



# Expressing Your True Colors

-A Makeup Guide for Transgender Women and Non-Binary Individuals-

SHISEIDO



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# Embracing Your Unique Beauty Through Makeup

Shiseido has created this guide to support transgender women and non-binary individuals on their makeup journey  
–to enjoy their personal expression of beauty.

According to a study conducted across 30 countries,\*<sup>1</sup> approximately 1% of the global population identifies as transgender and another 1% as non-binary. This corresponds to around 164 million people worldwide, based on the estimated world population of 8.2 billion.\*<sup>2</sup>  
In Japan, a survey\*<sup>3</sup> found that 1.15% identify as transgender and 1.38% as non-binary.

I want to wear makeup but don't know where to start.



I feel hesitant to ask for advice at a cosmetics counter.

Does my makeup look good on me?

Our survey among transgender women and non-binary individuals found that makeup is part of the daily routine for many. However, some expressed a lack of confidence in their skills or a desire to learn looks that suit them.

If you are new to skincare or makeup, this guide offers practical techniques grounded in real experiences, from skincare basics to step-by-step makeup tips for each facial feature.

We hope it helps you express the beauty that feels true to you.

- Transgender: A person whose gender identity differs from the sex recorded at birth. Their gender expression may or may not align with how they identify themselves.
- Non-binary: A person who doesn't identify strictly as male or female, or who questions or doesn't relate to those categories at all.

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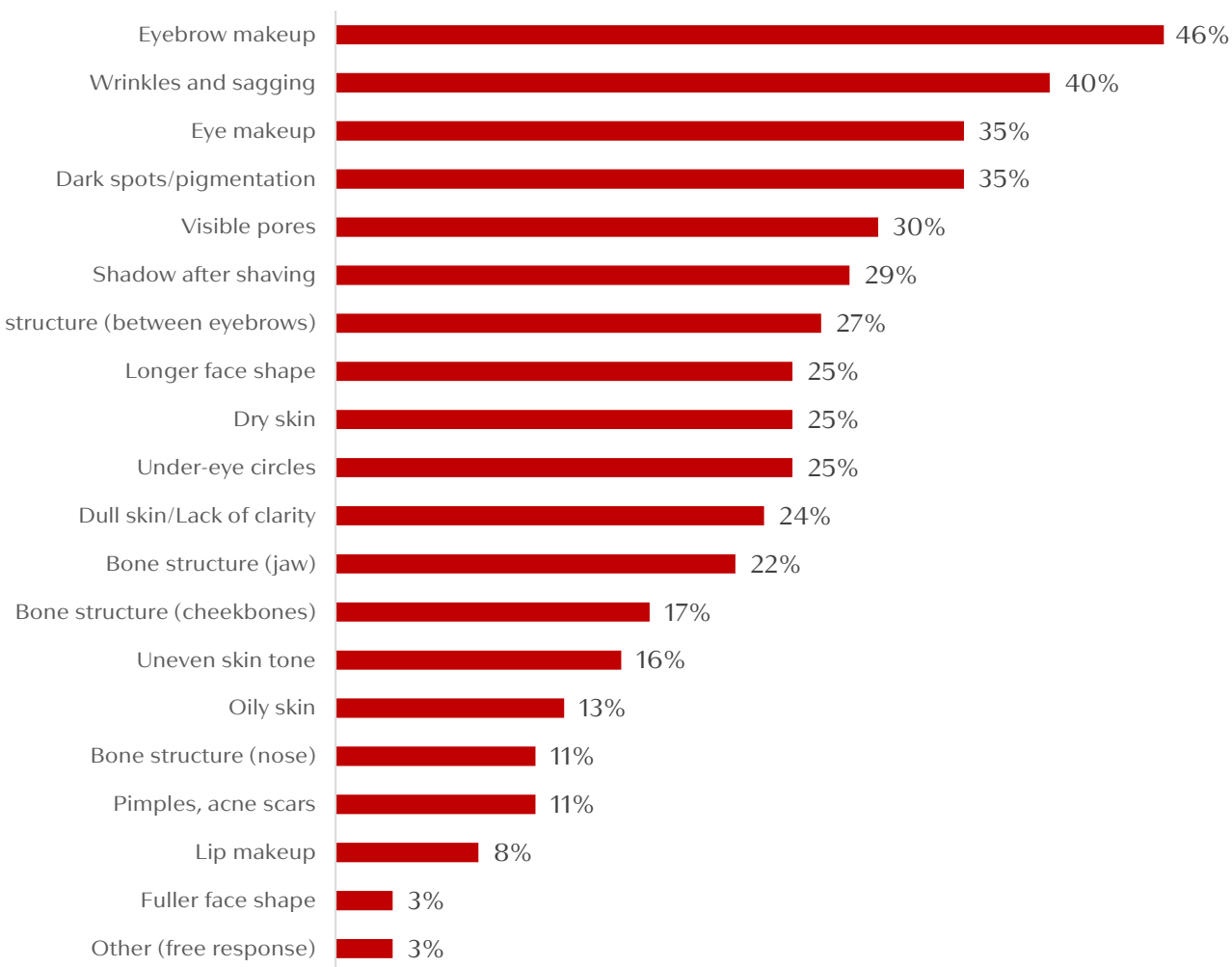
\*1 LGBT+ PRIDE 2023, A 30-Country Ipsos Global Advisor Survey

\*2 United Nations, World Population Prospects 2024

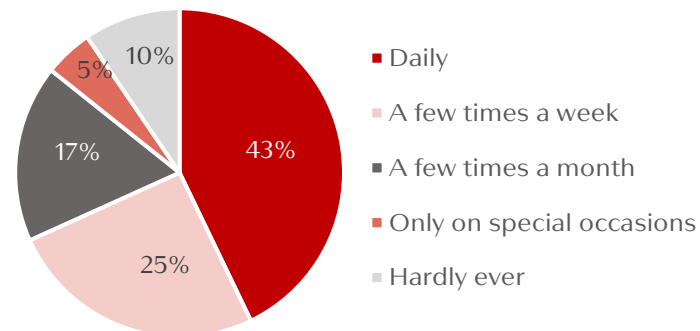
\*3 Dentsu Group, LGBTQ+ Survey 2023 (Japan, June 2023; n = 57,500 adults ages 20-59)

# Voices from the Transgender & Non-binary Community

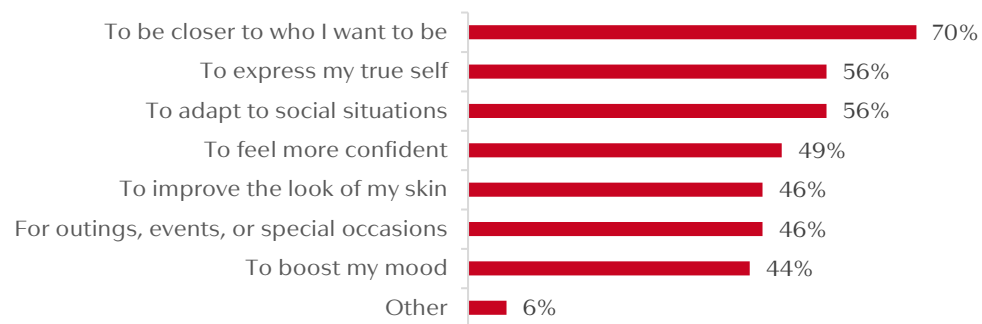
## What do you find difficult about applying makeup? (Multiple answers allowed)



## How often do you wear makeup?



## What are your main reasons for wearing makeup? (Multiple answers allowed)



## What are your hopes for what makeup can do? (Open-ended responses)

"Bring out my appeal and help me feel more confident."  
 "Cover features I'm less confident about."  
 "Look great with minimal effort."

