. The adaptive response is triggered as a result of applied intensity and effort. The number of daily feedings is increased. By spreading the day's calories out over 5-6 feedings the metabolism increases and nutrient assimilation is vastly improved. Stored body fat is mobilized and oxidized.

Who ever said it would be easy? The physical transformation process is not easy but it is doable - assuming you can muster the discipline and gumption. First devise the game plan then allot your time, line up your tools, visit the grocery store and pull the trigger. The devil is in the details but unless you understand the training template and grasp the requisite balance between the three irreplaceable elements, nothing of much physical significance will occur. Architecture first (synergistic balance) then deal with the interior design (component content) - otherwise you'll become immersed and tangled in one area to the exclusion of the other two irreplaceable elements.

Like Sisyphus pushing that boulder up the steep hill, sooner or later willpower fails and it all rolls back down the hill. Think hard about the architectural structure of our fitness effort and after everyone absorbs the concept of balance into his or her marrow, then consider content specifics within each leg of the Fitness Triad.

**GUARANTEE A BALANCED LIFESTYLE
WITH THESE SUGGESTIONS ABOUT**

FITNESS

This article is designed to help you choose the right way to pursue your personal fitness goals. Many people, perhaps even yourself, have had negative experiences in the past related to fitness. Often, this is because there was no structure or guidance provided from the very beginning; however, the tips in the book provide just that and will help you on your way to incorporating fitness into your life successfully.

Make a count in reverse. Instead of counting up to the number of reps you want to do, count down from them. It will make your workout seem shorter and easier, because you are allowing yourself to think in lesser amounts. Telling yourself you only have so many more is much more motivating.

By changing what you think about, in terms of how to accomplish this exercise, during chin-ups, you can actually make them seem much easier to do. Generally, you would think about how you need to lift yourself up over the bar. Instead of doing that, try thinking about trying to pull your elbows downward.

Workout in front of a mirror. Keeping good form while exercising is very important in order to achieve maximum fitness results. By working out in front of a mirror, you can monitor your posture and stance to make sure that you are performing the exercise properly. Maintaining proper form will help your muscles to build evenly.

If you are doing squats, make sure to rest the bar as much on your shoulders as you can. By holding it on your neck, you are causing the weight of the bar to compress your spine. In turn, this can cause severe injuries to your spine and other muscles.

To maintain the benefits of your workout, drink a few supplements after you are finished. Your muscles will be craving protein; so, chug a pint of a protein shake to replenish their supply. Studies have shown that doing this increases the ability of your muscles to maintain the gain from the workout.

To better your hand-eye coordination in baseball, use your glove to shield your eyes, not your bare hand. This not only gives better coverage, but also increases the chances that you will actually catch the ball. Practice doing this until it becomes natural, so you remember to protect your eyes.

When working out, do not set a specific time to take a break. This will just make you work harder, which can cause negative effects. Instead, just take breaks when you need a breath or your muscles feel fatigued. Do not forget to drink lots of water when you are working out!

A good way to help you get fit is to be really certain of your goals. A lot of people want to put on muscle and shed fat at the same time. Doing both at the same time is not possible. By knowing exactly what you want, you can find the right diet and exercise program for you.

Without structure or guidance, many people feel apprehensive about pursuing their fitness goals. However, the advice offered in this book will help you stay organized and focused on your path to achieving your individualized fitness goals. You will be able to see noticeable results if you have patience and look over the above tips carefully.

Four Lessons All Beginners Will Learn About Fitness

Getting geared up to start on your very first workout plan? If so, this is a very exciting time. Getting involved in fitness is one of the best decisions you will make. You may not realize it now, but stick with your program for the next 5 to 8 months and you will reap so many benefits. You will agree it's been the best choice you've made.

Along the way you are bound to learn a lesson or two. In order to help prepare you, take a look at the following four lessons all beginners will learn before they advance to the intermediate stage...

1. Progress Won't Be Steady. First, it's vital you understand the fact progress is not going to be a steady journey. Meaning, some days you'll feel like you are soaring. You're making unbeatable progress that makes you feel proud, motivated, and better than ever.

Other days - you'll wonder whether you should even continue. This is all normal and natural.

Don't let those slow days discourage you. As long as the journey is steadily going upwards overall, you're right on track to success.

2. You WILL Have "Those Days." Speaking of slow times, you will have "those days" - days where you just don't feel into it or your body isn't responding as it should. You feel tired, sluggish, and the gym is not the place you want to be.

Be patient with yourself. You are normal. Don't expect perfection, but expect maximum effort. At the same time, listen up. If your body is really asking for rest, give it rest. Sometimes it pays to just take the day off and allow for more recovery.

3. Comparisons Won't Help. As you go about your fitness journey, avoid comparisons at all costs. Remember, this is your race - not someone else's. The progress of someone else is entirely out of your control.

Focus on what is in your control. That is you. If you do, you can be sure you are going to be feeling more fulfilled and less disappointed with yourself.

4. You'll Grow Immensely. Finally, expect to grow. Getting on the path to ultimate fitness is going to change who you are. You'll start viewing things differently. You won't want to go out partying on the weekend because you'll know how it'll make you feel. Likewise, you might think twice about eating a bacon double cheeseburger because you've put so much work in at the gym - why ruin it?

