



*Silk and Glow Beauty*

# The Girl's Guide to Airbrush or Traditional Makeup



*What are the key differences?*

## Airbrush Makeup

- **CONTROLLED COVERAGE:** With airbrush makeup, you can control the coverage of your foundation more, so it's a great tool for brides who may want a softer look. However, airbrush is also build-able, and when customized for your skin type, it can provide up to a full coverage base.
- **LONG-LASTING:** Airbrush makeup lasts 24+ hours and will not smudge, transfer, run or cake. It is melt-proof, even in the Texas heat. After application, it melts with your skin's individual chemistry so you look even better as the day or evening goes on.
- **PHOTOGRAPHY:** Airbrush makeup remains true to color in all forms of photography- from professional/ flash photography to your friend's cell phone camera. This is because airbrush makeup is applied in pigmented micro-dots that absorb light from all angles and it stays brighter longer.

## Traditional Makeup

- **SOFT ON THE SKIN:** Unlike a simple airbrush formula, traditional luxury foundations have more flex and "wiggle room" because they warm up to your skin and move with your expressions. For some skin types this can mean showing less dehydrated skin that often times may have small fine lines.

## Both Airbrush & Traditional Makeup:

- **PERFECT MATCH:** We can blend and mix your color to truly match your skin tone and customize to each individual's needs. We can match the darkest of the dark to the lightest of the light while also color correcting any redness, dark circles, blemishes, etc.
- **SANITARY:** Airbrush is a touch-free, bacteria-free makeup application and recommended for those who have severe skin allergies or reactions. Though this tends to be less common, it's a great thing to fall back on if that fits anyone's needs. For our traditional makeup, we sanitize our brushes and palettes between each client with a 90+% isopropyl alcohol to kill any germs or bacteria from our previous client in our chair.
- **SKIN-FRIENDLY:** Suitable for any skin-type, our airbrush makeup is water-based, silicone-free, oil-free, paraben-free, and hypo-allergenic. It is non-comedogenic, breathable and won't clog pores. Users with blemish prone skin often report a dramatic reduction in breakouts. Our traditional makeup is also oil-free and contains clean, simple ingredients to prevent our clients from having reactions to the formulas. We even carry a more natural brand of foundation as a safe alternative.
- **HOW IT FEELS:** Airbrush sets upon contact and feels exceptionally light and airy. Women who wear mineral makeup and women who don't wear much makeup, will particularly appreciate airbrush makeup. Traditional makeup gives some ladies a sense of security knowing they do have makeup on. While we don't apply in very thick layers, we make sure your makeup is going to stay on all night long. Our foundations don't feel any heavier than ones you may wear at home, but the steps in application and locking in your look is everything.

*Love, Silk + Glow*