Shiseido Website Survey in collaboration with the certified NPO Nijiirō Diversity  
 (Japan, March 2025; n = 63 transgender women and non-binary individuals, ages 18-55+)

# Skincare

Your best makeup finish begins with well-nurtured skin.  
With daily skincare, you can keep your skin feeling smooth and hydrated.

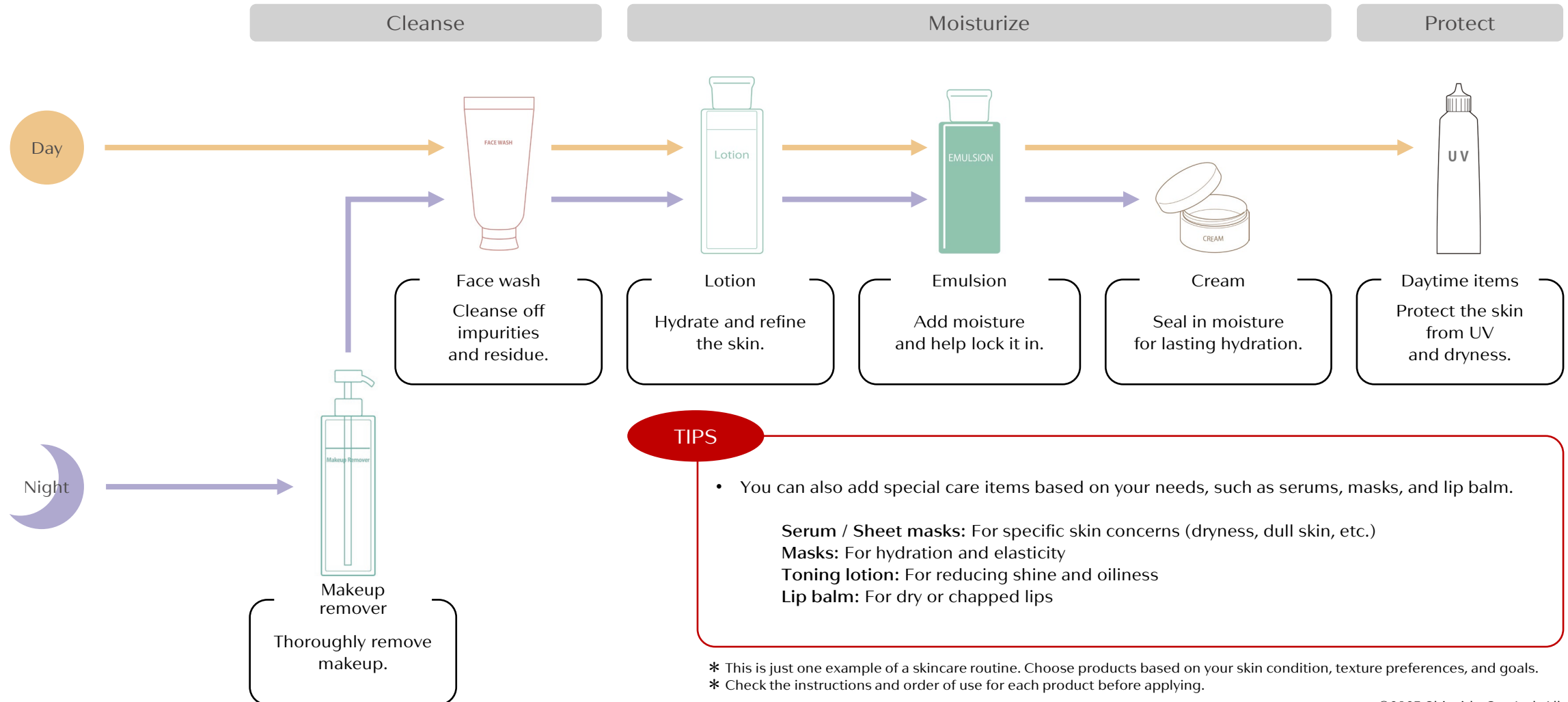
# Skincare

# Basic Skincare Routine

Daily skincare is the first step to getting the best base makeup finish.

You can add targeted treatment items as needed to suit your skin condition and concerns.

## Skincare Steps



# Skincare Tips and Pointers

Here are some simple tips to help keep your skin feeling its best.

Lather cleanser into a dense, cushiony foam and gently roll it over your skin to lift away impurities.

Be thorough around areas prone to buildup, like the forehead, nose, and nostrils.

For lotion, take 1.5mL and use your palms to smooth evenly across your face.

Note: Check the recommended amount for each product before using.

When your skin feels dry, use a sheet mask or cotton pads soaked with lotion as a mask.

For dark spots, try a serum or other product with brightening effects.\*

\* Supports reduction in the look of dark spots

If you have oily skin, a lotion with a pore-tightening or oil-controlling effect can help your makeup last longer.

If your skin is starting to lose its bounce, try a moisturizing serum or cream to help restore firmness.

In Japan, for example, UV rays start increasing around March and peak around September. To avoid accidental sunburn, it's a good idea to wear SPF products or sunscreen on your face and neck year-round.

# Makeup

With a few beginner-friendly techniques, you can express the beauty that feels true to you.  
Learn the basics of makeup, along with tips to soften the look of defined bone structure  
and enhance color and clarity in the skin.