When you start to notice these thoughts, you know you are on track to seeing results forever. You have now become one of "those" fit people. Congratulate yourself. Few reach this point.

So keep these lessons in mind and prepare for the journey ahead. If you stay committed, it will be a great one.

Although managing Type 2 diabetes can be very challenging, it is not a condition you must just live with. Make simple changes to your daily routine - include exercise to help lower both your blood sugar levels and your weight.

TOP 4 EXPERTS' FACTS ABOUT FITNESS

Do you want to enjoy your favorite snacks without worrying about extra pounds? What about being always at alert in your workplace? Do you want to perform at your peak when you are with your spouse?

Obviously, everyone will answer 'yes' to these questions. Well, the truth is, fitness exercise is the answer. And, you can start right away by visiting a local personal training studio or fitness center.

In case you've been relapsing on your keep fit routines, here are top experts' facts about workout and fitness to inspire and motivate you;

1. EXERCISE ENHANCES BRAINPOWER

"Physical activities will ultimately enhance mental clarity by boosting energy levels as well as the serotonin in your brain," says a certified fitness trainer. So, in addition to improving your body, exercise will enhance your mental capacity. Consequently, your day will be more productive.

According to a professor of kinesiology at California State University, Todd A. Astorino, "It is proven that people who work out and stay active are several times more productive at work."

2. EXERCISE SUPPLIES ENERGY

If you are in the habit of popping in at least 30 minutes physical activity in the morning, you can testify that the routine changes your entire day for good. Professor Todd A. Astorino also said, "endorphins are released into the bloodstream in the course of working out, which in turn makes you much more energized all through the day." Subsequently, accomplishing your daily task becomes a hassle-free endeavor.

3. PHYSICAL ACTIVITY MELTS STRESS AWAY

One of the best ways to relieve all the stress you are experiencing is to embark on a fitness routine. Once you kick off exercising, you will experience instant relief from both physical and mental stress.

According to the chief exercise physiologist, Cedric Bryant of American Council on Exercise, "Exercise generates a relaxation response that distracts in a positive manner. In addition, it aids in the elevation of your mood and minimizes depression."

Even people around you will benefit from the happiness and less stress that you feel as a result of keeping your body fit. The reason is, you are less irritable when you are less stressed. Consequently, your relationship with your spouse, kids, and even co-workers is greatly enhanced.

4. WORKOUT HELPS TO PREVENT DISEASE

The outcome of a research has proven that activities to keep fit can keep sickness at bay or prevent diseases, especially high blood pressure, heart disease, arthritis, type 2 diabetes, and other ailments such as loss of muscle mass and bone loss (osteoporosis).

The routine can also help intercept certain aspects of premature aging process. And of course, fitness activity goes hand in hand with healthy meal prep, which in turn promotes better outcome.

WHAT EVERYBODY OUGHT TO KNOW ABOUT "FITNESS WOMAN"

If you want to be a fitness woman, you need to know the different important tips on how to be a more effective fitness woman. One of the things you need to know in being a fitness woman is to choose a program that is right for you. Every fitness woman needs a different kind of fitness program and it is necessary for a woman to seek advice from a competent

fitness trainer to be sure to select the right program. Choosing the wrong program can only cause injuries and frustrations.

To be a fitness woman, it is best to set realistic goals. Make sure to set goals for a certain period of time that you can achieve. In addition, your fitness program must be practical and will not leave you frustrated. It is helpful in being a fitness woman to do exercises that can work on different muscles in your body. This is due to the fact that as you develop muscles, you tend to burn more calories and you reduce your body fat. To be a fitness woman, you need to know what kind of exercises can work on certain parts of the body.

It is important for a woman to have a systematic fitness program to work on your muscles. You will not get satisfactory results if you keep in repeating the same exercises without making your muscles to work hard. It will help to be a fitness woman to make a record of the everyday results and make the development based on the records you had in the past. Keeping a daily record can help a fitness woman to be motivated and be on track with the fitness program.

A woman must have a flexible program with different kind of exercises. In order to keep yourself motivated, you can change your goals, exercises and sets each month so that you will not get bored with the fitness program you have. In addition, one of the best ways for a fitness woman to stay focused is to have a healthy competition among other people.

A program may be effective to one fitness woman but may not be good for another fitness woman. You need to be patient in learning from a trained fitness woman and show self-discipline and hard work in order to perform a lot of programs. Spending too much for expensive memberships for fitness centers, exercise equipments and gadgets are not necessary to reach your goals though most people find it helpful to join a fitness club. Fitness centers can provide people the appropriate fitness equipments and trainings as well as proper training devices necessary to keep the body fit.

CHAPTER 5

WHAT EVERY WOMAN SHOULD KNOW ABOUT MAKEUP



At some point in our lives, each and every one of us will have to start learning a couple of things about makeup. Some women won't feel the need of going through the trouble of using cosmetics every morning, but most of us love this part of the day. A good makeup session will certainly make you feel more confident and it will also make you look better than ever.

Most women started using makeup without any professional help. You learned how to do it from your friends, your sister or your mother. After a few months, you probably wanted to experience with different colors and techniques, but you only had your intuition to rely on.

Nowadays, you can go online and find hundreds of tutorials which can help you apply your makeup like a professional. The actual physical effort can be done by anyone and this means that as long as you are properly informed, you will be able to obtain the results you are searching for.

