

Introduction

A make-up artist uses cosmetics to change the way people look. They could create and apply a particular look for a special occasion such as a wedding, advise customers on the application of make-up and introduce them to more specialised procedures such as semi-permanent make-up or skin camouflaging techniques.

They generally operate on a mobile basis, catering to private clients at their homes or places of work. Some make-up artists operate their business from a beauty salon or health and beauty business. A trained make-up artist can also look for work in a variety of other industries such as film, television, theatre and publishing.

This profile looks at starting out as a make-up artist. It describes the skills needed, the training available, the current market trends, and some of the key trading issues. It also identifies some of the main legislation you will have to comply with and provides sources of further information.

Qualifications and skills

A make-up artist needs creative flair, artistic talent and an appreciation of colour and design, no matter which area of the industry they plan to work in. It is also important to understand lighting and photography. Good communication and customer service skills are also essential as is the ability to understand clients' wishes and interpret them through make-up.

A driving licence will allow you to travel easily between assignments and visit customers in their homes or at their places of work. Make-up artists who carry out assignments in the media industries are required to work well in a team and work long hours, sometimes away from home.

Make-up artists often complete an S/NVQ in beauty therapy before specialising in make-up artistry.

- S/NVQ Beauty Therapy Level 2 has two possible routes; one with a module that concentrates on beauty therapy and another which is geared toward work in the make-up industry.
- S/NVQ Beauty Therapy Level 3 also has make-up modules.
- City & Guilds offers a vocational qualification in Cosmetic Make-up, which covers make-up techniques and communication skills.

See www.cityandguilds.com (type 'make-up' in the search box) for more details on these courses.

A wide range of vocational qualifications and private courses are available:

- Courses including Make-up for High Definition Television and Film, Fashion Make-up, Airbrushing and Prosthetic Make-up are offered by Greasepaint, a training provider that has been running for nearly 30 years. Courses cost between £1,500 and £14,000 (exclusive of VAT). Greasepaint's brochure is available at www.greasepaint.co.uk/pdfs/brochure.pdf.
- A range of vocational training courses in make-up is offered by The Vocational Training Charitable Trust (VTCT), a Government-approved awarding body. These include a Level

3 Diploma in Theatrical and Media Make-up, a Level 2 Certificate in Cosmetic Make-up and a Level 2 Certificate in Fashion and Photographic Make-up. The courses are available at 500 learning centres across the UK and prices vary from centre to centre. For more information see www.vtct.org.uk and click on 'qualifications'.

- The London College of Fashion offers degree courses, foundation degrees and diplomas in make-up, including the BA (Hons) Make-up and Prosthetics for Performance; Foundation Degree in Film and TV Make-up; and Diploma in Hair and Make-Up Styling. The College is based in Central London and course fees range from £1,000 to £3,145. For more information on the courses on offer see www.fashion.arts.ac.uk/courses/makeup_hairstyling.htm. For details of other further education courses see www.ucas.ac.uk.
- The Delamar Academy, which is based in London, is a dedicated make-up school offering a variety of make-up qualifications ranging from part-time evening courses to a 14-week, full-time Complete Make-up Artist Course. Prices range between £700 and £15,000. For a full list of courses on offer see www.delamaracademy.co.uk and click on 'course details'.
- The British Association of Skin Camouflage (BASC) provides the BASC Skin Camouflage Diploma, which is approved by the Hairdressing and Beauty Industry Authority (HABIA, www.habia.org.uk). The course lasts for four days and is held in Cheshire. It costs £895 and trainees receive a make-up kit, worth £225, as part of the tuition fee. For more information see www.skin-camouflage.net/training.htm.

Skillset, the Sector Skills Council for Creative Media, has a comprehensive directory of vocational, further education, undergraduate and higher education make-up courses available in the UK. Go to www.skillset.org/courses and search for 'make-up'.

Habia has a list of approved continuing professional development (CPD) courses, which cover various make-up techniques such as wedding make-up and skin camouflage. To view the list of courses see www.habia.org/uploads/CPD_Make-up_courses.pdf.

