

MUD N°9 ART

— LA — Woman

Welcome to the city of angels.



LA Spotlight
Great Escape - New Spring Look
Step-by-Step Looks

People of Berlin
Product Showcase
Made in the USA

Make-up Designory
2017 // issue N°9



WELCOME TO THE WORLD’S MAKE-UP SCHOOL: Welcome to MUD

Professional education is vital now more than ever in the make-up industry. Bombarded by beauty bloggers, tutorials, products, and career paths, how does one become a professional make-up artist? MUD is a school designed by make-up artists to train make-up artists. From day one, students at MUD are immersed in the craft of make-up artistry. Each course is specifically designed to help the student fulfill their own aspirations of working in film, television, the fashion industry, advertising, retail cosmetics, and a wide variety of specialties. MUD's connection to the film, fashion, and beauty industries is what gives MUD an advantage. Aspirations, when paired with direction and extreme dedication, can make your career and personal goals a reality.

MUD humbly began with a few courses in beauty, character, and special make-up effects and has since expanded to offer four comprehensive make-up programs, several individual courses, and a collection of part-time courses within the two main campuses in Los Angeles and New York City. MUD has also expanded globally, offering Studio Courses internationally at MUD Studios, and at Partner Schools across the U.S.

Nearly two decades later, Make-up Designory is an outstanding example of how a clear vision will help the student realize their dream career. MUD creates the path for future artists by giving each student the opportunity to discover and develop their own unique style under the training and supervision of certified instructors who have the

professional expertise in all fields of make-up artistry. Our recognized, rigorous academic program fosters creativity, experimentation, and achievement. What’s even more amazing is how our graduates can audit any class they’ve already completed at our main campuses. Simply put, they can retake a class and refresh their skills as often as they’d like! The student's personal vision will come alive as they infuse their inherent talent with practical skills. Whether it will be within the intricacies of prosthetics or the delicacy of beauty make-up, MUD prepares the student to begin their unique journey as a make-up artist.

Ample connections to the film, fashion, and beauty industry is what gives MUD their advantage. Additionally, Professional Advisory Committee (PAC) meetings are an important way to gain insight on the latest techniques and trends that are happening in these exhilarating fields. MUD’s PAC is comprised of retail and beauty executives, experienced make-up artists, MUD graduates, union members, and educators. These meetings serve to inspire lively discussions about curriculum, policies, and student services which help to keep MUD relevant in the industry.

At MUD, we are committed to providing an exceptional experience for our students before, during and after their training on their journey as professional make-up artists. At MUD, we encourage students to become problem solving make-up artists who can solve complex problems on the various complexions of the world!

ALL NEW,
ALL NUDE,
WEIGHTLESS
LUXURY.



Introducing MUD's new Liquid Foundation, available in 10 shades. Its rich and creamy yet lightweight formula produces a smooth, even finish. Provides light to medium coverage and is ideal for everyday use on all skin types.



www.makeupdesignory.com
shop.makeupdesignory.eu

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LA Woman

Welcome to the city of angels. Here, amongst the glitz and glamour of Hollywood, you can't help but to feel like anything is possible, like all your dreams are just waiting to become a reality. Dive in, LA Woman. This is your town.

Photography: Peter Giodani
Make-up: Shanna Cistulli @ MUD LA



Look 01

Eyes: Bronzed, Brownstone, Pixie; Liner - Espresso

Lips: Just Peachy Lipstick & Bare Lip Glaze

Face: Sunshine Bronzer



Look 02

Eyes: Black Cake Eyeliner, Ice and Canvas Eye Colors

Lips: Charm & Sandy Beach Lipstick

Cheeks: Sweet Cheeks Color Creme





Look 03

Eyes: Tea Tree & Moss Eye Colors,
Black Forest Eye Pencil, Pyramid & Dulce de Leche