The truth behind makeup is that your looks can be dramatically improved if you know what you're doing. Some techniques are really easy to understand without professional help and you will be surprised to see that the end result is completely different from what you usually achieve. A successful makeup session can be divided into two aspects: the quality of the makeup tools and the skill of the person who is using them. You can easily improve both of these variables and all it takes is a few minutes of getting informed.

WHAT TO LEARN ABOUT MAKEUP APPLICATION

Let's admit it, we have to put colour in our face once in a while. Going out wearing just our natural skin is fine. After all, we all should learn to love our natural beauty. But there's no point refusing to see how a makeup application can be an advantage - even a necessity sometimes - in some rare occasions. It is not as if we have to wear makeup everyday.

Whether you are going to a job interview, a party, or a special meeting with someone, applying makeup will give you the charm and confidence to interact with others. Flawless skin is not a gift to everyone. A lot of people can develop unwanted spots on their faces which - if excessive - can pull down their self-esteem. Makeup application helps to cover these flaws.

If you are a beginner in applying makeup, there's no need to worry about terrible results during your first try. That's part of the learning process. However, it helps a lot to equip yourself with knowledge and useful tips so that you know where you're heading to. And even if you have been already doing makeup for a long time, learning new things shouldn't stop.

Here's a few:

Before makeup application, the face should be washed appropriately to prevent the bacteria from blending with the makeup, which might result in having the pores clogged. Spread on enough moisturizer to soften your skin

and provide protection against the harmful rays of the sun. After a few minutes, when the moisturizer has been sipped by the skin, the makeup process can start.

Always begin with a foundation primer to help smooth skin on the face and allow the makeup last a bit longer than usual. A sheer foundation may come next. Be sure to purchase foundation that matches your skin color. Makeup is supposed to enhance your natural look, not change it all over.

Concealer comes after, covering up unpleasant blemishes and spots. This can also even out the color of the skin, especially around the eye area. Lightly brush your face with loose powder and then you're ready to apply blush to your cheeks. While putting on your preferred blush, smile so that you know where the apples of your cheeks are - they should be the spots where you apply the blush. And remember to blend in an outward direction towards the temple down to the earlobe.

Do not start with your eyes yet. Often, we have the tendency to overdo our eye makeup. To avoid this, work on your lips first instead. Apply lip balm (this moisturizes the lips and will help the lipstick last longer) and line your lips with a lip liner close to the color of lipstick you plan to use. Put on lipstick by using a lip brush. This will give you more control on the amount you want to apply.

For the eye, be careful on choosing a color palette. The kind of occasion is a vital factor in deciding what to put onto your eye. If you're wearing makeup for a day event, use those with neutral and light color. Night makeup is preferred to be more tinted and heavier.

APPLYING FACE MAKE-UP IN 5 EASY STEPS

You want to do your own face make-up but don't know how? Well, here's make-up application in 5 easy steps. Follow the instructions and try them out. You will dazzle like a diva wherever you go.

Before you start off with the process, keep everything you need at hand. Some of the most important tools for face make up are: moisturiser; liquid foundation or base; ice cubes; compact powder; eye shadows; eye shadow

applicator; eye liner; kohl or eye pencils; mascara; lipstick or lip colour; lip liner; lip brush; some basic rouge shades; tissue box.

Once you have all these cosmetics and make-up tools in place, you are ready to get started with your face-makeup. Before you start with any make-up consider the occasion, time of day and even the climate. Always go light on make-up if the temperature is higher. The 5 steps will turn you straight from the girl next door to the attractive that stays hidden inside you.

FOUNDATION OR BASE:

First apply moisturiser on your face and neck. Cover ears, nape and the portion your outfit's neck is going to show. Wipe excess moisturiser. Now apply liquid foundation in dots across your face. Blend it in your skin and see that you cover all the flaws. Now quickly rub ice over your face to close the pores. Dab with a tissue. Now apply the compact powder. Remember to choose a liquid foundation and compact that is closest to your skin tone and colour.

EYES:

Apply an eye shadow according to your outfit or the time of the day. Take a light shade if you are going to be in a bright place and take darker hues for the nights. Consider the occasion too. You can add some glitter if you are going to a party. If it's a quiet dinner then minus the glitter and just take a golden hue and blend with a colour that compliments your skin. Now apply eyeliner over your eyelids. If you have big eyes keep it thin. Run kohl along your eye rims. Now apply mascara on your eyelashes, both up and down.

LIPS:

Begin with applying a lip liner on the edges of your lips. Make them shapely if you want. Fill in lip colour with a lip brush from the lipstick. Press lips on a tissue. Apply lip gloss. If it is an evening event apply a lip gloss that adds some sparkle to your lips and brings out the pout.

BLUSH ON:

Take a basic rouge shades, either a rosy pink or warm brown. Roll a brush on it and apply it on the side of your cheeks with gentle strokes. Smile while you do so. Stroke the same brush lightly on your nose too. Avoid making circles or over using the use. You have to keep it natural yet bring out your best features.

TOUCH UP:

Carry a lipstick, a lip gloss, some tissues, a small mirror and a compact powder with you when you leave your place. Give yourself a quick touch up if you are sweating off the face make-up or in any case if your make-up is wearing off.