Key market issues

Make-up artists can work for several different customer groups:

- Private customers require a variety of different services, which involve visiting them in their own homes. Assignments can include, but are not limited to, special occasion make-up for parties, school proms, hen nights, graduations and fancy dress, make-up parties for groups of teenagers or women at the home of a customer, make-up consultations, tutorials and makeovers.
- Bridal parties. Many make-up artists specialise in a complete make-up service for brides on their wedding day. This can involve consultations in the months leading up to the wedding day; make-up application and touch-ups on the actual day; and providing a make-up service for other members of the bridal party, such as the mother of the bride and the bridesmaids.
- Fashion and publishing industries. A fashion make-up artist works for clients such as photographers on photo shoots, designers during catwalk shows and magazines and advertising agencies on editorial shoots. They specialise in glamour and corrective make-up and work with cosmetics to achieve the look or theme the client requests.
- Cosmetic retailers. Beauty counters and make-up brand concessions in department stores and other retail environments employ make-up artists to demonstrate products on customers.
- Photographic studios offering a photographic portrait service. Customers who request glamour makeovers or family portraits will require some make-up application. One example is the Olan Mills chain of studios (www.olanmills.co.uk).
- Film, theatre and television industries. Make-up artists work on actors and extras during the production of films, television shows and theatre performances. They take production requirements, such as character, lighting and continuity, into consideration when deciding which make-up to apply. They prepare skin for make-up application, follow a make-up design and apply cosmetics. They could also apply and remove period make-up, wigs, facial hair and basic prosthetics and do some haircutting and barbering.
- Skin camouflage and cosmetic camouflage make-up is used by people with skin conditions such as birthmarks and rosacea as well as scarring or unwanted tattoos. A make-up artist can train to use a variety of creams and powders to match the affected area to the surrounding skin colour. Professional skin camouflage application requires the make-up artist to understand the psychological needs of their clients and have the knowledge to refer them to other health services if appropriate.

The key market trends and emerging issues affecting demand for a make-up artist include:

- According to the 2008 report 'Cosmetics and Fragrances' by Key Note, the cosmetics industry has seen increased interest in premium brands and anti-ageing facial make-up. It claims that women have more disposable income to invest in cosmetics than ever before. It also reports a rise in popularity of natural and organic products, such as those sold by The Body Shop and Neal's Yard. More companies selling organic products are emerging and consumers are increasingly buying organic make-up. To view the report's summary, see www.keynote.co.uk/GlobalFrame.htm and search for 'cosmetics and fragrances'.
- Make-up products and cosmetics are constantly developing. Mineral make-up is an emerging trend and airbrush foundation is increasingly popular. The fashion industry tends to dictate make-up trends and it is important to keep up to date and develop your skills as new products and techniques are introduced. Consumer fashion magazines such as Elle (www.elleUK.com) and Vogue (www.vogue.co.uk) offer a monthly update on emerging make-up trends.
- The UK film industry is growing, leading to more productions and greater demand for crew, including make-up artists. According to a report from the industry's trade union, the Broadcasting Entertainment Cinematograph and Theatre Union (BECTU), the first nine months of 2007 showed an increase in film productions and level of investment. To read the full report, go to www.bectu.org.uk/info/docs/download/briefings/filmreview2007.pdf.
- Lack of skilled workers in the theatre industry. According to Creative & Cultural Skills, the Sector Skills Council for the performing and visual arts, the performing arts and live music sector contributes £6 billion to the UK economy but will require over 30,000 new recruits by 2017. To combat this shortfall, it plans to establish a National Skills Academy for backstage skills in the theatre and performing arts sector. For more information on this see www.ccskills.org.uk/projects/national_skills_academy.html.
- High Definition TV (HDTV) is becoming more popular and broadcasters want to employ make-up artists who are skilled in applying cosmetics that stand up to HDTV. For example, the BBC plans to produce all of its output to meet HDTV standards by 2010. The National Association of Screen Make-up Artists and Hairdressers (NASMAH) notes that many make-up artists will need training to update their skills for this technology. Even basic techniques, such as colour choice, will have to be adapted. For more information see www.hdtvuk.tv/2006/10/hdtv_makes_make.html.

- In 2006 there were 275,000 weddings in the UK, according to the Office for National Statistics (ONS). This highlighted a 4% decline in the number of couples getting married in the UK, which could indicate a fall in demand for make-up artists offering wedding services. The ONS predicts that the long-term outlook for UK weddings is one of decline. However, civil ceremonies represent an opportunity for make-up artists, as in 2006 they accounted for 66% of all ceremonies. For further information on weddings in the UK see www.statistics.gov.uk/cci/nugget.asp?id=322.
- According to the British Skin Foundation (www.britishskinfoundation.org.uk) there are over eight million people with a skin condition in the UK. A make-up artist who deals in skin and cosmetic camouflage techniques can cater for men, women and children and needs no medical training to carry out cosmetic camouflage make-up techniques.