Lips: Bare Lip Glaze over Rustic lipstick

Cheeks: Glow Cheek Color



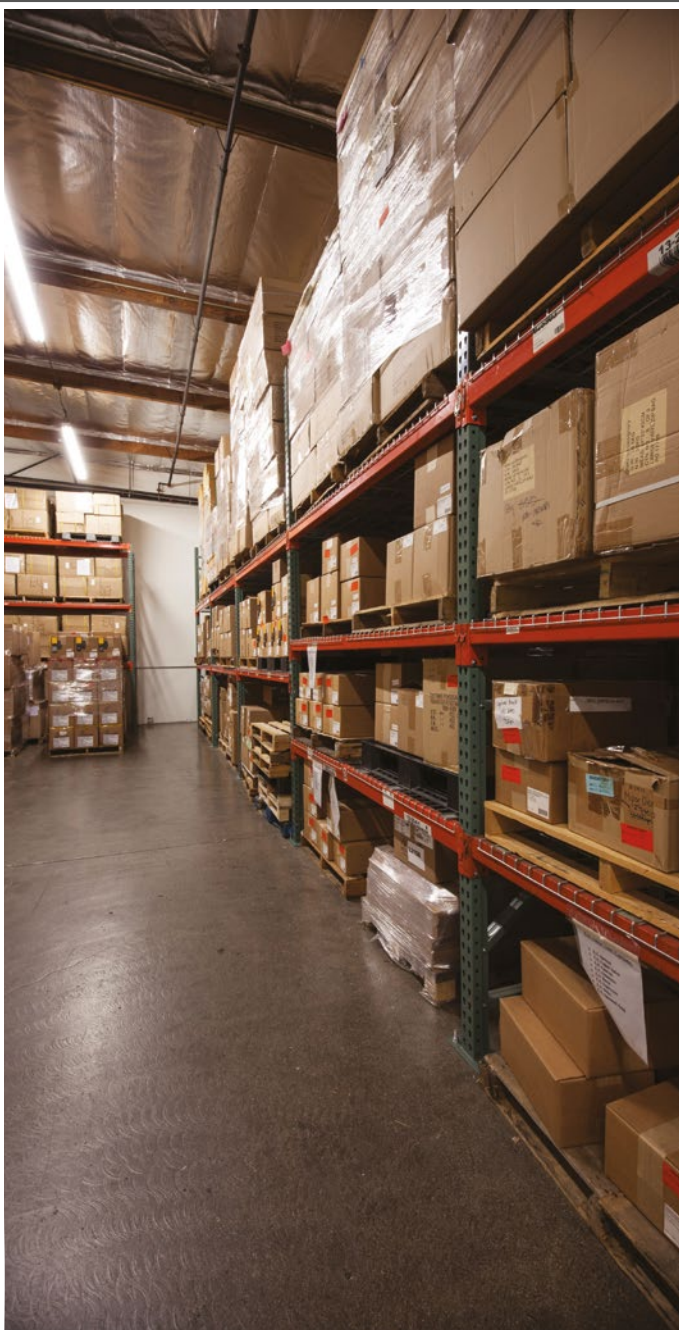
creative director: Maja Kešelj
photography: Peter Giodani
photography assistant: Andrew Glover
production coordinators: Michelle Pavacic @ MUD LA,
Kailyn Sciberras @ MUD LA, Tom Ostergard
make-up: Shanna Cistulli @ MUD LA
make-up supervisor: Francine Reich @ MUD LA
hair: Miss Rockabilly Ruby @missrockabillyruby
styling: Sarah Kinsumba
stylist assistant: Eugenia Gamero
model: Nora O'Neil @ LA Models
shooting location: Simon House, Beverly Hills, CA



At a time of economic uncertainty, in a world and marketplace dominated by large corporations, it is nice to know that there are still independent companies who put the needs of their customers, partners and employees first. While most cosmetics companies are owned by large conglomerates or investment groups, Make-up Designory is one hundred percent independent. Although independence can be limiting, it allows us to make the best possible products at affordable prices.

In 1997, MUD was created by a few friends who had a passion for make-up education. With a couple of classrooms and a handful of students, MUD was on the verge of becoming something big. As we outgrew our small school in North Hollywood, California, our need for our own branded cosmetics line also grew.

By MUD Staff
 Photo: Andrew Glover



NOT ALL COSMETICS ARE CREATED EQUAL

At MUD, we produce our cosmetics with high-quality ingredients, always focusing on the balance between the two primary elements, pigment and vehicle. Pigment gives the product color, and vehicle makes it move. The higher the pigment concentration, the longer the product will last. We don't use excessive fillers to cut costs, we create our products to last.