A girl does not need to be taught dressing up. It is instinctive. While you are doing your face make-up you will discover many minor details on your own and you will customize the procedure according to your facial skin and features. Just ensure whatever you try looks good on you. Rather avoid it if you are unsure. You are now set to do your own face make-up. You sure will be the best girl

WHY DO YOU WEAR MAKEUP?

What do you think about makeup? Do you regard it as a luxury or necessity for a woman? Why are there so many women spending most of their times in dressing up themselves with expensive cosmetics?

I have always been a sucker for all things natural, no matter how imperfect they are. In my opinion, nothing is completely perfect; instead, imperfection is individuality of an object. That's the reason why I believe that it's totally necessary to wear makeup.

Whereas, everyone has distinct values and ideas. And it seems that there are much more people apt to wearing makeup than those who refuse to use cosmetics.

99% females can look more beautiful with makeup on! I'm sure that this is the dominant factor to cause the popularization and well selling of cosmetics. What's better, if you are good at wearing makeup, you can do it a

good job to succeed in a "perfect" condition. When someone looks that beautiful but you do not find out the fact that she has wore makeup, then it means the makeup is doing the job right.

Apart from the pursuit of beauty, wearing makeup sometimes is a requirement of etiquette. For example, when you are going to visit an important customer as a representative of your company, you should make up yourself with no doubts. It's impolite to wear no makeup in such significant occasion.

All in all, every woman should learn to wear makeup in case that they have to do that one day. Now, I think it not decent to over-wear makeup; but it's also necessary to wear makeup lightly sometimes.

CHAPTER 6

THE HISTORY OF MAKEUP



Looking at glossy magazine ads of beautiful women touting "the latest cosmetics news," "the best mineral foundation," or "the most glamorous eye makeup that's around," you might also think that makeup is a modern invention. But the fact really is that makeup has been around since ancient times. Through thousands of years of history and different countries and cultures, one thing remains constant: people like to look good. Of course, the types of makeup they used have changed over the years, from dangerous substances like arsenic and iodine to today's safe, natural mineral makeup, which uses naturally-occurring minerals.

Even in Biblical times, makeup was used to enhance appearance. We know this because makeup is actually mentioned in the Bible several times. For example, King 9:30 says, "When Jehu came to Jazreel, Jezebel heard of it, and she painted her eyes and adorned her head." Jeremiah 4:30 says, "What do you mean that you dress in scarlet, that you adorn yourself with ornaments of gold, that you enlarge your eyes with paint?"

Archeologists have uncovered evidence of eye makeup in ancient Egyptian tombs dating from 3,500 B.C. The ancient Egyptians used kohl as eyeliner. It was made of copper, lead, soot, burned almonds, and other ingredients. By the first century A.D., the available makeup also included powders to make the skin whiter and rouge made of red ochre for the cheeks. In ancient Rome, cosmetics were made by female slaves called Cosmetae.

It's interesting to note that, just like in modern times, there in China, there was even a legend that promoted a makeup fashion: it was said that Princess Shouyang, the daughter of Emperor Wu of Liu Song, was resting near some plum trees by the palace when a plum blossom drifted down onto her face and left a beautiful imprint on her forehead. It was said that the ladies of the court were so impressed by the beautiful mark that they began to decorate their foreheads with a delicate plum blossom design. This legend led to the makeup trend called meihua zhuang, which literally means "plum blossom makeup", which was popular during the Southern Dynasties (420-589), the Tang dynasty (618 - 907), and the Song dynasty (960 - 1279).

In the Middle Ages, the rise of Christianity (which disapproved of cosmetics) somewhat dampened the popularity of makeup. Still, some women still used it, especially among the upper class. Being pale indicated wealth and status, because the poor folk had to work outside all day in the sun while the upper classes lived lives of leisure indoors. Thus, women used white lead, soluble paints, white powder, or even bled themselves to get that fashionable pale look. Queen Elizabeth 1 used white lead to achieve a pale look known as "The Mask of Youth." In the 18th and early 19th centuries, the popularity of makeup again rose among the upper classes. Being extremely pale remained the most popular look. Unfortunately, many of the ingredients in makeup of that time were dangerous and caused serious health complications. Makeup of that era included white lead, mercury, and sulfur. To make their eyes sparkle, some women put drops of poisonous belladonna in their eyes, or tried to achieve white skin by swallowing chalk or iodine. Skin ulcers, poisonings, and blindness were sometimes a side effect of these dangerous makeup ingredients. It wasn't

until recent years that safe, natural cosmetics, including today's popular mineral makeup, began to come to market.

In the mid-to-late 19th century Victorian era, primness and modesty were espoused, and garish makeup was denounced as whorish. This, however, did not mean the disappearance of makeup - instead, a subtler, more "natural" makeup look became popular. Since lipstick and rouge were now considered scandalous, beauty books of the time advised girls to bite their lips and pinch their cheeks before entering a room.

The modern era of safer, commercial cosmetics really began in the 20th century. That's when doctors began working with commercial makeup companies to produce safer makeup that women could purchase in stores. The 1920s and 1930s saw the rise of lipsticks, the first-ever liquid nail polish, powder compacts, blushes, and foundation. By that time, nearly all women wore makeup. Modern cosmetics companies that we still know today began popping up. Avon began as a perfume company in 1886, but soon moved into cosmetics. Maybelline was founded in 1915, Revlon in 1930.