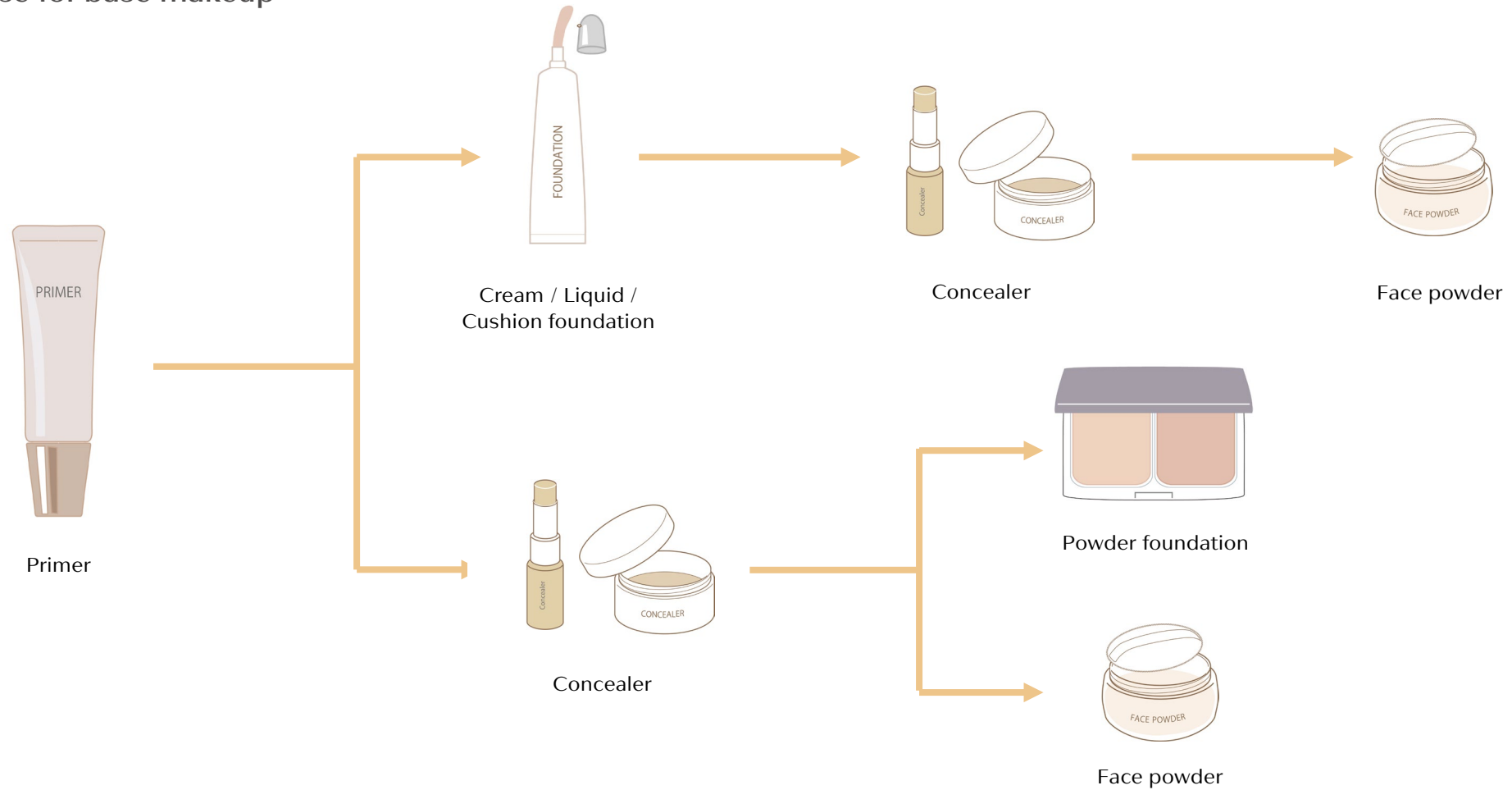
# Makeup



# Basic Base Makeup Routine

The order of use will depend on the types of base makeup products you are using.

Basic order of use for base makeup



\* This is just one example of a makeup routine. Choose products based on your skin condition, texture preferences, and goals.  
\* Check the instructions and order of use for each product before applying.

Primers help your foundation go on more smoothly and last longer. Choose a type that matches your skin needs and desired finish.

### How to choose your primer

For dry skin

Highly moisturizing types

For minimizing the appearance of pores and uneven texture

Types with high corrective properties

For a longer-lasting, non-sticky finish

Types with a sebum-absorbing function or a smooth after feel

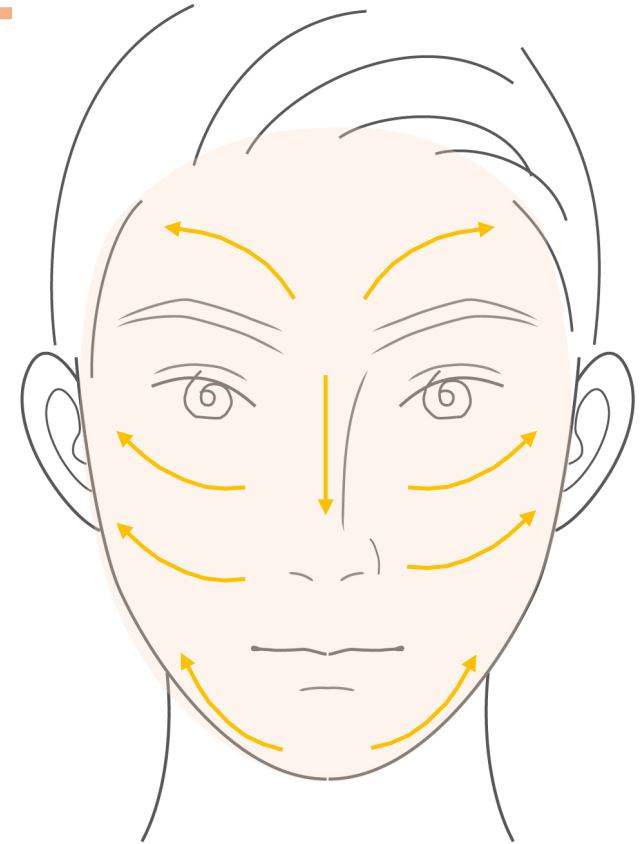
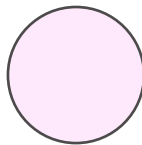
### TIPS

- Using too much primer can make foundation go on unevenly, crease, or fade over time. Take only the recommended amount.
- As a general guide, use a pearl-sized amount for cream primers and about 1.8 cm diameter amount for emulsion-type primers.

Pearl size,  
or 0.7 cm



1.8 cm




### Thin, light, and all over

- ① Apply a recommended amount to the cheeks, forehead, nose, and chin. Spread it thinly from the center outward.
- ② For specific areas of concern, take a small amount on your fingertip and gently tap to blend.

\* Check the recommended amount for each product before applying.

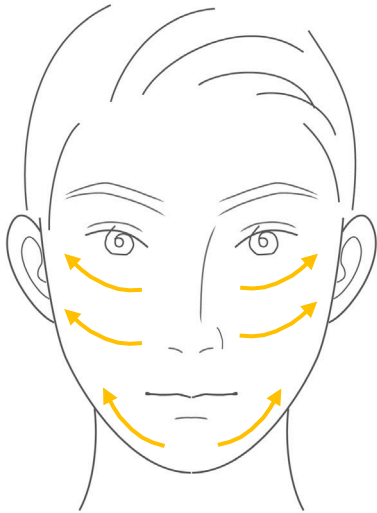
Light coverage is the key to a natural-looking finish.