The price and quality of the ingredients are the primary cost factors associated with the product. Beyond these ingredients, the quantity used also figures into the cost. The next factor is the size of the manufacturing run and, eventually, the packaging. Not only does our packaging reflect the quality of our products, it is appealing to both consumers and professionals because we truly understand the need to cater to both markets.





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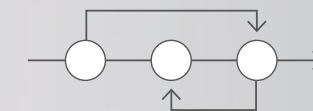
**OUR GOAL WAS TO
CREATE PRODUCTS THAT
MATCHED OUR CURRICULUM,
MET THE STANDARDS OF
OUR EDUCATORS AND
WAS CONSISTENTLY
AVAILABLE.”**

Francine Reich,
MUD's Brand Manager

Portrait Photo: Deveril Weeks



The Development Process



We developed our first product over 15 years ago. Not surprisingly, we started with cream foundations, the staple of any professional make-up artist. We needed a system that worked for our educators, matched any skin tone, and could withstand the demands of professional environments—from the runway to film and television—as well as weddings and everyday use.

Since the first product was developed, not much has changed. We continue to develop products based on the needs of our larger MUD family. While the demand for particular products originally came from our educators, calls for new products now come from students, artists, our retailers and our family of MUD Studios and Partner Schools.

When we receive a request for a new product, it goes through an assessment period. The first step is to determine where the product fits in to the existing line and whether there is a long-term need for the item. Packaging research begins shortly thereafter, along with marketing strategies. Sometimes the requests are simple. For example, a new eye color can be produced in a couple of months. Other times we are asked to develop new categories of products with new ingredients. These new product categories can take up to a year to bring to market. In all cases, we must determine that a quality product can be made within the restrictions of the price level.

Once a product is cleared for development, we begin working with a chemist to create the formula and develop the first production samples. We start with a base formula and then proceed to shade matching.

Next comes the sampling phase. We approach all product development from the perspective of a make-up artist. All products must perform at a professional level and the only way to determine if it will pass these standards is to survey it throughout our schools. The sampling phase can take up to six months.

Once the formula, shades and packaging have been approved, we begin the testing phase. Compatibility, stability and challenge tests are performed by a third party lab. These tests determine whether the product is compatible with the packaging, how stable and long of a shelf life it will have and its preservative efficacy. If a product fails any of these tests, we go back to the development process and begin the sampling and testing again. Once the new product has passed the testing phase, we submit a substantial amount of documentation to our European compliance consultants, who register the product with the European Union.

NO Animal Testing

MUD products are never tested on animals. The reality is that no color cosmetics need to be tested on animals to determine toxicology and safety. "It is an antiquated form of testing," says Francine Reich, "and laws such as the European Cosmetic Directive forbid it."

When it comes to animal testing, there is some confusion regarding China. While China does not require products produced in China to be tested on animals, it does require products imported into China to be tested on animals. We will never produce our products in China, so, for this reason, we do not sell our products there.

The Manufacturing Process

The way in which products are manufactured is crucial to the way they will perform. As with baking, having the correct ingredients does not mean the finished product will bear the same results each time. Therefore, we do rigorous testing of each batch. We look for formulation integrity, and we also ensure the product does what it is supposed to do. Once a batch is approved, the composition is used to make the individual products. During the assembly phase, the products are carefully examined and thoughtfully placed in their appropriate packaging. The final step is to send the finished product to a third-party lab for micro-testing. This five-day test guarantees the product has not been contaminated. Once the batch passes micro, a certificate of analysis is produced and the product is ready to be sold.

It's All About the Press

Pressed products, such as eye and cheek colors, contour powders and dual finish powders, share a common process. At the center of that process is a machine that applies enough pressure to form thousands of individual granules into a solid mass. The press must be hard enough to prevent the product from cracking or crumbling, yet light enough to allow the product to be transferred to a brush.

Pigments vary from shade to shade, which can alter the amount of pressure used to form the product. For example, shades that contain a large amount of pearl tend to crack easily. To achieve that perfect balance between pressing the product too hard and not hard enough, binders are added to the formula to help keep it together.

Finally, a drop test is performed to determine the weight at which the press should be set. The newly pressed product is dropped from a few feet up. If it breaks or cracks, the product fails. If it does not break, it passes. Basic, yet effective.