Nowadays, makeup has become even safer with the increasing popularity of mineral makeup. Mineral makeup uses natural, safe minerals, ground to a powder, as the makeup base. Among the popular companies producing mineral makeup are Sephora, BareMinerals, PurMinerals, and others. The base ingredients for mineral makeup include titanium dioxide, bismuth oxychloride, kaolin clay, zinc oxide, and sericite.

The minerals in mineral makeup each have their own beautifying properties. Zinc oxide is an anti-inflammatory, and both zinc oxide and titanium dioxide protect skin from the damaging effects of the sun. Kaolin clay removes impurities from the skin, refines pores and helps clear up pimples, without removing the skin's natural oils. Sericite reflects light, which helps to minimize the appearance of wrinkles. Mica spheres and silk powders give the makeup a silky feel, which is why mineral makeup provides the best foundation.

Unlike the dangerous substances found in cosmetics in the past, mineral makeup allows women to enhance their beauty in a safe and natural way.

This is why mineral makeup is becoming more and more popular and is the latest makeup breakthrough.

CHAPTER 7

THE PROFESSIONAL MAKEUP ARTIST KIT - ESSENTIAL ITEMS TO INCLUDE



Makeup Tools such as brushes, sponges, applicators and other gadgets are essential to the work of the Makeup Artist and investment in this area is often the key to their success. With the right tools a good makeup artist can use almost any brand of makeup. The Key tools are: brushes, cosmetic sponges, mixing palettes, tweezers, spatulas, sharpeners, eyelash curlers, cue tips (swabs), cotton wool, disposable makeup applicators and tissues.

Expect to spend a bit of money on good quality brushes. Essential if you want to do a quality makeover on a client!

Make sure you monitor your supplies and check your bags after every assignment and replace what's running low. There's nothing worse than running out of an essential item on the job itself. Spending time after each assignment to restock your kit is advantageous since new jobs can come up sometimes at the last minute. Be ready for them!

Cleanser, Freshener, Moisturizer

Eye Makeup Remover

Blotting Tissues

Lip mask and balm

Foundation (various shades and light, medium, and heavy coverage, also mineral powder of various shades)

Both Light and Heavier "camouflage" concealer in Various Shades

Blusher in pinks, peaches and red

Eye shadows (look for palettes or create your own

Eyeliner in a range of shades including black, brown and white

Eyebrow pencils in black, brown and blonde

Lip colours including reds, pinks, peaches and browns

Lip pencils to complement lip colours

Lip gloss in clear and a variety of finishes (sparkling, tinted, metallic, etc.)

Loose powder in light to dark and translucent

Mascara in black and brown-black

Brushes (at least two of each): Powder brush, Blusher brush, Sponge brush, Blending brush, Contour brush, Eyeliner brush, Angled eyebrow brush, Lip brush, Concealer brush, Eye shadow brush, Detail brush

Foundation Brushes: Mineral, Liquid

Sponges: cosmetic wedges

Cotton wool

False eyelash strips and clusters, and application glues for each type

Eyelash curler

Makeup pencil sharpener

Tweezers

Scissors

Tissues

Hand Cleaner

Cue tips (swabs)

Disposable applicators (eye shadow, lip brushes and mascara wands)

Anti-shine

A makeup cape

Paper towels

Quick drying cosmetic brush cleaner

Hair clips

You may also want to add:

Makeup palette and spatula (for mixing foundations or lip colours)

Spray bottle with water

Small bowl for water to dip sponges or brushes into

Hip apron to carry cosmetics on assignment

A small portable chair for you to sit on for long waits out on a job

A portable professional lighted mirror station

A tall makeup chair for your client or model

It is definitely worth investing in good quality brushes, as they will last you many happy years. You do not need to get them all at once. Remember, you already have the best tools - your fingers - and you can continue to use

tools that come with the makeup palettes as you slowly build your collection.

CLEANING YOUR BEAUTY TOOLS

For ladies who love makeup, most of them pay attention to their face cleansing. I agree that deep cleansing your face is essential. But, you may have forgotten one thing to clean. That is, your makeup tool. Makeup tools like sponge and brushes always get in touch with your skin. If there are bacteria on the makeup tools, your face is going to suffer!

An eyelash curler is the tool that you need for you curl eyelashes. The silicon pad and the metal plate always get stained by mascara and eyeshadow. The mascara on the silicon pad may corrode the pad. Therefore, you need to clean it thoroughly. Use your eye or lip makeup remover to wipe clean. Then take a cotton pad and dip some sanitizer to sanitize the pad and the metal plate.

Many of you like to use sponge to apply your foundation. As the sponge has great adhesive power to the foundation or makeup, it is the easiest one to get dirty among all the makeup tools. If possible, you can choose the disposable one to avoid bacteria growth. If not, you should clean them regularly.

You can use both dish detergent and soap to clean your makeup sponge. The soap contains soap alkali which cleans the powder foundation exceptionally well. Before you can use the sponge, make sure it is completely dry. Let it dry by the wind instead of under the sun. It is advised that you may buy 2 sponges for alternative use.

