

Color Theory for Custom Cosmetic Colors

Permanent makeup artists are not working on a white canvas when implanting color. Undertone as well as skin tone come together to produce the canvas on which permanent makeup artists work. Undertones are described as cool, warm or neutral. They play a defining role in choosing the right color for each client. It is always skin undertone plus color (pigment) that equals the final color result. This is an overall view of color theory that will help you accomplish the color result your client desires.

Brows

Undertones	Color Used for Brown Eyebrows	Correction
(Warm) yellow or golden yellow, (Cool) blue	Warm brown with a hint of red or neutral brown with a small amount of a red modifier	Unwanted gray eyebrows use a red-brown color or neutral brown with a red modifier
(Cool) pink-red, (Warm) golden-red	Ash brown (yellow base) or neutral brown with a small amount of a olive modifier	Unwanted red eyebrows use ash brown (yellow base) or neutral brown with a olive modifier

Eyes

Color	Undertone	Avoid	Solution	Correction
Black (has blue in the color)	Cool (blue undertone)	A black color resulting in a bluish gray color	Add a small amount of an extra dark brown to black or purchase a pre-mixed eyeliner black	Unwanted bluish gray eyeliner: use an extra dark brown with black

Lips

Color	Undertone	Avoid	Solution	Correction
Cool has blue in the color	Cool lips that have a blue undertone (most common)	Lips healing to a bluish purple color	Mix a small drop of orange to a cool color mixture or purchase pre-mixed cool colors	Unwanted bluish purple lips use a mixture of orange and brick red