

PHYSICAL

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Business Makeup

Rationale

Through makeup choices, adults reflect their attitudes and can strengthen their confidence. However, when makeup is too bright, adults may be perceived as aggressive or not smart. If adults choose to wear no makeup, they may be perceived as submissive. Well-applied makeup can improve how adults are perceived by others.

Objective

Assess Deseret Industries associates' makeup needs and, if requested, assist them in finding a good balance to improve their business makeup.

Potential Discussion Items

- Ultimately, any action step is a personal decision. What does the Deseret Industries associate expect to achieve by the makeup choice? What does the associate hope to accomplish with makeup?
- Assess: Does the makeup need to be toned down, applied better, or blended better?
- Assess: If the Deseret Industries associate is covering bruises from domestic violence, partner with the Deseret Industries development counselor immediately for further resources and assistance.
- Discuss appropriate makeup choices for current work assignments and vocational goals.
- If the Deseret Industries associate is covering tattoos or hickeys, discuss professional image and how it affects job prospects, promotions, and so on.

Suggested Resources

There are many tutorial and blog sites that show makeup application. Deseret Industries associates can look at their favorite makeup brand site to find videos and diagrams of how to best apply makeup for different looks.

- Makeup tips: <http://beauty.about.com/od/allaboutyoureye1/u/makeuptips.htm>.
- Older women makeup tips: http://beauty.about.com/od/spassalons/a/makeup_tips_for_older_women.htm.
- Personal grooming tips for business women: <http://womeninbusiness.about.com/od/businessattireforwomen/a/groomingtips.htm>.
- Video: "How to Cover Up a Tattoo Using Makeup": <http://video.about.com/tattoo/How-to-Cover-Up-a-Tattoo.htm>.
- Video: "How to Hide a Hickey": <http://video.about.com/makeup/How-to-Hide-a-Hickey.htm>.
- Concealing bruises (be careful with cuts; you don't want to infect an open wound): <http://www.fitnessmagazine.com/beauty/makeup/foundation/how-to-cover-up-a-bruise>.
- Concealing bruises: <http://www.livestrong.com/article/199857-facial-bruise-treatments>.

