



**Katy Rumney**  
Project Manager

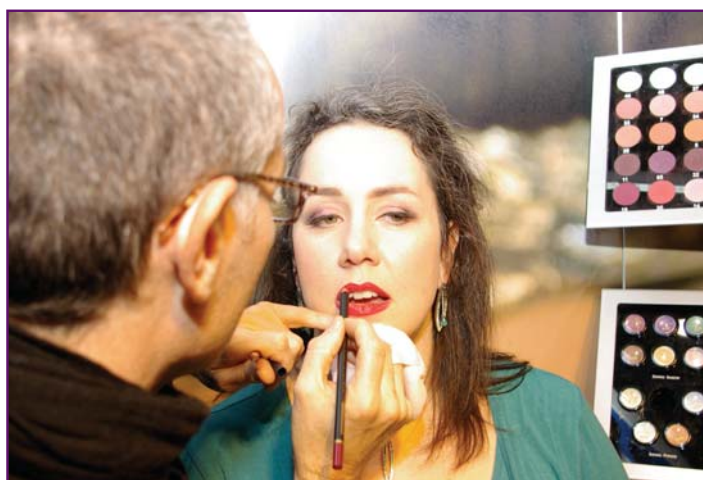
## AEgyptia®

### Professional make-up

**At this year's Professional Beauty exhibition held at Excel exhibition centre in London, the City Academy invited Italian make-up artist, Emilio Bergomi to work his magic on some lucky ladies.....**

**F**irst into the hot seat was Jenni Middleton, the new editor of Professional Beauty magazine, who wanted to look her best for the Beauty Awards ceremony in the evening. As Jenni doesn't usually wear make-up, Emilio chose neutral colours to bring Jenni's face to life and inject a touch of glamour while not making her feel too heavily made-up. "It's important to take into consideration your model's personality and lifestyle when choosing what kind of look will suit them. Whether it's for every day or evening, I want my subject to look their best and feel comfortable and confident at the same time."

Emilio used the following products from the Aegyptia range to create a sophisticated evening look for Jenni which she loved:



Plume Fluid Foundation no.2 set with Transparent Powder no.1

Eyes and Cheeks no. 10 & no. 34 (applied to the apple of the cheeks)

Eyes and Lips pencil in anthracite on the eyebrows  
Lipstick no. 30

For the eyes Emilio used Eyes & Cheeks no. 62 across the eyelid, adding no. 1 at the corners to create a smoky effect and no. 63 as a highlight under the brow bone. Emilio's tips for perfect eye make-up are to apply the eye shadow a little at a time and blend, blend, blend!

A thin line of Liquid Eyeliner makes the eyes appear bigger and of course, use plenty of mascara to lengthen and thicken the lashes.



*Left: Emilio, adds the final touches.*

*Right: A delighted new look for Jenni*