VISCOSITY

Another important element to consider in the development process is viscosity, which refers to the amount of flow a product has. Lipsticks and other cream products have high viscosity, while items such as liquid foundations have low viscosity. Lotions and lip glazes fall in the middle.

Suspending pigment in a cream formulation is much different than creating a dry product. When developing a product, we must get the vehicle or the cream that carries the color right before we can think about color. Once the pigment has been mixed and refined, the color is introduced to the vehicle and the two are mixed together. The mixing process can be a challenge, because a product is mixed in heated vessels and then moved along a heated path to the container or jar. Often you will see swirls in the product. This is perfectly normal and just illustrates the drying product.

Suspending pigment in a liquid product is also a challenge. The pigment is normally heavier than the vehicle, which gives the product the ability to be spread. However, the heavier the pigment and the lighter the vehicle, the more you will see settling. Anyone who has ever painted a wall is familiar with this process. As paint sits, the pigment settles. With enough time, the pigment can become a solid mass. The same principle applies to make-up. For example, a liquid make-up with a lighter vehicle will normally experience some settling and will need to be shaken prior to use. A lip glaze, on the other hand, has much thicker viscosity and suspends the pigment more effectively.

SKIN CARE

For a make-up company, skin care represents a unique challenge but also an opportunity. While most skin care is designed with active ingredients in mind, we design skin care to complement the make-up application and removal process. For us, preparing the face “canvas” is a must. Safely removing the make-up is as important as preparing the face. Rich emollients and moisturizing properties are enough to ready the face for make-up. While color and strong active ingredients are not a concern in this process, we still need to be mindful of the production mixture, ensuring that the viscosity is correct.

Good cosmetics are created batch by batch. We have been fortunate to watch over the creation of a cosmetic line with passion and conviction for the product and the make-up artist and consumer. With quality and purpose in mind, we look forward to continuing this tradition for many years to come.



MUD
Welcomes
you to

Los Angeles

Los Angeles has long been the heart of the entertainment industry and the birthplace of modern film. The start of Universal Studios in 1912, Paramount Studios in 1914, and Warner Brothers Entertainment in 1923, helped to shape LA and continues to influence film and the modern entertainment industry. It's no wonder that 20 years ago MUD began as a school and company in the very same city.

Though our students come to study for a variety of reasons, be it cosmetic sales, weddings or entertainment, it is film and television that are constantly in the backdrop of all that we do.

Landscape Photos: Peter Giodani
Student Photos: Deverill Weekes



LOCATION

Los Angeles is in many ways, a collection of neighborhoods and small cities. MUD is located in the city of Burbank. Burbank is home to many entertainment businesses -- larger studios, such as Warner Brothers and Disney call Burbank home, as do many small production companies. Located in the Downtown District on San Fernando Boulevard, visitors will find movie theatres, boutique shops, dozens of restaurants, and fun nightlife. Although Burbank is part of the 13+ million people population of metropolitan LA, it somehow transforms into a small hometown feel as soon as you step into it -- like Dorothy walking into Oz! Our flagship location was a car dealership almost a century ago, but has transformed into a modern retail and classroom space. Our state-of-the-art studios allow for creativity and room to be an artist with brand new LED lighting and counter space. Boasting nine remodeled classrooms, full retail store, professional photo studio, sink room, and a learning resource center, the best view is right from the street -- where curious folk can peek right into one of our classrooms, and the whole storefront through large windows that make-up the entire front of the school! Curiosity brings in people who may spot our teachers doing demos and workshops, or our MUDShop employees giving free makeovers or one-on-one tutorials.

LIVING

Los Angeles is comprised of a myriad of neighborhoods with varying cultures derived from the many countries and cultures their residents come from. In these diverse areas, students and graduates of MUD find a place to call home. Some students may find that the convenience of living close to the school is the way to go and choose to live in Burbank or surrounding areas such as Glendale. For the students that stay in LA, they may venture out to other parts of the city that better suits their desires. For some, the lights, the history and eccentricity of Hollywood is where they choose to call home. Hollywood is one of the most diverse areas of Los Angeles located only a couple of miles from Burbank. From multi-million dollar homes in the hills with views from the city to the sea, to studio apartments in the flats, Hollywood is home to aspiring artists as well as some of the most famous people in the world. Hollywood rarely rests and that's the way many like it.

