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Hrebeniuk Oksana
Expert in the art of makeup and esthetics at
Eva Beauty Bar LLC

CURRENT TRENDS IN MAKEUP FOR PHOTO SHOOT AND VIDEO SHOOTING

Summary. *The article is focuses on modern solutions in makeup for photo shoots and video shooting. The relevance of the topic is due to the growing interest in personalized services and virtual tools that allow you to predict the final appearance. The novelty lies in the combination of visual techniques with digital communication strategies. The work describes the most common techniques for preparing the skin and highlighting facial features, considers products with pigmented and hybrid textures. Research indicates a demand for radiance effects and adaptive contouring are studied. Particular attention is paid to the implementation of AI systems that provide opportunities for online fitting and simplified retouching. The work clarify professional recommendations, assessing trends in body positivity and considering the evolution of tone correction products. To solve it, methods of analyzing specialized publications and a comparative review of products were used. Domestic and foreign sources were studied. The conclusion describes the obtained results contribute of the obtained results to the formation of a more accurate makeup technology. The applied analysis emphasizes the role of natural, especially long-lasting, formulas and trends in the modern media space. The article will be useful for makeup artists, beauty market researchers and digital communications specialists.*

Key words: *makeup for filming, virtual fitting technology, body positivity, hybrid formulas, contouring, highlighter, AI tools, digital communications, visual stylization.*

Introduction. The development of digital services and social media has intensified the transformation of makeup approaches for photography and video production. Global reports on the cosmetics market indicate a growing interest in products that not only provide decorative effects but also interact harmoniously with photography techniques. The combination of personalized formulas and augmented reality introduces new dimensions to the process of creating visual aesthetics.

The aim of this study is to refine contemporary trends in makeup for photo sessions and video shoots by analyzing visual techniques and digital tools that drive demand for more flexible solutions.

To achieve this goal, the following key objectives have been outlined:

- Characterizing techniques used in facial preparation for shoots and emphasizing specific facial features.
- Examining digital services and AI tools that influence application techniques and preliminary visual modeling.
- Assessing the role of body-positive movements and the expanded range of complexion products as factors contributing to the adaptability of makeup.

The novelty of this study lies in its focus on combining traditional makeup artistry with new virtual modeling services and adapting the trend toward natural textures to the conditions of studio lighting and technological post-production.

Materials and Methods. This study utilizes international publications that explore various aspects of modern makeup, digital communications, and virtual try-on technologies. N.L. Etcoff [1] examined modulation of facial signal perception by cosmetics; K. Tagai, H. Shimakura, H. Isobe, and H. Nittono [2] offered empirical evidence regarding light-makeup effects on facial processing; P. Albarran [3] investigated televised makeup trends; R. Ustymenko [4] evaluated innovations in cosmetic marketing; H. Tanaka [5] detailed differential effects of

facial cosmetics on processing specific features. Comparative method, source analysis, and literature review underpinned formulation of study findings.

The publication *How to Look Good in Photos* [6] underscored the importance of skin preparation, lighting techniques, and shading methods for photography. C. Batres et al. [7] identified differences between professional and amateur makeup application, stressing the significance of makeup artist qualifications and technical expertise in working with facial features. M. Ernest [8] outlined key trends in makeup, providing an overview of global industry developments. Z. Mwangi [9] and A. Bouvard examined the impact of social media on beauty perception and how trends evolve under the influence of online platforms. Lastly, S. Parsa et al. [10] investigated current and emerging technological tools in the beauty industry, broadening the analysis of post-processing techniques in photography and video production.

The research methodology included a comparative analysis of data from specialized sources, enabling the evaluation of various approaches to makeup and digital technologies; a literature review to identify the most relevant trends and gaps in existing studies; and the systematization of collected information to provide a structured overview of visual techniques, virtual services, and future developments in makeup for photography and video production.

Results. Visual preferences in professional photography and video production are increasingly focused on layered and dimensional makeup that enhances natural facial features. An analysis of digital strategies in the cosmetics industry reveals that decorative makeup products are now frequently offered alongside augmented reality services, allowing consumers to preview their desired look in advance [5] (see Fig. 1). It has been established that virtual try-on technology enhances consumer engagement and provides a clearer understanding of makeup application results, which is particularly valuable for high-resolution shoots [1].