 Direction to spread foundation

### STEP 1

Cheeks:

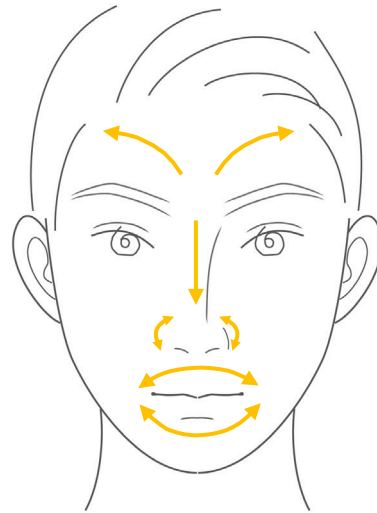
Take a small amount of foundation and lightly tap from the center outward to spread it thinly.



### STEP 2

Forehead, nose, mouth:

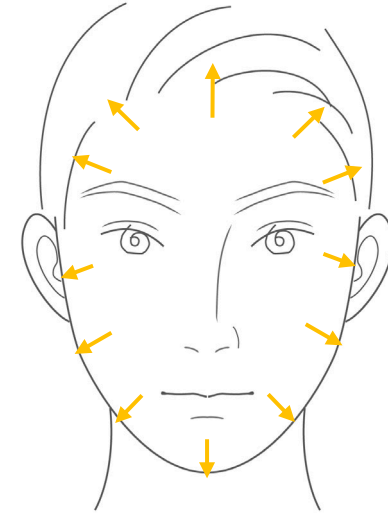
Lightly tap to spread thinly on the forehead, nose, the sides of the nostrils and around the mouth.



### STEP 3

Finally, blend out the edges along the hairline and jawline for a seamless finish.

If desired, layer a small amount on areas of uneven tone, shadows, or other concerns.



#### How to choose your foundation shade

Choose a shade that matches your skin tone on both your face and neck

- Check the shade along your jawline to see if it blends with both your face and neck.
- Compare a few shades by striping them from the lightest near your ear and checking against your face and neck.

#### TIPS

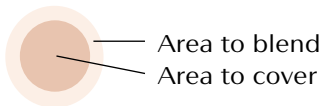
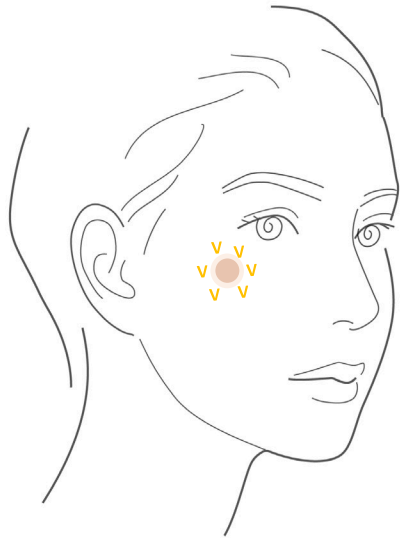
- Liquid and cushion foundations are lightweight and easy to spread, making them a great choice for beginners.
- For a smoother finish, try using a foundation brush. The bristles help spread the product evenly across the skin's surface.

Use concealers for targeted concerns, such as dark spots, acne scars, and under-eye circles. For the beard shadow after shaving, choose one with high coverage and good fit when applied.

### Dark spots and acne scars

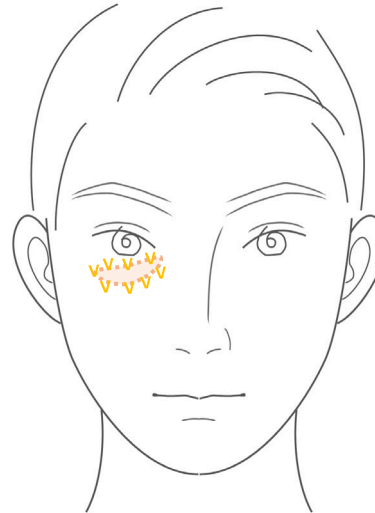
Apply concealer slightly beyond the area of concern, like a dark spot or acne scar.

Tap lightly along the edges to blend seamlessly.



### Under-eye circles

Apply concealer to the under-eye circles and tap lightly along the edges to blend seamlessly.



### Beard shadow

Tap an orange-toned concealer onto the shadow area. Avoid spreading it too widely.

Then, layer a concealer in a shade that matches your skin tone to blend naturally.



#### TIPS

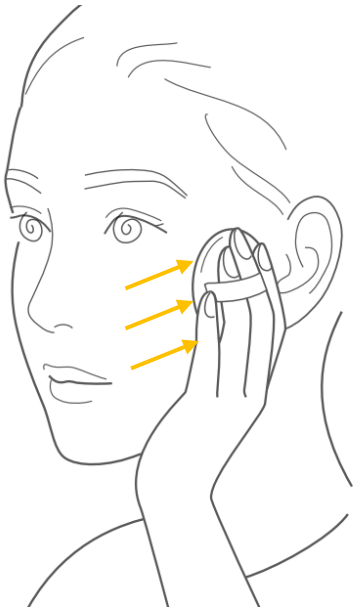
- For precision coverage in small areas, use a smaller brush.

Face powder has many functions, such as helping makeup last longer and reduce the look of shine. Look for one that gives a translucent finish.

### STEP 1

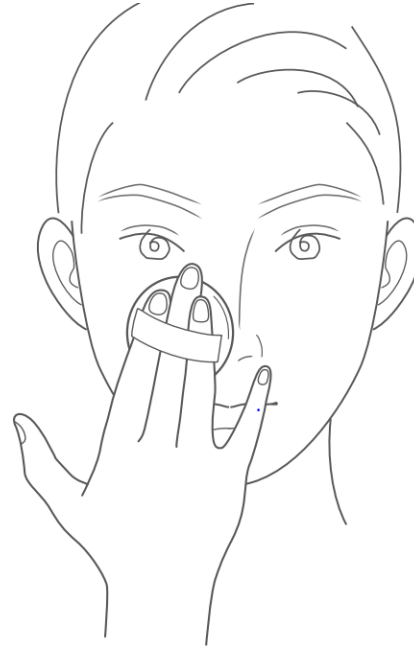
Take some powder onto the puff.  
Fold the puff in half and work in the powder.

Starting with the parts prone to fading, like your T-zone, glide the puff all over your face.



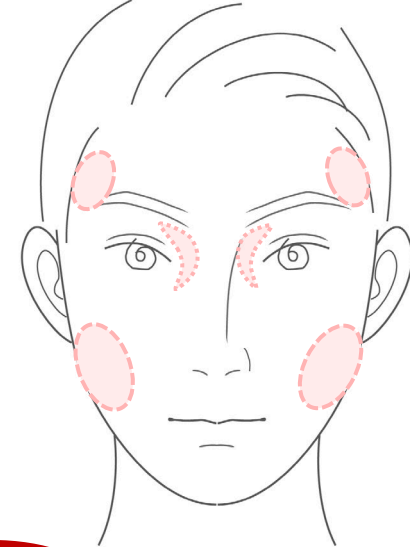
### STEP 2

To reach small areas like around your nose and mouth, fold and gently press the puff to help settle the powder.



