

# Interview Samantha Faasen



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Make-up artist from Centurion Gauteng

## What makes your makeup style different and unique?

What makes my makeup different and unique is I always analyse a person's features, skin tone and requests. Sometimes what they want won't work with their features and I advise them on the right look for them. I believe doing a skin prep before makeup can make a big difference.

## Who would you say are your inspirations?

My inspiration still to this day is a very well know makeup artist in SA who taught me everything I know today, Cicilia Kaufmann.

## Which celebrities inspire your makeup looks?

My celebrity inspiration is Lisa Eldridge, I love how she keeps it natural and focuses on skin before makeup.

## Take us through the process of creating a new look — where do you start?

When I create a new look its usually inspired by something I've seen on the internet or something that would just randomly pop up in my head. I get a pen and paper and write down a full plan on how to implement the look, I also use face charts to give myself an idea of what I want to achieve on my model. Most importantly I remind myself to have fun while doing the look and I will usually always put on music which gives me the stamina I need while doing the look. I really do enjoy getting on my creative side and exploring with trends.

## Do you consider make up to be an art form and what are your opinions on those that say that make up (and the wider beauty community) has a negative impact on society?

Makeup is certainly a form of art and there is a science behind it. I think it's important to use the right makeup for you and something that works for you. If something works for me, it won't necessarily work for you. I can recommend taking a class with a makeup artist to see which products are right for you, if you use it correctly, for your style and features you will be shocked at the difference it can make. And that's just it, makeup makes a difference, it gives you confidence and it is a memory you can forever look back at in your photos, that's why its important to choose the right makeup artist for you. I don't dwell on the negativity about makeup, its either for you or its not

## What was the first high end makeup product you ever bought?

My first high end product I purchased was a foundation palette by Kryolan.

## What is your favourite makeup look you have ever done?

My favorite makeup look thus far was an Avant Grande look I did at Miss Teen / Universe a few years ago, it was the first time I entered the pageant industry, we had 30min per look. I picked up my brush not having any idea of what to do, and then it is as if it just happened naturally and I was stunned at myself for what I was able to achieve using my creative mind.

## If you were given an unlimited supply of makeup from any brand what would it be and why?

If there is one product I would love to stock in my kit but simply can't afford to it would have to be DIOR, their airbrush sprays are amazing, it feels like I'm spraying out gold when I test them at the shop.

## Tell us what your makeup bag looks like on a daily basis.

My personal makeup bag does not look anything like my kit, for myself I use all the products that I didn't find good enough for my kit, my only investment is my Estée lauder foundation, other than that, I always have mascara and eyeliner in my bag and a brow kit and a lipstick which I sometimes use on my lips, cheeks and eyes all together.

## What's your holy-grail makeup product and why?

As a makeup artist, I don't believe in having one brand as almost every brand has at least one or two excellent products. Currently the holy grail in my kit is my Dior primer air brush spray, however, the two products that makes the most impact on any look is a brow kit and false cluster lashes that is a more natural type of look.

## Where do you see your makeup career going?

I definitely still see myself doing full time makeup in 10 years from now, I really have a big passion for this and have invested a lot of myself into this, as long as my clients are happy I am happy. I aspire to empower woman along the way and do the best at what I do

## Do you think social media is helpful to make up artists? How has it affected your practice and is it something you enjoy?

I am not somebody who can watch a you tube makeup video and be inspired, I look to books for inspiration and I still struggle that everything in today's world is rotated around social media, however for marketing purposes social media does play a very big important role, and has certainly helped me showcase my work and get in clients. It's also a good way to know if people like what you have done or if they don't, where you can do it again until perfect. Not everything you see on social media is real, it is heavily filtered giving client's unrealistic expectations. For benefit purposes I fully prepare to take a social media and marketing course to help grow my business.

## What advice would you give other MUA's trying to grow their following on Instagram?

You need to keep your account active, if you don't have any work to post then perhaps post makeup tips and video's. always keep your account active, I post at least twice a week and am preparing to post more frequently in the future. Listen to what your followers say and most importantly, never give up. Rome wasn't built in a day and it takes years for a business to grow, do not feel disheartened but push yourself to the limit. If you keep on going so will your business.

## Tell the readers more about yourself and what you do.

My name is Samantha Faasen, I am currently a 35-yearold professional makeup artist residing in Centurion, Gauteng. I specialize in bridal and any / all occasion makeup and I love that I get to live out my dreams making woman feel confident and great about themselves. At the end of the day it's all about my client.

## How old were you when you first began experimenting with makeup and what inspired you to do so?

I was in my teens when I was allowed to wear makeup, I was always inspired by my mom who worked in the beauty retail industry, whenever she had makeup on her mood instantly changed and you could see her confidence shine through, I love how she tried different looks and I loved bragging about my mom being the prettiest lady in the room.

## Did you study make up or are you self taught? What are your opinions on education in the creative sector and is it important for a make up artist to have studied make up?

I did a short course at Burst academy now known as burst brushes in my early 20's, and when I turned 30 I met my mentor Cicilia Kaufmann who taught me everything I know today, she trained me for a year, where I shadowed and assisted her and started my own company. To this day I still work with her on many jobs and I still see her as my idol in makeup. I think it is very important to go to a good makeup school to get a good background of makeup, because it's not just makeup, there is so much more you need to know and do to do well in this industry from skincare to the science behind products as well as hygiene. I can highly recommend after studying to shadow and assist a professional in the industry. One thing I've learned is that you can never stop learning in this industry.

## What is the most challenging or surprising aspects of being a make up artist? Are there any disadvantages, or things you don't like about being a make up artist or the make up industry, and is there anything you'd like to change?

There are many challenges in this industry, you have to compete with so many other artists and your work needs to stand out. My weakness would be advertising, it's not something I'm good at but to survive in this industry it's a must. You need to be able to work well with all types of people and you need to know how to keep a bride / client calm on their big day. Experience of something small like working in a restaurant as a waiter or being a sales person has really helped me develop excellent social skills.

## What is your creative process like for creating new looks?



**And finally, what does makeup mean to you?**

Makeup to me means... to be so passionate about something that drives you, inspires you and others that you cannot imagine yourself not doing. It means facing the world with confidence, feeling comfortable in your own skin. It is said that makeup increases feelings of selfworth, attitude and personality and I completely agree that it can also be therapeutic. It inspires me to be better than yesterday. It inspires me to inspire others. It was recorded in the great depression that red lipstick was the biggest seller amongst woman, I think that speaks for itself.

**If someone wants to connect with you, where can you be found?**

I can be found on Facebook and Instagram  
Instagram - @samanthafaasen  
FB - Professional makeup and styling by Samantha Faasen