

The Ultimate

BEAUTY GUIDE

7 Makeup Mistakes That Are Secretly Ruining Your Glam

And How To Fix Them

7

A note before we begin.

Beautiful makeup is not about using the most expensive products or copying every trend you see online.

It's about understanding your features, knowing what works for your skin, and applying makeup in a way that enhances your natural beauty.

Over the years, one thing has remained consistent — many makeup frustrations come down to a few simple mistakes that are often overlooked.

This guide was created to help you identify those mistakes and make better beauty decisions — whether you're getting ready for a wedding, photoshoot, special event, or simply want your makeup to look more polished and long-lasting.

Inside, you'll learn what these mistakes are, why they happen, and how to avoid them moving forward.

Let's get started.

01

Skipping Skin Preparation

WHY IT MATTERS

Makeup sits directly on your skin. If your skin is dry, dehydrated, or not properly prepared, your foundation may appear patchy, textured, or uneven.

HOW TO FIX IT

- Cleanse your skin properly before any makeup application.
- Use a moisturizer suited to your skin type.
- Apply primer where needed.
- Allow all products to fully absorb before applying makeup.

PRO TIP

A flawless finish always starts with healthy, prepared skin.

02

Wearing The Wrong Foundation Shade

WHY IT MATTERS

A foundation that is too light, too dark, or the wrong undertone creates an unnatural appearance — especially in photographs and under different lighting.

HOW TO FIX IT

- Always test foundation on your jawline, not the back of your hand.
- Check the shade in natural lighting before committing.
- Match your neck and chest area for a seamless blend.
- Pay close attention to undertones — warm, cool, or neutral.

PRO TIP

The right shade should disappear into your skin — not sit on top of it.

03

Using Too Much Powder

WHY IT MATTERS

Excess powder can make makeup look heavy, dry, and cakey while emphasising fine lines, pores, and skin texture.

HOW TO FIX IT

- Use a light hand — less is always more with powder.
- Focus application on oily areas like the T-zone.
- Build gradually instead of applying too much at once.

PRO TIP

The goal is to set the makeup, not mask it.

04

Ignoring Your Brows

WHY IT MATTERS

Brows create structure, balance, and definition for the entire face. Neglected or poorly shaped brows can undermine an otherwise flawless makeup look.

HOW TO FIX IT

- Follow your natural brow shape as a guide.
- Avoid overly harsh, sharp lines — softness reads more elegantly.
- Blend products properly to avoid a drawn-on appearance.
- Always brush through after filling for a natural finish.

PRO TIP

Soft, natural brows almost always look more flattering than heavily drawn ones.

05

Following Every Makeup Trend

WHY IT MATTERS

Trends come and go. What works beautifully on someone else may not suit your unique features, skin type, or face shape.

HOW TO FIX IT

- Take time to learn what genuinely flatters your own features.
- Adapt trends to suit you — don't copy them literally.
- Focus on timeless techniques that serve your best self.

PRO TIP

Confidence always looks better than trends.

06

Poor Lighting During Application

WHY IT MATTERS

Applying makeup in poor lighting often results in uneven blending, harsh contouring, or mismatched foundation that looks different in daylight.

HOW TO FIX IT

- Use natural daylight whenever possible.
- Face a window while applying makeup for the most accurate light.
- Check your makeup in different lighting before you leave.

PRO TIP

Good lighting is one of the most underrated tools in any beauty routine.

07

Not Setting Makeup Properly

WHY IT MATTERS

Without proper setting, makeup can fade, crease, or separate throughout the day — undoing all the work that went into the application.

HOW TO FIX IT

- Use setting powder on areas prone to shine or movement.
- Apply a quality setting spray as a final step.
- Avoid touching your face frequently after application.

PRO TIP

Setting your makeup properly helps preserve every minute of work you've already done.

5 Beauty Habits Every Woman Should Adopt.

01 *Drink more water.*

Hydration shows on your skin. No product replaces it.

02 *Remove makeup before bed.*

Your skin repairs itself overnight. Let it breathe.

03 *Clean your makeup brushes regularly.*

Dirty brushes harbour bacteria and affect your finish.

04 *Never skip sunscreen.*

SPF is the single most effective anti-aging product available.

05 *Invest in skincare as much as makeup.*

A good canvas always produces a better result.

Beauty isn't about perfection.

It's about enhancing what you already have, understanding your features, and showing up confidently as yourself.

Small improvements in your beauty routine can create a huge difference in your overall results.

The goal is not to wear more makeup.

The goal is to wear makeup better.

Ready for your best look?

Book your appointment at Bibis Glambar — Atlanta's luxury beauty studio.

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