### STEP 3

After applying the powder all over, layer a very small amount where you want to soften the look of bone structure and shadows.

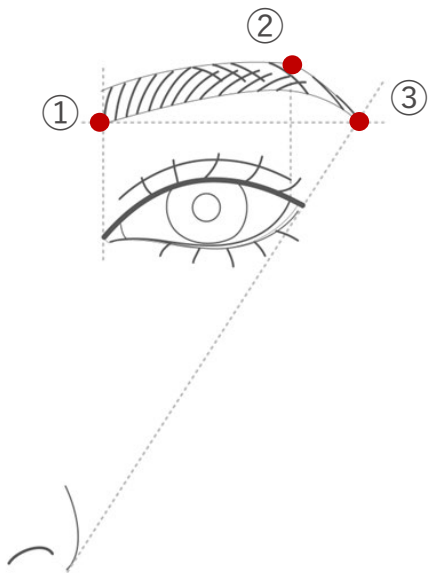


#### TIPS

- For precision coverage in small areas, fold the puff in half or use a brush.

Eyebrows are the most challenging part of makeup for many people. Starting with a proportion guide and keeping the color and definition soft will make the process easier.

### Eyebrow proportion guide

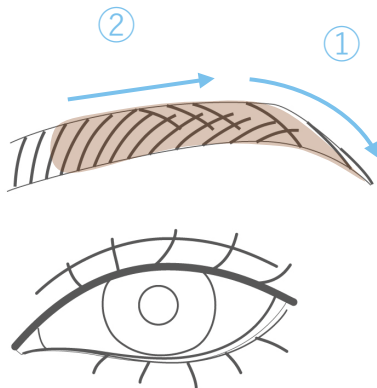


#### Position

- ① Start: Above the inner eye corner
- ② Peak: Above the outer corner of the white of the eye
- ③ End: Extension of the line connecting the nostril and the outer eye corner

### STEP 1

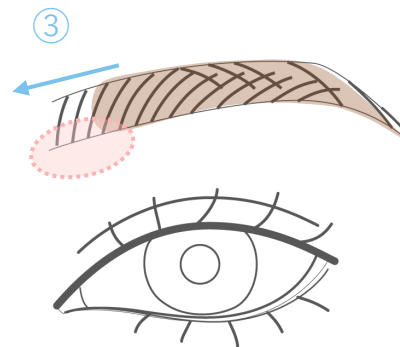
Choose a powder or pencil in a shade slightly lighter than your natural eyebrow color. Apply from the peak to the end, and then the middle part.



### STEP 2

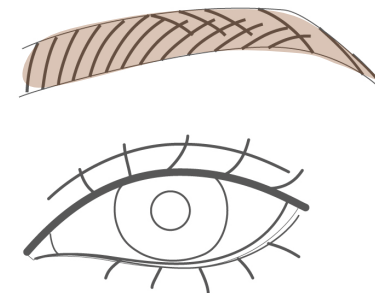
Softly blend inward from the middle with powder or pencil.

The key is to keep the lower edge lighter for a softer look.



### STEP 3

Finish the entire eyebrow with an eyebrow mascara in a slightly brighter shade for a light finish.



#### TIPS

- Lightly shade the start of the brow and curve the arch for a softer finish.
- For naturally full eyebrows, use eyebrow mascara and fill in any sparse areas with an eyebrow pencil.

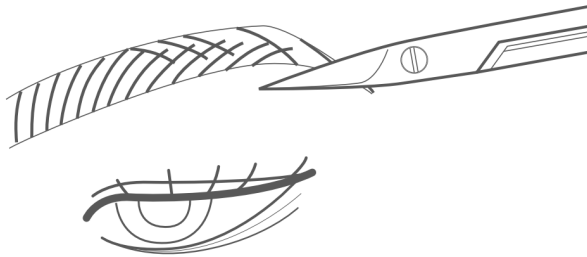
# How to Trim Eyebrows

You can achieve a desired finish more easily by trimming your eyebrows.

## STEP 1

Use an eyebrow brush to comb the hairs in place. Outline a desired shape with an eyebrow pencil to serve as a guide.

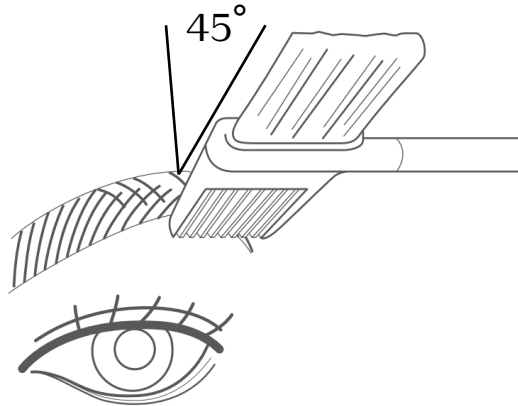
Trim any hairs outside the outline with eyebrow scissors or a shaver.



## STEP 2

Use an eyebrow comb to comb the hairs downward gently.

Hold the comb slightly outside the outline at the 45-degree angle.

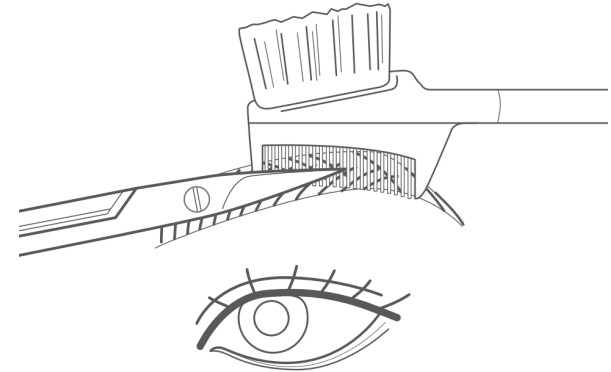


## STEP 3

Trim any hairs that stick out beyond the comb.

The key is to place the flat side of the scissors against the side of the comb teeth.

Repeat the same steps for the upper side of the eyebrows.

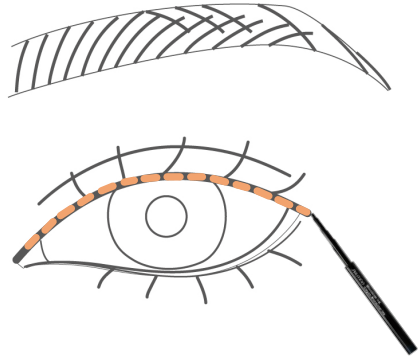


Naturally contouring the eyes can create a soft, expressive look.

### STEP 1: Eyeliner

Apply brown eyeliner along your upper lash line, as if filling in the gaps between the lashes.

Apply in dots for a soft finish.

