



PRO MAKEUP GUIDE

BY SKAZKA BEAUTY



Every beauty holds a tale — here is how to tell yours.



EVERY BEAUTY HAS A TALE

Every woman carries a story — and with a bit of intention, she can turn it into a skazka: a tale woven not from fantasy, but from the way she moves through the world, aware of her light.


At Skazka Beauty, I see makeup as a kind of modern enchantment. Not to disguise — but to reveal. To awaken the heroine within. The quiet power. The wild softness. The untold chapter.

This guide is not a manual. It's a whispered invitation to approach makeup differently — with intention, curiosity, and a little wonder.

Whether you're a beginner or already fluent in beauty, these pages are designed to bring clarity, inspiration, and a touch of magic into your rituals.

May you find something here that feels like you.

*Warmly,
Vesta Michel
Makeup Artist & Consultant
Founder of Skazka Beauty*






THE TOOLS


Almost everything can be used as a means of creation; in makeup, often that's your own fingers. I have a few items I especially favor for the ease of use and the refined quality work they help to achieve

Palette and spatula - even though not an obvious choice, I recommend them even for home use. They become second nature quickly and prevent makeup products from color and bacteria contamination, keeping you healthy and make products last longer

Dense foundation brush - nothing creates more professional even and unnoticeable layer. For most occasions nobody needs heavy coverage and this brush provides the best and easiest control

Angled brush - will help you when you need precision, let it be a wing or filling the eyebrows





A curated collection of eyeshadow brushes- one always remains clean and is used for blending. One is for light shades, another one is for the dark. Of course an artist will have dozens of those but at home having 3 is usually enough.

Special lip brush - can be easily overlooked as we are used to apply lipstick from the tin; using the brush helps you create a thinner layer and more defined shape, saving you the product and the look.

Tools are extensions of your hands — but they're also extensions of your intention. The right ones don't just apply makeup; they shape the experience. They make the process more fluid, more precise, more yours.





FACE PREP RITUALS

The secret to a professional-looking makeup isn't in an exclusive cosmetics line. It's in the health and preparation of your skin. Taking care of your skin is a daily essential — but before every makeup application, there's one simple rule you should never skip: moisturize.

Five minutes before applying makeup, cleanse your skin with micellar water or a cleanser of your choice. Follow with toner, moisturizer, eye cream, and a bit of lip balm. It may sound underwhelming — almost too simple to matter — and that's exactly why so many people overlook it.

But here's the truth: no amount of makeup will ever achieve its full potential without this step.

And no, your morning cream doesn't count — unless you're doing your makeup immediately after.

Make this a habit, a rule. You'll see a dramatic difference in your results — not just how the makeup looks, but how it feels on your skin.





BASE APPLICATION ADVISE

You always want to move from little to more — and from light to dark.

Start with a thin layer of foundation. Then pause. Is it enough? If not, ask yourself: do you really need to cover the entire face, or just certain areas? Be as minimal as you can — that's what helps you stay visible, not hidden behind a wall of concealer.

When working with eyeshadow, begin with the lightest shade. Always include a transitional tone between light and dark. The final result should feel like a soft mist — no harsh lines, just subtle shifts of tone.

Blending is the most important technique in makeup. It merges colors, smooths out edges, and creates that finished, elegant look. Mastering controlled blending will take you far — bringing both joy and precision to your hands.

When combining different textures, always start with liquids and creams, then set with powder. But remember, you don't always need both — in summer, for example, many prefer light powders alone to control shine without heaviness.





NOT JUST FOR WHAT IT SAYS ON THE LABEL

Makeup products are basically paints — you can mix and repurpose them much more freely than most people think. Of course, some formulas don't play well together (for example, silicone- and water-based products often separate), but in most cases, you can be as creative as you like.

Here are some of my favorite combinations:

- Mixing foundation with moisturizer to make it lighter — almost like turning it into a BB cream
- Blending foundation with concealer to adjust the shade or coverage
- Using lipstick as blush, or even as a base for eyeshadow
- Applying brown or grey eyeshadow to enhance brows or sculpt the nose
- Using a brow pencil for lip contouring — especially for that '90s-inspired look
- Adding a few drops of liquid highlighter to your cream products for a dewy finish





THINK LIKE AN ARCHITECT

Study your face and use that knowledge to your advantage. Know your shape, your key features, and the colors of your skin, eyes, and hair. When you see what to highlight and what to soften, your makeup choices become clear.

Check in with yourself: is your look today corporate, playful, or relaxed? A femme fatale or a soft angel? This small moment of intention guides your hand naturally.

Focus on balance, and try not to emphasize more than two areas at once. If you're wearing a bold lipstick, consider pairing it with a soft blush and nude eyes. If you're focusing on the eyes, go deeper with your eyeshadow and brows — but keep your lips more neutral.

True elegance is chic, but never loud. Trying to load too much onto your face can feel chaotic or even vulgar.

Remember: less is more.





THREE COMMON MAKEUP MISTAKES

Too Much Product

Layering foundation, concealer, and powder heavily hides your natural radiance and makes every detail look forced. A lighter hand lets your skin breathe and gives your makeup a more elegant, seamless finish.

Dirty Brushes

Old product residue and hidden bacteria can dull your look, cause patchy application, and even irritate your skin. Regular cleaning keeps your brushes soft, precise, and safe to use.

Colors That Don't Suit You

Using shades with the wrong undertone can quietly drain your complexion instead of bringing it to life. A hint of harmony between your skin tone and your makeup colors transforms your entire look effortlessly.

Avoiding these small mistakes keeps your beauty routine polished, comfortable, and naturally radiant.





UNTIL WE MEET IN YOUR MIRROR

Makeup is more than color on skin. It's a quiet ritual, a small piece of theater, a moment where you choose how your story will unfold today. Some mornings you may reach for softness — a touch of light, a whisper of blush. Other days call for boldness — a sharp line, a daring shade, a look that says I have arrived. Both are you. Both are true.

If these pages resonated with you, it means you share my philosophy:

- That beauty should never feel like a mask
- That elegance is often found in simplicity
- That makeup is an invitation to meet yourself, not hide from the world

I hope this guide gave you a spark of inspiration — a few new rituals, a reminder to play, and perhaps permission to enjoy your reflection a little more.

If you would like to connect, explore your own Skazka look, or work with me, I would love to hear from you.