Trading issues

Some of the trading issues associated with starting up as a make-up artist include:

Setting up the business

There are a number of options available to someone starting up as a make-up artist. These include:

- Using a room at home for make-up consultations, lessons and makeover sessions when first starting out in the make-up business.
- A make-up artist can operate on a mobile basis, visiting clients' homes or places of business, travelling to production sets or working for a variety of different types of customer.
- Renting a room in an existing health and beauty business, such as a beauty salon, health spa or hairdresser, can help you to build up a client base in your local area.
- Joining the books of a make-up agency. An agent sources work for make-up artists in film, television, commercials, fashion shoots and private sessions. The agent takes a percentage of the fee, which will vary between each agency. They also help make-up artists to develop a professional portfolio. For examples of make-up agencies see www.brushstroke.co.uk/artists-agency.html or www.greasepaint.co.uk/agency.html.

Business registration

Anyone who offers semi-permanent make-up services must register with the local authority's environmental health department. They may charge a fee to cover an initial inspection of the premises used to conduct the business. To find contact details for your local authority see www.direct.gov.uk.

Equipment and suppliers

A make-up artist needs a comprehensive kit of professional-standard make-up products in order to start operating. The price of a make-up kit depends on the size and quality of the products used. It is possible to buy starter kits, with brushes and basic cosmetics, for between £30 and £200, inclusive of VAT. Some make-up artists prefer to build up their own kit and buy products from several different brands. A case to store and transport the make-up costs between £100 and £250 (including VAT).

The price of equipment depends on which types of make-up you use. For example, a kit containing a full range of standard cosmetics and accessories will cost £100 or more, and contain brushes, foundation, concealer, eyeshadow, mascara, eyeliner etc. It is worth noting that many private training courses include a basic make-up kit in the price of the tuition. You can add to it as your business grows.

Make-up specially designed for the theatre or special effect make-up varies in price but is usually more expensive.

Other specialised materials and equipment include:

- Theatrical make-up. Greasepaint make-up kits, suitable for stage actors, cost between £30 and £60 each.
- Special effects and prosthetics. Products such as fake blood and wounds, bruise make-up, bald caps, tooth colouring and adhesives can cost anywhere between £20 and £100.
- Airbrush kit. A professional airbrush make-up kit, containing an airbrush, make-up, compressor and cleaner costs around £300.
- Skin camouflage make-up. This is highly specialised and will need to be purchased from a specialist. See www.veilcover.com and www.charlesfox.co.uk/Dermacolor/dermacolor.html as examples as skin camouflage make-up retailers.

Kays Production Guide is a directory of contacts in the European film and television industry. It also includes make-up suppliers that sell cosmetics, make-up for the theatre, special effect and prosthetic make-up and wigs. To search the directory for a retailer of make-up supplies go to www.kays.co.uk.

There is a wide range of make-up suppliers, with online retailers including www.screenface.com and www.backstageshop.co.uk, which both sell theatrical make-up supplies, straight make-up and special effects and prosthetics. Beauty Finder (www.beautyfinder.co.uk) is a directory of make-up and beauty product suppliers.

Charging and payments

Make-up artists operate on a freelance basis and set their own rates, charging on a per-project basis. A list of

recommended rates for make-up artists working in television, feature films, pop promos, corporate and commercial projects is available from BECTU. See www.bectu.org.uk/resources/rates/hairandmakeup.

Promoting the business and finding work

The wide variety of work available for a make-up artist means there are several ways to promote the business and attract customers. These include:

- Business referrals. These can come from beauty salons, health spas and hairdressers. It helps to build good working relationships with businesses in your area so they will promote your services to their clients.
- Offering free initial consultations to potential customers, to discuss their requirements and describe what you can offer them, can help to attract new business.
- Contacting potential clients directly. The competitive nature of the make-up industry means that you will need to be proactive in finding work assignments. This could involve contacting theatres, production companies, TV companies, magazines, photographic studios and other relevant businesses and showing them your portfolio. For a list of theatres and theatre companies in England see www.getintotheatre.org/theatre_links. For a directory of theatres across the UK see www.thisistheatre.com/theatreuk-a2c.html.