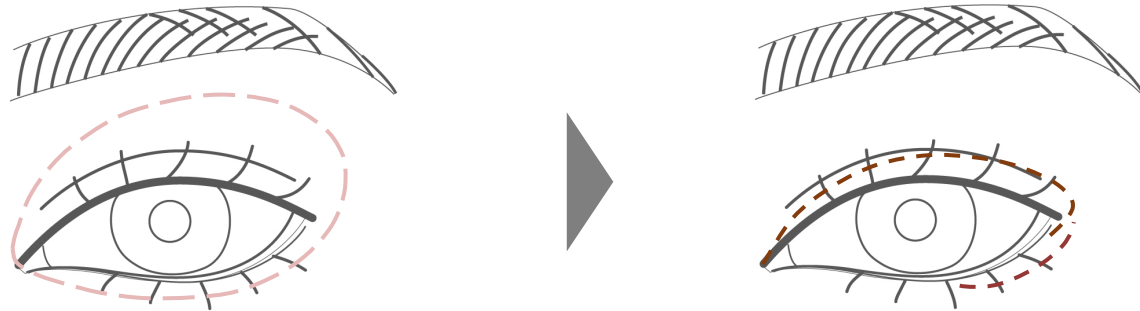


### STEP 2: Eyeshadow

Use a sponge tip or a brush to apply a light shade of eyeshadow, following the natural curve of your eyelids.

Use a small sponge tip or brush to blend a medium shade of eyeshadow (slightly darker color) along your upper eyelids.

Blend from the outer corner to about one-third of the way across your lower eyelids.



#### TIPS

##### Eyeliner

- Pencil liners are easier to use and help define the eyes naturally.

##### Eyeshadow

- Brown and beige shades contour the eyes naturally and are recommended for beginners.
- To softly enhance your look, try warm colors like corals or pinks on the outer corners, both top and bottom.



Mascara adds finishing touches to your eye makeup, making a world of difference in the finished look.

### STEP 3: Mascara

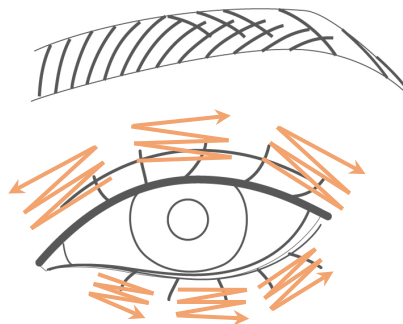
#### Lift eyelashes with an eyelash curler before applying mascara

- ① Lower your gaze and position an eyelash curler at the base of your lashes.
- ② Gently squeeze the base. Make sure the lashes are on the curler's padding before slowly increasing pressure.
- ③ For natural-looking curls, squeeze at three points: the base, middle, and tip.



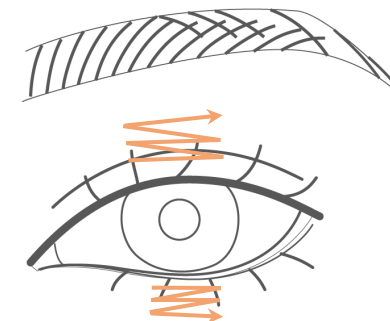
Eyelashes after curling

Starting with the upper lashes, gently press the wand against the roots and use a zig-zag motion to lift and coat from base to tip. For the bottom lashes, use the tip of the wand and sweep side to side.



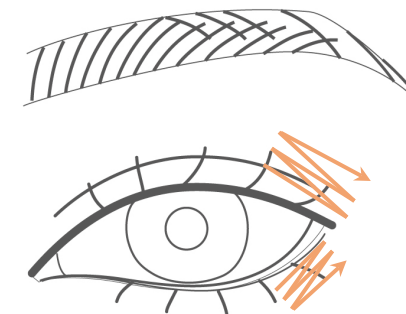
To make eyes look rounder

Apply an extra coat to the top and bottom lashes at the center.



To make eyes look longer

Apply an extra coat on the outer corners.

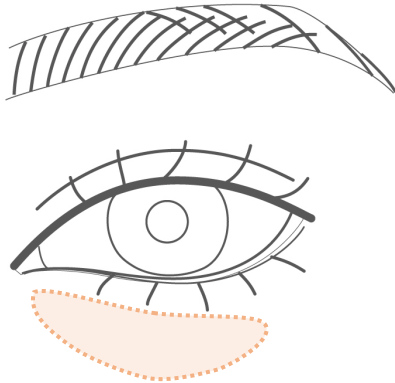


## Eyes (Lower Eyelids)

Accentuating your lower eyelids can make your eyes look bigger, visually shorten your face, and add a youthful charm to your overall impression.

### STEP 1

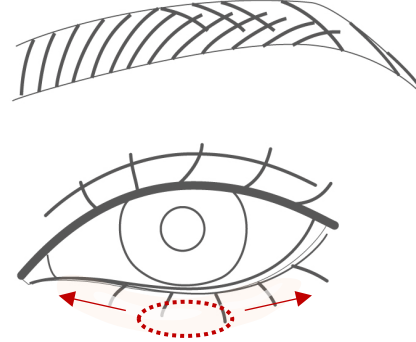
Take a very small amount of concealer to cover shadows or uneven color under your eyes.



### STEP 2

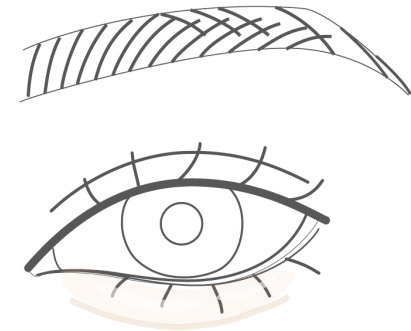
Apply a light eyeshadow with fine pearl below your iris. Blend toward the inner and outer corners.

Fade the color toward the outer corners. This brings out the fullness in the middle naturally.



### To accentuate even more

With a small brush, take a medium-dark shade (slightly deeper than your skin tone) from an eyebrow powder palette. Squint slightly to bring out the fullness under your eyes, then trace a thin, faint line just below it. For a natural look, follow the slight curve beneath the lower eyelid.



A touch of color can give your lips a natural, healthy look that complements your style and personality.

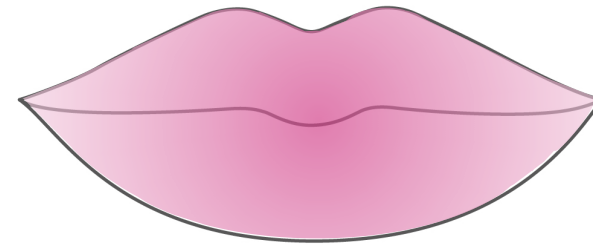
## STEP 1

Lightly stretch your lips to the sides, as if saying “eh.” Place the edge of the lipstick at the outer corner of your lips and glide it toward the center.



## STEP 2

For a more natural-looking finish, lightly blend the outline with a finger or cotton swab. Check that the lipstick is applied neatly to the lip corners.



### How to apply lipstick neatly

Before applying lipstick, moisturize with a lip balm.  
Twist up about 1-1.5 cm (depending on the product).