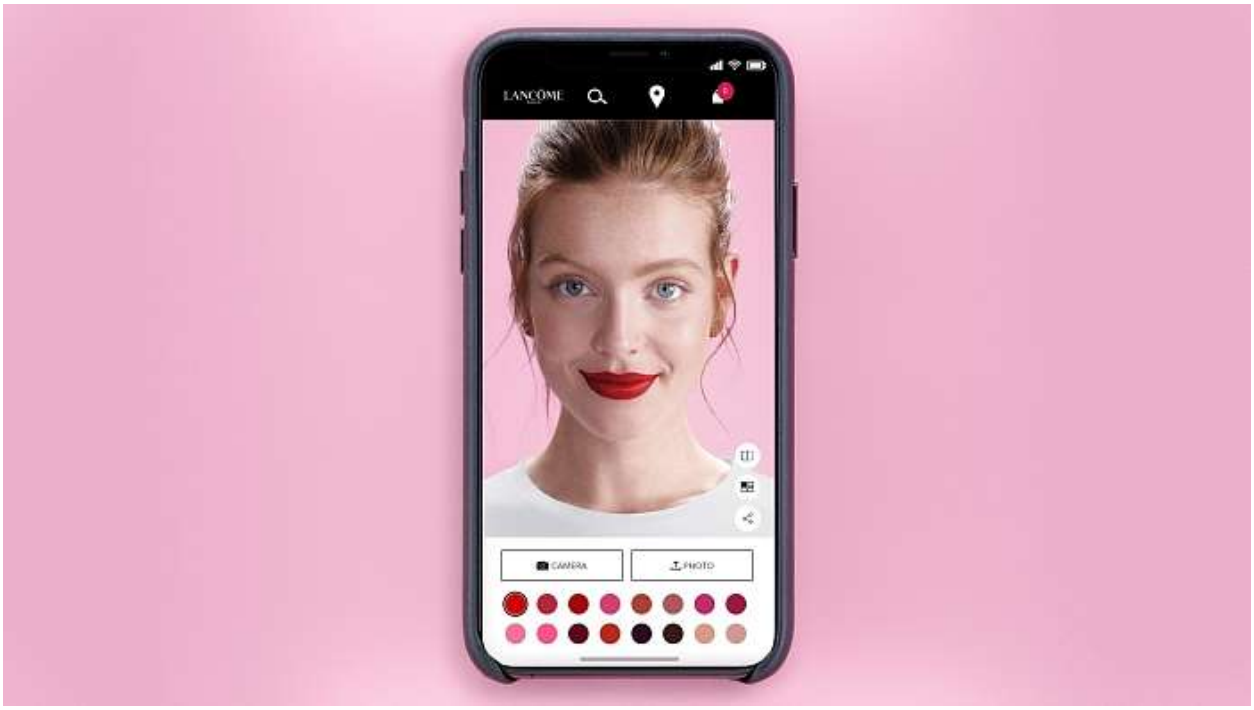

Fig. 1. Interactive virtual makeup try-on service, Modiface, Lancôme

At the same time, online communications, particularly social media, are reinforcing the trend toward showcasing "live" looks that emphasize makeup adapted to individual skin characteristics and eye shapes [4]. The use of natural textures combined with bolder accents on the lips or eyes is perceived as a balanced compromise between everyday makeup and full-scale studio looks. Additionally, techniques aimed at optical tone correction and targeted coverage of imperfections are becoming increasingly popular, enhancing the "healthy skin" effect on camera [2]. It has also been noted that volumetric correction methods, such as contouring and highlighting, are widely applied when prepareing models for photo reports and music videos. Preference is given to cream-based rather than powder-based textures [3], as they provide more flexible light reflection and facilitate easier retouching during post-production.