A directory of film and television production companies can be found at www.4rfv.co.uk/directory.asp?scategory=16. Media UK is a directory of media companies in the UK, covering magazines, newspapers and television companies. Search the directory at www.media.uk.com.
- Join a make-up agency or appoint an agent. These represent make-up artists and find work assignments on their behalf. (See the Setting up the business section for more information). For a list of make-up agents see www.stylingworld.com/directory/agents/listing.
- Include a listing in an industry directory such as Kays Production Guide (www.kays.co.uk) and The Knowledge (www.theknowledgeonline.com).
- Advertise in bridal magazines and at wedding fairs. For a list of forthcoming wedding fairs in the UK see www.allweddingfayres.co.uk. There are some wedding websites that feature a directory of suppliers for weddings, including make-up artists. For example, www.hitched.co.uk/wedding-suppliers/Beauty-Hair-Make-Up_4.htm or www.uk-wedding-directory.co.uk/beauty.htm.

- A professional portfolio will be useful to show potential clients the scope and quality of your work.
- Consider advertising in the Yellow Pages (www.yelldirect.com) or Thomson (www.thomsonlocal.com). For further details and to calculate the cost of advertising in the Yellow Pages, see www.yellratesinfo.com/advertisingrates.aspx?dt=1.

Insurance

Make-up artists require a number of insurance policies. These include:

- Public Liability insurance, which protects against claims from members of the public injured as a result of your business activities.
- Product Liability insurance, which covers against claims made following loss, damage or injury sustained as a result of a product supplied by your business.
- Professional Indemnity insurance, which covers your business activities when visiting a customer or client at their home or at their place of work and covers for any claims of breach of professional conduct.
- Business cover will be necessary for any vehicle used for business purposes. All vehicles should be insured for the minimum of third-party cover.
- If you plan to run the business from home it is important to check with your current domestic insurance provider as they may require you to take out specific business cover.

For further information on the range of policies available and their implications for your business you should seek advice from an independent insurance broker. To find an insurance broker contact the British Insurance Brokers' Association (BIBA, www.biba.org.uk) and see BIF 6, An Introduction to Insurance Cover for Business for further information.

Trade associations

Membership of a professional trade association will support your business by giving you access to CPD courses, insurance and information on issues affecting the market. Trade associations for make-up artists include:

- NASMAH - membership costs from £25 per year. Practical membership benefits include a page on the NASMAH website with details of qualifications and pictures of previous work, a quarterly newsletter, discounts on make-up products, help and advice by e-mail and telephone and a 15% discount on training courses, such as airbrushing, and facial hair application. For more information see www.nasmah.co.uk.

- The British Association of Beauty Therapy and Cosmetology (BABTAC) (www.babtac.com) is one of the longest standing trade associations for those in the beauty industry. Membership benefits include discounted advertising costs, special rates for training courses, insurance and advice on employment and legal issues. It costs between £19.50 and £83.50 to join BABTAC. For more information on how to join see www.babtac.com/index.php?pageid=13.
- BASC (www.skin-camouflage.net) represents anyone who offers skin camouflage services. Annual membership costs £12.00. Benefits of membership include being kept up to date with developments in skin camouflage techniques, a certificate of membership and copies of the BASC newsletter three times a year. For more information see www.skin-camouflage.net/docs/associates2.doc.

Legislation

This section is intended as a starting point only. It provides an introduction to some of the key legislation that will affect a make-up artist. You should always seek professional advice about the impact of legislation before making any business decisions.