Cosmetic bag holds all your makeup so you can carry them around all the time. Take a look at your cosmetic bag, you can probably notice the stain left by your colorful cosmetics. Use 7:3 alcohol to distilled water solution to wipe clean your cosmetic bag. Other than cleaning, you should at least replace your cosmetic bag once a year.

You may also use brushes for your foundation, rouge or lips, whatever. For these brushes, you should clean them every week with the specialized

brush cleaners. You can also use the water diluted shampoo or neutral facial wash to clean them. Then rinse with water thoroughly and let it dry completely. If you have brushes that you do not use often, you can clean them once every month.

Cleaning makeup tools is as important as cleansing your face. Otherwise, you may get pimples and allergies more easily. Do not be lazy if you wish to have a pretty face!

MY MOST INVALUABLE MAKEUP TIPS

Through some years of practice, doing my own makeup and others' makeup, I have learnt so much through trial and error. I am also really passionate about makeup and so I have read and tested a lot of advice given in magazines, books and on the internet to see if it works or not. So, to help you with your makeup skills and to save you the trouble of all the research I have done, I am going to share with you some of my most invaluable makeup tips that will definitely help you with doing your own makeup and achieving the gorgeous and flawless results that you want.

Use a magnifying mirror when applying make-up as it will help you to achieve a flawless, natural application. Remember, if you can get your make-up to look good close up, it will look perfect in normal viewing.

Place your magnifying mirror horizontally and, keeping your chin parallel to the horizontally positioned mirror, look down onto it when applying mascara. This little trick will help make it easier for you to lift and curl your lashes whilst applying your mascara and you will also be able to easily see and remove any clumps before they set.

- Always apply mascara on top of your lashes, not just underneath them. This should be done before applying the mascara underneath (as applying on top after you have done underneath will just flatten your lashes that you want to lift). Use your magnifying mirror in a vertical position, looking straight on to it, when applying mascara on top of your lashes.

- Apply your makeup in a room where there is a lot of natural day light (like having your mirror in front of a window so that the natural daylight

faces onto your face whilst you are applying your makeup). If your makeup looks good in natural day light, it will look good in any light!

When choosing a foundation, ask for a sample so you can try it out in natural day light. You will not be able to get a true match with the artificial lighting they have in the shops! Apply a stripe from below your eye down to your jaw (end just before going onto your neck). If the stripe "disappears" on your skin, i.e. it is the same color or almost identical to your skin, then congrats, you have found a perfect match!

MAKEUP FOUNDATION, THE BELOW THE SURFACE SECRET TO PERFECTION

This time I will teach you how to choose and apply the perfect makeup foundation. Let me assure you something, you do not need expensive surgeries to cover those imperfections that we all have and we all want to make disappear. I will give you my secret to accomplish that task without emptying your pockets.

Like we all know, everything starts with the correct and perfect makeup foundation. In a prior article on makeup in general, I talked briefly about makeup foundation and its importance. Now, let me elaborate. Makeup foundation is an amazing secret that makes our skin look naturally flawless, smooth and with a healthy glow. The tone of your makeup foundation completely depends on your skin, and when you have a good regime of maintenance, reparation and prevention system (skin care regimen and the subject of another of my informative articles) you will notice that foundation is not as necessary which means that you can go straight to a light dusting of powder. Until we get you there though, there are many types of makeup foundations, and is important to choose the one that best adapt to your skin tone and skin type so its looks natural. Also, there are foundations that have luminescence which is light reflecting qualities creating a glowing, refine look; creating a more youthful look. When you choose the correct and perfect makeup foundation I guarantee your makeup will stay on longer and look its best.

Technology has given us many forms of foundations with multiple consistencies such as stick, liquid, crème, tinted moisturizer, tinted face balm, moisturizer compact, mineral powder and mousse. The stick form is neatly packed crème foundation and concealer in one, best for normal to dry skin. Liquid form is the most popular, and it can be formulated to different types of skin. Crème form is smooth and creamy, specifically formulated for dry to normal complexions. Mousse form is actually a crème foundation that comes in a jar and is of whipped consistency. It is perfect for mature skin because it does not accumulate in fine lines, and instead of sitting on your skin it tends to sink in to it giving your skin a natural appearance instead of the cakey look. Tinted moisturizer is perfect for summer time because is very light and gives sheer light weight coverage. Tinted face balm gives skin a dewy finish and is formulated for extra dry skin because it adds hydration to the skin. Moisturizing compact provide medium to full coverage for dry to extra dry skins. Mineral powder is best for oily to very oily skin and there is a warning: oily skin tends to change the shade of the powder.