\* Check the instructions for each product before using.

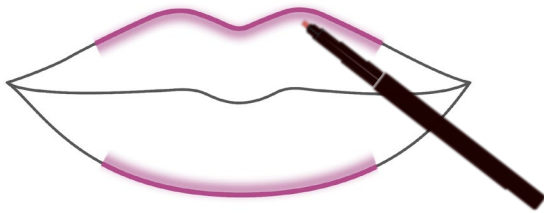
### TIPS

- For a natural, healthy look that harmonizes with your skin tone, choose a soft red shade close to your natural lip color.
- For an even more natural look, look for sheer-finish lipsticks.

For a fuller, more sculpted finish, add a lip pencil and gloss.  
This also visually shortens the space between the upper lip and nose.

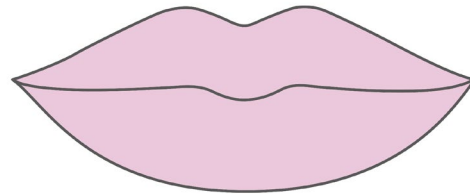
## STEP 1: Lip liner

Use a lip liner pencil to trace just outside your cupid's bow and the center of your lower lip. Blend the edges into your lips.



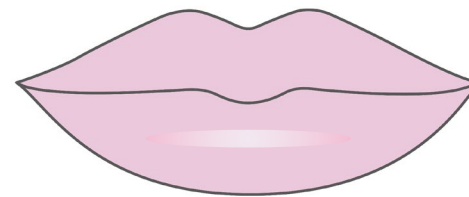
## STEP 2: Lipstick

Apply lipstick to connect the lip liner and your lip corners, then fill in the rest of your lips.



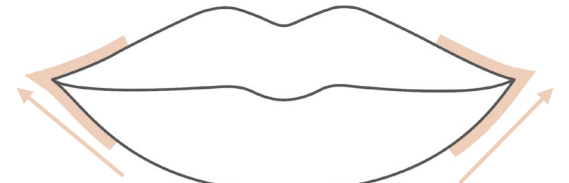
## STEP 3: Lipgloss

Highlight the center by layering a small amount of glossy lipstick or lip gloss to create a plump effect.



## To enhance fullness even more

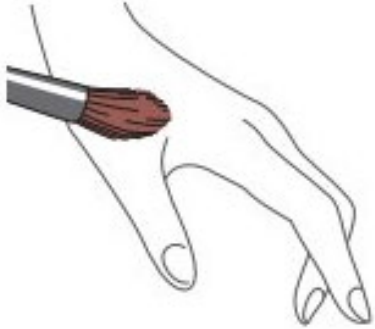
Use a brush to blend a very small amount of concealer around your lip corners with a light touch, covering any shadows or dullness. This helps define the corners to make your lips look even fuller.



Blush adds a natural flush of color and softens the overall impression, while visually balancing a longer face shape.

### STEP 1

Take blush with a brush. Adjust the amount on the back of your hand or a tissue paper so it is easier to blend.



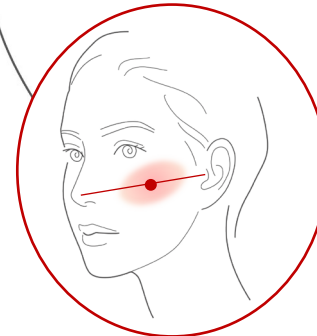
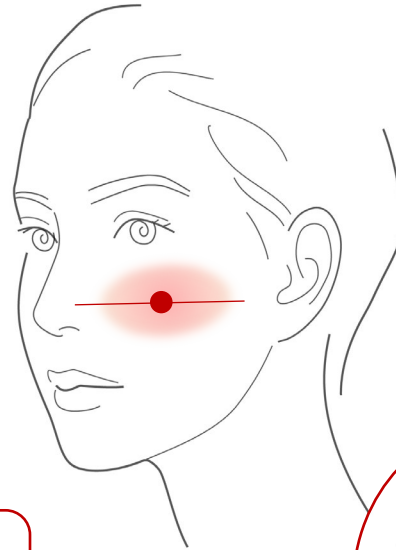
#### TIPS

- For a natural-looking flush of color, choose peach or coral shades.
- A blush with a matte or subtle sheen finish blends easily into the skin for a soft impression.
- To slim the look of cheeks, start at the midpoint between the tip of the nose and the center of the ear and blend diagonally, as illustrated on the right.

### STEP 2

Smile and apply blush to the raised area of your cheeks (below the center of your iris, near your nostril).

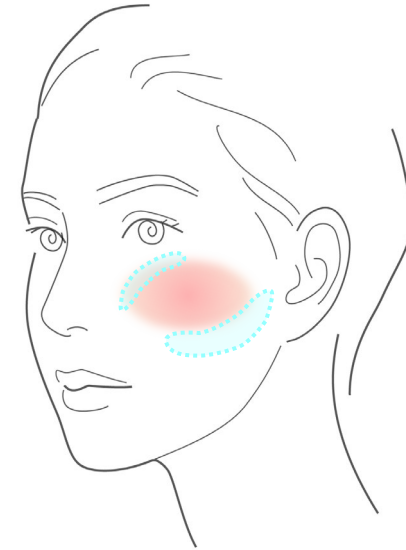
Using the side of the brush, blend broadly and sideways toward your ears.



To create a slimming effect

### STEP 3

Diffuse the edges of the blush with face powder to a natural, seamless finish.

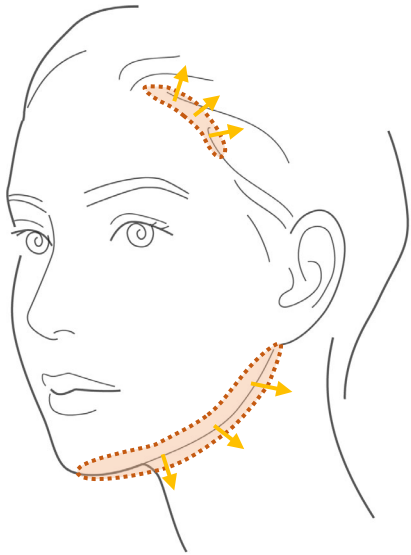


# Shading & Highlighting

To help soften the look of bone structure, try these shading and highlighting techniques.

## Shading Along the Hairline and Jawline

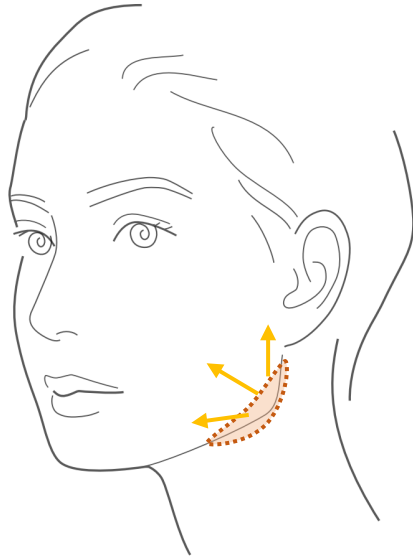
Using a brush, take a small amount of powder 1-2 shades darker than your skin tone. Blend along your forehead and jawline and then out toward your hairline and neck for a seamless finish.