An emerging trend is the use of artistic elements such as glitter, colorful eyeliners, and rhinestones on the eyelids (see Fig. 2). These techniques not only enhance visual expressiveness but also contribute to the recognizable styles of bloggers and influencers promoting their content [9]. Simultaneously, there is a

continued interest in body-positive themes, driving an expansion of foundation shade ranges and an increase in texture variations for different skin types. Practical observations indicate that makeup artists are increasingly turning to hybrid formulas that combine the durability of professional stage makeup with the lightweight appearance required for lifestyle content [7].

Fig. 2. Example of rhinestone eye makeup

During photography and video shoots, the most effective facial makeup techniques include even tone distribution considering directional lighting, meticulous correction of highlights and shadows, and emphasis on eyelashes and eyebrows for clear definition in the frame [6]. Enhancing pigment saturation improves color rendering from different camera angles, while subtle blending in the cheekbone and temple areas helps maintain facial volume even under intense lighting. In professional video content, long-lasting products that retain their appearance in high temperatures or dynamic conditions are in high demand [8].

Such solutions are particularly relevant in studio lighting environments, where the risk of unwanted shine is high.

It has been established that the outcome of makeup application for photo sessions and video shoots largely depends on the makeup artist's ability to analyze skin type, facial features, and the intended visual concept. Simultaneously, the number of AI-powered applications designed for color matching, proportion correction, and virtual modeling is increasing, making the preparation process for shoots more technologically advanced [1] (see Fig. 3).

Fig. 3. Photo processing using Remini – AI Photo Enhancer [10]

Notably, AI tools are already being used for quick retouching and precise facial detail adjustments after capturing footage, significantly reducing post-production time [10].

Discussion. The observations align with existing data on the relevance of digital technologies and personalized services in the cosmetics market, highlighting the importance of a swift response from beauty brands to consumer demands. The comparison of findings on the need for targeted correction with photo and video filters suggests a growing interest in products that provide even coverage and seamless interaction with shadows and highlights, reinforcing conclusions about the necessity of comprehensive skin preparation. The

application of creative artistic techniques, such as rhinestones, glitter, and geometric eyeliner, enhances the expressiveness of visual content, resonating with the concept of "live content" aimed at originality and social media appeal.

Observations regarding the dominant role of highlighters and contouring are consistent with findings that cream-based textures create a "natural glow" effect without overloading the color, which is particularly valuable for close-up shots. The interaction with augmented reality described in the literature ensures a more precise virtual product selection, increasing satisfaction with the final look. Additionally, analytics indicate that consumer preferences are increasingly shifting toward quick visualizations of potential results even before makeup application, as evidenced by the integration of AI services.

An unexpected finding was the active convergence of the trend toward individualized styling with the widespread popularity of body-positive concepts. The results suggest that production processes are already adapting to the idea of diverse appearances and natural skin features. Simultaneously, it was revealed that even in professional sessions, makeup artists prefer adaptive techniques, opting for more gentle formulations and subtle color enhancements.

A comparison with earlier studies, which emphasized traditional bright tones for video production, demonstrates a shift toward hybrid techniques incorporating natural textures. This transition aligns with new digital communication marketing strategies.

The contribution of these findings lies in the detailed documentation of the integration of visual techniques with digital solutions, which expand opportunities for beauty brands and makeup professionals while simultaneously shaping new aesthetics and consumer expectations for a personalized approach.

Conclusion. The conducted study successfully addressed the outlined objectives. Firstly, it confirmed the relevance of even skin preparation and targeted artistic techniques enhanced by contouring and highlighters. Secondly, it examined digital services that facilitate preliminary makeup modeling and

significantly accelerate shade selection, reinforcing the expanding role of AI technologies in the beauty industry. Thirdly, it established that the widespread adoption of body-positive concepts is driving the development of a broader range of textures and shades, offering a more flexible approach to diverse facial features.

The scientific and practical contribution of this study lies in its detailed description of the combined effect of visual and digital methods in makeup for photography and video production. The findings highlight expanded opportunities for makeup artists, a more efficient image creation process, and improved accuracy in consumer expectations regarding final results. This may encourage further research into specialized AI software designed to enhance shoot preparation quality and optimize interaction with models or clients.

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