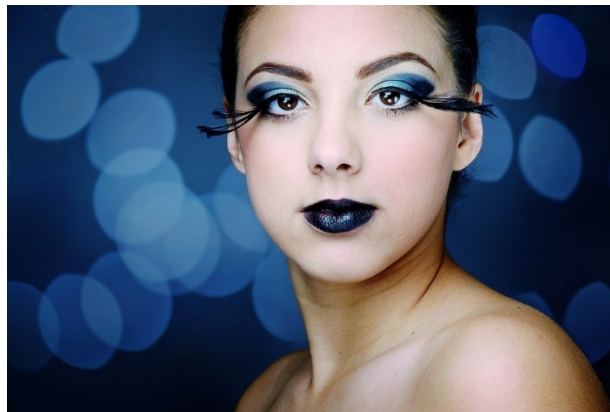
Now it is time to choose the right shade. The most important aspect at the time to choose a shade is that it has to blend well into your skin, for nobody wants a cakey look. Choose a makeup foundation that is yellow base, as just about 1% of people is pink base (basically people that get sunburn even in the shade). Makeup foundation should only even out your skin tone; therefore, you should try many shades or ask a person that knows about makeup to help you choose the correct one. Many companies have shade cards that will give you an idea of your shade. Is very important for the perfect makeup to have an even skin tone, and that is why I recommend to double check the shade of your makeup foundation on your forehead, for many women tend to have darker skin around that area. I also suggest choosing a shade during the day, because it helps you to select one that better blends with your skin. Never try makeup foundation on the arms or other areas, as your face is rarely the same color of the rest of your body. Some skins get darker during the summer or when on vacation as a natural response to sun exposure. Keep a darker shade on hand so you can blend it when you are between shades or use it alone when your skin gets darker.

Before applying your foundation use a good primer and concealer to cover imperfections like red spots or blemishes. Begin applying the foundation on the nose using a small amount; blend it upward toward the hairline. You can apply it all over, or just where you need it and press it to your face with your fingers to fully blend.

Times have change and there are foundations made for those with combination skin. These new foundations are made with silica beads that soak up oil and lecithin that hydrates skin. Moisturizers and oil control lotions can be applied on the skin before you apply your make up. There are primers and concealer that will help you to create the perfect skin tone and will help you minimize dilated pores. Also, there are primers to give more light to tired eyes, to cover marks on skin and blemish skin. The bottom line is you have everything you need to create the perfect canvas for the perfect makeup. For more information on tools and techniques to apply makeup feel free to contact me, I will love to personally help you.

CHAPTER 8

HOW TO BECOME A PROFESSIONAL MAKEUP ARTIST



Before considering a career as a makeup artist, you must do field research. That's the primary way to avoid pitfalls. Is there room in your geographical area for another makeup artist? What is the competition like? Are you willing to travel for, say, a wedding? How far? Is your car dependable? If you don't want to travel, is your city big enough for you to get the client base you need?

Also get the scoop on pay in your area. It will vary, even in one town, depending on your clientele. Working for a wedding planner, you will make more than working for a mall photography shop. Find out what the highest and lowest income opportunities are.

Freelance or Corporate: Perks and Pitfalls

If your research gives you a green light, the next step is to decide between the freelance life and the employee life.

Working for a company, perhaps being a sales rep for your favorite cosmetics brand, or being the on-call makeup artist for a film production company, you can count on a regular paycheck and perhaps even benefits.

Joining the growing group of freelancers, you'll need to spend at least 50% of your work day on marketing yourself.

Licensing

In either case - freelance or corporate - the next step is to become accredited.

Get the information on the legal, health, and educational certification required by your state, county, or town. Take classes from an accredited beauty school (many have generous scholarship programs).

HOW TO GET IT WORK

Now you're ready for the most critical part of becoming a professional makeup artist: marketing yourself.

If you want to work for a company, you can send resumes to spas, beauty salons, and specific cosmetic companies. Once you get a job, you are on your way to a career. You can make contacts, work your way up in the organization, acquire mentors, and get that most magical benefit of all - experience. If you get a job with a specific cosmetic company, they may require you to take additional classes focusing on their products. Usually, they will pay for that.

A plum job with great pay would be one with a special effects makeup company that does film and television work. Getting that job will require additional training, lots of pavement pounding, and living in the right city. L.A., Atlanta, Chicago, and New York are important film industry hubs.

Other cities, like Austin, Texas, attract film professionals, but these people often bring their own makeup artists with them.

Choosing the freelance route means that self-promotion becomes a way of life. But once you reach a point where you have a little bit of paying work, you'll find that word of mouth will exponentially increase your customer base.

Freelancing: Special Considerations

As a freelance makeup artist, you can approach wedding planners, photography studios, film production companies, ad agencies, and theatrical groups. Make sure, too, that all talent agencies in your area know about you.

You're creative - that's one reason you're going into the makeup profession. And you can use that creative mind to make a list of marketing ideas. Here are a few to get you going:

Print up business cards and always have them on you. Leave them with everyone you meet during the day.

Join a networking group. These groups are extremely effective. You'll meet perhaps once a month either for lunch or happy hour (some troopers have breakfast meetings!), and there will usually be an agenda, followed by a social time of mingling. Some networking groups are free, some charge a fee. If you're just starting your networking experience, definitely join the free groups. You will have to pay for your meal and drinks, though.

Walk tall and exude success. It always shows. Read books on your own. Study magazines. Try makeup techniques on your friends and read makeup sites on the Internet. Get your confidence up as high as it will go!

Make a list of all your contacts. You have more than you realize. Friends, your accountant, your church or social groups, the shopkeepers you see regularly. Don't worry, you're not going to hassle these people. But you

can send them a cute postcard announcing the opening of your new makeup business.

Which brings us to the next item. Print up some eye-catching postcards (you can do it on your computer), and send them out. Always have extras so you can send them to new people as you meet them.

Get yourself to any and all beauty-related events in your area. Whether it's a trade show, a trunk show, a store opening, or a book signing, be there with your business cards.

