



Photography: Marina Schneider-Moog @msmartphotography
 Model: @jiamin618
 Makeup: Karolina Venditti @karolinavenditti_muah

Growing in Beauty



Karolina Venditti

Karolina is a professional makeup artist based in Germany. After years in training, she is qualified as a beauty & wellness therapist, makeup artist and hairdresser. She has worked with brands such as Dior, Chanel, Estee Lauder and Bobbi Brown among others and had her work published in world renowned magazines. Back in 2018 she opened her first make-up studio where she offers phi-brows microblading, masterclasses and trains other makeup-artists.

 @karolinavenditti_muah makeupstudio-lu.de

The beauty industry is growing and changing rapidly since the power of social media has been involved in creating trends. As a hair and makeup artist now, it is even more important to stay up to date now than ever.

Personally, I don't have enough time to watch makeup tutorials on youtube or IGTV however, I always find the time to learn and pick up new tricks from beauty magazines or experiment with new makeup myself. Most of my experimentation comes from spontaneous shopping, and I love doing testing on my customers and models at photoshoots and I have gathered some tips from practice:

Face & Body Oils

Oils are a game changer for myself and my customers. While the assumption is that they are just for dry skin, these are unmissable in my makeup kit. Oils are perfect to give skin a natural glow and nourish the skin before applying makeup. In general, "miracle oils" are light, and care for every skin type like a serum. My recommendation is to apply these under a primer, so they become a pre-primer primer for both photoshoots and other customers. My tried and tested favourites are the Coconut Oil from MD Mesurable Difference and the Renewal Oil from La Mer.

Don't be afraid to mix

Photoshoots are a spontaneous environment where you will be asked to create a desired look or propose something that fits the theme. Learning the theme, you will be required to use products that you will not have planned before, and the key to this, is not being afraid to mix and match your products. When you know your kit inside out, and have tested what works well with which product (whether it's an oil with a foundation, or two blushes layered on each other to create a delicate fade), you will be able to naturally apply the products for a desired look.

Your kit does not need be complex

As a makeup artist, your kit need be full, and contain all

that will be needed to achieve any look desirable – which includes foundation of all coverage and tone, decorative elements stencils, well stocked and clean brushes and more. The more prepared you are, the more reliable you will be as a makeup artist, and the greater respected in the industry – having someone who is practical in their job will ensure more bookings. Just because you need a wide variety of items in your kit, does not mean they all need complex. Your needs may be fulfilled with supermarket items, like a Dr Kaufmann Baby Cream to apply on sensitive skin or Olive Oil from the Afro Shop in a spray can to ensure you are able to cater to all hair textures.

Your skill is worth more than a regular Instagram Queen

"Oils are perfect to give skin a natural glow and nourish the skin before applying makeup"

Not all Instagram Makeup "artists" will have your training and understanding of the skin, makeup, products and technique, and knowing how to apply makeup does not qualify someone to call themselves a makeup artist. After investing time and money into your skill, gaining experience and establishing your reputation on the market, you are justified to charge more and be more. Naturally, there are many people who may have an exceptional makeup

talent, but even they need experience to call themselves a makeup artist.

Facial rollers

Facial rollers are a fantastic method to quickly contour the face as needed for a photoshoot, They increase the elasticity of the skin, reduce swelling and puffy eyes, promote blood circulation and relieve and minimize wrinkles – all in one small and handy tool. I currently use the SUNMAY 3D Facial roller which both lifts and firms while massaging, but plan to move onto the world renowned Jade roller recommended by Cellia.



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Retouch: Julia Fomenko @fomenko.julia.retoucher
Model: Lara Schmidt @lara_schmidt__
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Photography: Marina Schneider-Moog @msmartphotography
Model (Top to bottom): Johanna Theresa @johanna_scha @jiamin618
Makeup: Karolina Venditti @karolinavenditti_muah



Photography: Marina Schneider-Moog @msmartphotography
Model: Valerie Wer @valerie.wer
Makeup: Karolina Venditti @karolinavenditti_muah