- **The Local Government Act 2003.** The Act requires any business that plans to provide semi-permanent make-up services to be registered with the local authority's environmental health department. For more information on the Act see www.opsi.gov.uk/Acts/acts2003/ukpga_20030026_en_1. In Scotland this is covered by the Local Government in Scotland Act 2003. See www.opsi.gov.uk/legislation/scotland/acts2003/asp_20030001_en_1 for more information. In Northern Ireland this is covered by the Local Government (Miscellaneous Provisions) (Northern Ireland) Order 1985, details of which can be found at www.opsi.gov.uk/RevisedStatutes/Acts/nisi/1985/cnisi_19851208_en_1.
- **The Health and Safety at Work etc. Act 1974.** The Act places a duty on make-up artists to protect the health and safety of their employees and anyone who will be affected by the work of their business. It also requires the business owner to ensure the safety of premises, equipments and working conditions. In Northern Ireland this is covered by the Health and Safety at Work (Northern Ireland) Order 1978. For more information on the Act see www.hse.gov.uk/legislation/hswa.pdf. Also, see BIF 2, An Introduction to Health and Safety Regulations.
- **The Control of Substances Hazardous to Health Regulations 2002 (COSHH).** The Regulations impose a duty on business owners to ensure the safe handling of substances that are deemed hazardous. Make-up artists handle potentially dangerous products such as make-up remover and adhesives. In Northern Ireland this is covered by the Control of Substances Hazardous to Health Regulations (Northern Ireland) 2003 (COSHH). For more information on the Regulations see www.hse.gov.uk/pubns/indg136.pdf. Also, see BIF 22, A Guide to the Control of Substances Hazardous to Health Regulations 2002 (COSHH).
- **The Supply of Goods and Services Act 1982.** The Act relates to all businesses that supply services to their customers. It ensures that the services provided by a make-up artist are carried out with reasonable care and skill, within a reasonable time and that the make-up artist will make no more than a reasonable charge for providing the service. The Department for Business, Innovation and Skills (BIS) publishes guidance on the Act at www.berr.gov.uk/files/file25486.pdf. Also, see BIF 156, A Guide to the Supply of Goods and Services Act 1982.
- **The Cosmetic Products (Safety) Regulations 2008.** The Regulations make it an offence to supply cosmetic products that are likely to cause damage to health. They also state that cosmetic products that have been tested on animals should not be supplied or used. For more information on the Regulations see www.opsi.gov.uk/si/si2008/em/ukxiem_20081284_en.pdf.

Further information

For practical start up and small business tips, ideas, know-how and news, go to:
Website: www.entrepreneurquest.com

To access hundreds of practical factsheets, market reports and small business guides, go to:
Website: www.scavenger.net

BOP 29 Mobile Beauty Therapist
BOP 32 Hairdresser
BOP 127 Tanning Salon
BOP 128 Nail Technician
BOP 175 Nail Bar/Salon
BOP 189 Barber/Male Grooming Salon
BOP 384 Cosmetics and Toiletries Retailer

Trade publications

'Make-up Artist'
This magazine is published in 50 countries and offers news and articles on the make-up industry. One-year UK subscription is £25.
Website: www.makeupmag.com

Useful contacts

The National Association of Screen Make-Up Artists and Hairdressers (NASMAH) is the association for make-up artists in the film and television industries.
68 Sarsfield Road
Perivale
UB6 7AG
Tel: (020) 8998 7494
Website: www.nasmah.co.uk

The British Association of Beauty Therapy and Cosmetology (BABTAC) is a trade association for beauty therapists but provides information on make-up artistry and links to training courses.

Ambrose House
Meteor Court
Barnett Way
Barnwood
Gloucester
GL4 3GG
Tel: 0845 065 9000
Website: www.babtac.com

The Broadcasting Entertainment Cinematograph and Theatre Union (BECTU) represents freelance make-up artists based in the UK and offers advice and representation to members.

373-377 Clapham Road
London
SW9 9BT
Tel: (020) 7346 0900
Website: www.bectu.org.uk

Creative & Cultural Skills is the Sector Skills Council for the performing and visual arts sector.

4th Floor
Lafone House
The Leathermarket
Weston Street
London
SE1 3HN
Tel: (020) 7015 1800
Website: www.ccskills.org.uk

The British Association of Skin Camouflage (BASC) is an independent charity that offers training and information on skin camouflage.

PO Box 202
Macclesfield
SK11 6FP
Tel: (01625) 871129
Website: www.skin-camouflage.net

The Skin Camouflage Network (SCN) has links and information on training for those who want to become a skin camouflage practitioner.

PO Box 276
Newcastle upon Tyne
NE3 4XR
Tel: 07799738599
Website: www.skincamouflagenetwork.com

The Hairdressing and Beauty Industry Authority (Habia) offers courses, CPD and industry information for those working in the make-up and beauty industry.

Oxford House
Sixth Avenue
Sky Business Park
Robin Hood Airport
Doncaster
DN9 3GG
Tel: 0845 230 6080
Website: www.habia.org

Further legislative information throughout the UK is available from the:

- Office of Public Sector Information - www.opsi.gov.uk.
- Scottish Government - www.scotland.gov.uk.
- Northern Ireland Executive - www.northernireland.gov.uk.
- Welsh Assembly Government - www.wales.gov.uk.

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