Put up a website. It's easy, even if you've never done it before. Today, a website is more important than a business card! See Website - Do It Yourself to get started.

Design and print up a resume-type introduction that you can give to the local spa directors and wedding planners. It must be unique - not bland like a business resume - and colourful. Use your imagination. Make it irresistible.

Today's Freelance Makeup Artist Needs:

The other requirement of being a freelancer is that you'll have to stock your own makeup kit. This is an investment, and if you make money, chances are you'll be able to deduct the costs of your cosmetics.

Many women are going "green" these days, so be sure your makeup kit is filled with earth-friendly, skin-friendly, and non-animal tested products. If you want to specialize and use only vegan products, you could use that as a compelling marketing tool.

Being "known" for a unique niche is also a great way to catch business. You could specialize in makeovers, anti-aging looks, head shots for actors (although many actors prefer to do their own makeup), or runway and catalog makeup for models.

Whether you apply to work for a company or go freelance, remember: there is no guarantee that you will immediately earn enough money to live on. Go into the process with enough money saved up to keep you in the black for at least six to twelve months. And decide ahead of time how long

you're willing to go without clients. Market your services with an organized plan, and be persistent.

Going into the makeup artist business can be an awesome life change - financially and emotionally. Do it with care, do it with intelligence, do it with a plan - and you could be living your dream.

HOW TO BECOME A SUCCESSFUL CELEBRITY MAKEUP ARTIST

I've often talked with people who have a love of the fashion and beauty world at the onset of their professional career. Normally, I get asked questions like, "What's the best school for someone who wants to go into high fashion makeup artistry?", or "How do I build a faithful client base?". And the answer that I always give them is a) there is no "Best School" for makeup artistry-- the difference is you and your ability to focus, learn, and continue to expand.

Much less than other careers, makeup artistry is not something you go to school for, learn once, and practice the same methods for the rest of your life. In fact, doing that could be the difference between becoming a sought after artist who works with big name clients, or an artist who is just comfortable getting by. The sky is the limit when it comes to a career in professional makeup artistry, and beauty school only touches on the basics.

Decide to be a constant learner and a lover/inventor of trends. You've got to find out where the top hair and makeup artists are, and attend their events. Since the world of makeup artistry is always changing, you've got to be versatile and love your career enough to go to distance if it means becoming a better artist (and raising your value).

And for the second question of "How do I build a faithful client base?". The answer to that is simple: start small. Network. Attend events where you know other makeup artists will be and exchange business cards with them (which is what cross referral is all about). Cross referral is basically when you agree with a makeup artist, "I'll send you my clients when I'm too busy, and you'll send me yours" and it's the quickest way to begin. Also, call

magazines, write to different publications and let them know what you do and send them to your website. That is such a small, effective, and often overlooked method of building a client base. And it's so key.

Thing is, making sure that the client that you now have is happy (forget happy, try THRILLED) with your services is the biggest ROI (Return on Investment). Because happy clients talk. Make sure you're on time. Smile often. Over deliver. Make them fall in love with you. If you succeed at this, you'll have happy clients doing the raving and advertising for you. This is the absolute biggest form of advertisement there is, and you can't get by without it.

STEPS TO BECOMING A PROFESSIONAL MAKEUP ARTIST

Do you have a knack for knowing what color lipstick would be best on someone just from a quick assessment? Have you spent hours trying to perfect the smokey eye, or the perfect red lip? If you're the creative type and have an eye for esthetics, perhaps becoming a makeup artist would be the ideal career path for you! Here are some tips to becoming a makeup artist.

Start developing your skills

You've probably already done so, but practice applying makeup on yourself or on your friends and family so you can really develop your skills for makeup application. Even though you might be amazing at doing your own makeup, doing someone else's is a totally different thing. So make sure that you get plenty of practice applying cosmetics on others.

Different people have their own unique skin type and tone, face shapes, eye colours, and so forth. Find people with a variety of these traits so you can get a feel for how to choose the right colors and products, and how to apply specific cosmetics for various faces. Get familiar with all the different types of cosmetics out there that you can use on your future clients.

Enrol in a Makeup School

As talented as you may be, it's important to take a few makeup classes in order to get formal training in your industry. Prospective employers and clients will expect to see some sort of accreditations, considering they are paying good money for your services. It's worth learning techniques from industry experts, and it's also helpful to be able to advertise your formal training.

Determine What Industry You'd Like to Work in

Becoming a makeup artist offers plenty of avenues for you to develop your career. You can work at a makeup counter at a department store, at a theater, for fashion magazines, at a salon, or even for yourself. Think about what avenue you'd like to work in so that you can develop specific skills for your industry.

Put a Portfolio Together

Your portfolio is a crucial thing to have available, as it's essentially the only way that potential clients will be able to see your work and talent. Either invest in a good camera and take professional photos of your friends and family that you've applied makeup on, or even consider hiring models that you work on. Or else, consider employing a professional photographer to take the pictures for you. This one-time investment may seem like a lot at first, but it's a critical factor to your success.

Market Your Services

After you've got the necessary education and training from a makeup school, start advertising yourself to get the word out that you're available to take on work. This is especially important if you plan on being a freelance makeup artists and work for yourself. Do some research in your area that you'd like to work, and see if there are any positions available.