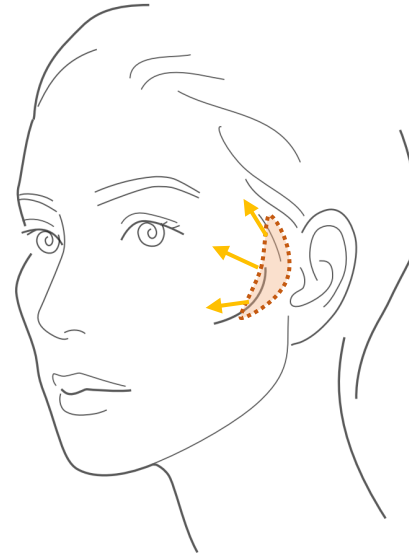
## Shading the Jaw and Cheekbones

Using a brush, take a small amount of powder 1-2 shades darker than your skin tone. Start from the most prominent areas of your jaw or cheekbones and blend inward toward the center of your face in a soft, radiating motion.

Jaw

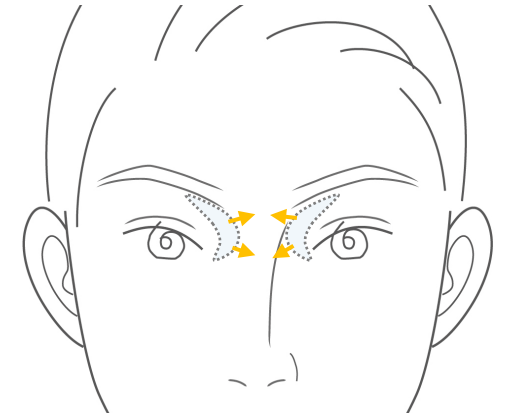


Cheekbones



## Highlighting the Inner Brow and Eye Area

Using a brush, take a very small amount of concealer 1-2 shades lighter than your skin tone. Apply from under the inner brow area to the inner corners of your eyes and blend toward the bridge of your nose.



## Personalized Looks

With the kind support of three transgender women,  
this section showcases real-life makeup looks created by Shiseido hair and makeup artists.

# Personalized Looks

The key is choosing the right blush shade and placement, as well as accentuating the lower eyelids. This helps soften cheekbones and visually balance a longer face shape.

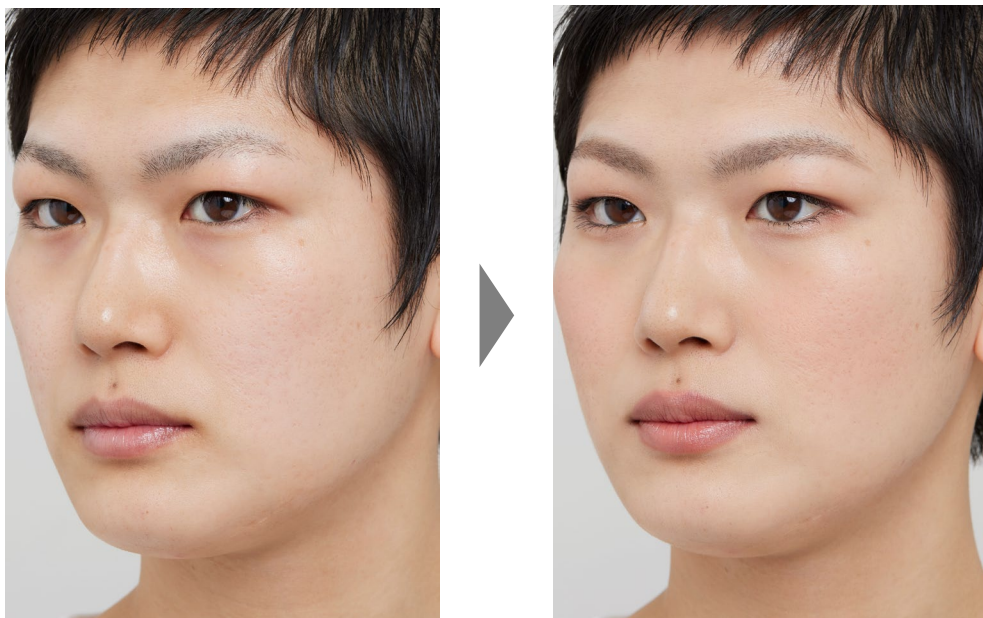


Individual results may vary.  
Image reflects the effect of makeup.



## Makeup Tips in Action

### Soften defined cheekbones with a subtle flush of color



- Smile and apply peach blush to the raised part of your cheeks. Blend it gently across toward your ears.
- Diffuse the edges of the blush with face powder. This helps tone down the sharpness of the cheeks and give a plump look.

\* See page 21 for technique details.

### Accentuate lower eyelids to balance facial length



- Take eyeshadow with fine pearl in a light shade and blend it over the natural fullness beneath the eyes.
- Use a medium-dark shade on an eyebrow powder palette to draw a thin line just beneath the eyeshadow. This brings out the lower eyelids even more and visually shortens the face.

\* See page 18 for technique details.

Individual results may vary.  
Image reflects the effect of makeup.

The key is enhancing skin clarity and creating fuller-looking lips for a finish that gently brings out features.



Individual results may vary.  
Image reflects the effect of makeup.



## Enhance clarity with precision coverage



- Apply a thin layer of primer and foundation.
- Use concealer only on noticeable dark spots and dullness. This helps keep the overall finish sheer while enhancing clarity.

\* See pages 10-12 for technique details.

## Lift and plump with a lip liner



- Use a lip liner close to your natural lip color to trace just outside the cupid's bow and the center of the lower lip. This helps visually lift the lips by shortening the distance to the nose.
- Apply a glossy lipstick or lip gloss all over for a fuller-looking finish.

\* See pages 20 for technique details.

Individual results may vary.  
Image reflects the effect of makeup.

The key is eyebrow makeup and shading to soften the appearance of bone structure for a softly defined finish.



Individual results may vary.  
Image reflects the effect of makeup.



## Lightly shape the inner brow corners for a softer impression



- Use an eyebrow product in a light shade and apply from the outer ends. Blend gently, with the softest finish at the inner corners.
- Take a concealer in a shade slightly lighter than your skin tone and blend it under the start of the eyebrows and inner eye corners. This helps soften the appearance of bone structure.

\* See page 14 for technique details.

## Sculpt with shading



- Use a large brush to shade softly along your cheeks and jawline for a toned impression.

\* See page 22 for technique details.

Individual results may vary.  
Image reflects the effect of makeup.



## Expressing Your True Colors

-A Makeup Guide for Transgender Women and Non-Binary Individuals-

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