

Simple makeup skills for confidence and a smile

Shiseido Guide Makeup

for People Who Are Blind or Have Low Vision



Guide Makeup is a makeup method designed for people who are blind or have low vision.

In this method, you use your hands and fingertips as tactile guides on your face.

By following these guides, you can complete every step from skincare to color makeup.

This leaflet will introduce you to easy lipstick tips and simple eyeshadow techniques.

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Lipstick

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Eyeshadow

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About Lipstick

- Lipstick can enliven your facial expression, brighten your complexion, and add color for a healthier look.

You can choose a shade to create a desired impression.

- Lipstick helps prevent dryness and protects the lips. It is a great item to use in your daily makeup routine.

How to Choose a Lipstick Type and Shade

- For the type, we recommend a lipstick with a slanted tip. The angled shape makes it easier to follow the natural outline of your lips.
- For the shade, one with a sheer or glossy finish is easier to work with. These textures make small slips or uneven coating less noticeable.

Tips for Applying Lipstick

- Use your fingertip as a guide along the natural shape of your lips. This helps keep the lipstick from going outside your lips.
- Use the index finger of your non-dominant hand as your guiding finger.

How to Prepare Before Applying Lipstick

- Have your lipstick ready by removing the cap.
- Then twist the lipstick up.

To twist it up, place the slanted surface of the lipstick against the center of your lower lip.

Slowly turn the base of the tube while keeping the lipstick in place. Feel the tip coming out as you turn.

Stop when about 2 to 3 millimeters are exposed. This amount is easy to work with.

Order of Application

- Apply the lipstick to your upper lip first, and then to your lower lip.

How to Apply Lipstick

- Start with the upper lip on the side of your dominant hand.

To keep the lipstick from going outside your lips, use the index finger of your non-dominant hand as your guiding finger.

In the following steps, this index finger is your guiding finger.

How to Apply Lipstick

- Place your guiding finger just outside the lip line on the upper lip, on the side of your dominant hand.
- On this side, position the tip of your guiding finger just beside the corner of your lip.
- Hold the lipstick you twisted up in your dominant hand.
- Place the lipstick on the inner side of your guiding finger at the corner of your lip. Glide the lipstick toward the center of your lip.



How to Apply Lipstick

- Next, apply the lipstick to the upper lip on the side opposite your dominant hand.
Place your guiding finger just outside the lip line of your upper lip. Position the tip of your guiding finger above the highest point of your lip. Glide the lipstick from the corner to the center of your lip. Your upper lip is now finished.



How to Apply Lipstick

- Next, apply the lipstick to your lower lip.
- Just as you did with your upper lip, start with the lower lip on the side of your dominant hand.

Place your guiding finger just outside the lip line on your lower lip on this side.

Position the tip of your guiding finger just beside the corner of your lip.

Place the lipstick on the inner side of your guiding finger at the corner of your lip. Glide the lipstick toward the center of your lip.



How to Apply Lipstick

- Next, apply the lipstick to the lower lip on the side opposite your dominant hand.
Place your guiding finger just outside the lip line. Position the tip of your guiding finger below the center of your lower lip.
Glide the lipstick from the corner to the center of your lip. Your lip makeup is now finished.



About Eyeshadow

Eyeshadow can brighten or add soft contour to your eye area to bring out your natural features.

How to Choose an Eyeshadow Type and Shade

- We recommend using an eyeshadow in a single shade. If you are using a palette with multiple shades, choose one that has a divider between each shade.

We also recommend cream eyeshadow. It does not scatter, stays in place, and applies well with your finger.

- For the shade, bright colors in pale or light tones create a natural-looking finish.
- This leaflet will show you how to apply a single-color eyeshadow.

Tips for Applying Eyeshadow

- Start with the eyelid on the side opposite your dominant hand.
- Take up some eyeshadow with your finger.

To do this, use the middle finger of your dominant hand and circle the surface of the eyeshadow two to three times.

Where to Apply Eyeshadow

- Apply the eyeshadow from your lashline up to the crease of your eyelid.



How to Apply Eyeshadow

- Place your finger on the outer edge of your upper eyelid. Move your finger along your lashline toward the inner corner of your eye and back. Keep moving your finger back and forth across your eyelid, gradually moving upward toward the crease.
- Repeat these steps on the eyelid on the side of your dominant hand.

Your eye makeup is now finished.



Shiseido Guide Makeup Seminar for People Who Are Blind or Have Low Vision

Guide Makeup is a registered trademark of Shiseido.

Shiseido offers Guide Makeup Seminars, where people with visual impairments can learn easy techniques for enjoying skincare and makeup on their own. Our Shiseido staff will support you throughout the session so you can join and enjoy the experience with confidence. The seminars are open to anyone with a visual impairment, regardless of gender.

【What Participants Are Saying】

- “I had a very meaningful experience. After the seminar, I asked a friend to have a look at my finished look. She told me the colors looked great and that I looked wonderful. I’d love to join again.”
- “The eyebrow product we used today was very easy for us to handle. I was also introduced to a red lipstick, something I never would have chosen for myself. I was happy to have the courage to try a new color. It was so uplifting!”

To learn more about the Guide Makeup Seminars or to participate, please visit our website.

Guide Makeup Seminars for People with Visual Impairments (Available in Japan, Japanese language only).

<https://corp.shiseido.com/seminar/jp/guide-makeup/index.html#a-course>



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