For others, while still wanting to live in the city, a calmer pace is craved. For those folks, the Valley is a place to call home. The neighborhoods of Studio City and Sherman Oaks are ideal, as they are centrally located with easy access to the Westside, Downtown and Hollywood. Although not quite as lively and eclectic as Hollywood, the San Fernando Valley still offers an urban life complete with countless cafés, museums, and shops, and a close enough proximity to the city to keep things exciting.

But let us not forget the landscape that made Southern California famous – beaches! The cities of Santa Monica, Manhattan Beach, and Huntington Beach, are what Southern California is all about. By day, you can work on your tan, catch a wave or simply people watch. Sun, sand and surf – welcome home!



TRANSPORTATION

"Nobody walks in LA," or so one 1980's pop classic sings. It's true -- unlike NY, LA is a driving town. That said, many new students who move to LA, to attend MUD, arrive without a car. But don't fret! You can easily stay close to school and walk to class or use public transportation. It may not be New York, but LA's Metro system is growing immensely with new trains, routes, and more busses popping up every day. For those who intend to call LA their forever home, transportation will depend on where you live and what you intend to do for work. If you are looking to have a more traditional job, such as working for a cosmetics company at a single location, a car may not be necessary. LA's bus system and increasing network of subways and commuter trains are ideal for getting around the city. For those who intend to work freelance or work in film and television, a car, like a make-up case, is essential.





Ready to follow your dream? Let's do it.

WORKING

Most full-time students that attend MUD opt to not have a job, using their spare time to practice make-up. For those that do, evening and weekend work is normally all that their school schedule will allow for. Regardless, there are plenty of job possibilities in the area that appeal to MUD's school schedule and are located right in Downtown Burbank.

The type of work that graduates seek in LA after graduation normally depends on the specific career path they are on, their immediate financial needs, and what prior work experience they have before coming to the school.

For those pursuing a film and television career, there are several entry-level projects to get started on in LA. The make-up artist new to film and television can expect to get their start with student films. The good news is -- these opportunities are plentiful and one needs very little experience to get their foot in the door. On student films, the artist can start to learn their way around a set, become familiar with other departments, and learn the norms and lingo of a set-life environment.

FINANCES

Financial preparation cannot be stressed enough. LA is a large and expensive city, make no mistake. If one is just coming to attend school, then the financial equation is a simple one: you will need enough to pay for school, housing, and living expenses. If you plan to relocate to LA, you will need to plan not only for the cost of school, but the money needed to get started in a new city. A realistic idea of what you can expect to make as new make-up artist is crucial. The less debt you have will ease your monthly expenses just as the more you save prior coming to LA will ease your transition. There is no doubt that school is expensive, but equally as expensive can be discretionary debt such as credit cards and potential new car loans to get you around your new city. The best advice you can follow in your quest to move to a new city and start an exciting career is to be realistic and be prepared. •



MUD
Welcomes
you to

New York

Dazzling lights, skyscrapers, and sweeping red curtains: welcome to New York! Take the stage and reach for your dreams in the city that never sleeps.

Whether you're searching for your next couture muse in SoHo, or collaborating with the director of a hit crime series in Brooklyn, New York has it all. From the High Line to the runway, fashion rules these streets.

Catch a yellow cab to Greenwich Village and listen to the musicians on a park bench. Grab a gyro from a food truck and watch the people in Battery Park. Catch a Broadway show with friends, find the best little hole-in-the-wall restaurant, visit the famous art galleries at MOMA – you can do it all here in New York.



MUD
Welcomes
you to
**New
York**

New York is home to some of the world's top fashion designers, network TV studios, and theaters. MUD New York is located amidst the hustle and bustle of the Financial District so students enjoy a world of opportunity right at their fingertips. From campus, students can make their way past the business suits on Wall Street to the historic buildings of the South Street Seaport District, take a stroll through Battery Park to see the Statue of Liberty by the waterfront, or trek across the Brooklyn Bridge for stunning views of Manhattan. At MUD New York, inspiration can be found wherever you go!



MUD students can look forward to high standards of professionalism and accountability by attending the only accredited make-up school in New York. Led by award winning and highly esteemed instructors, MUD New York graduates leave with a reputable name on their resumes. Our talented students and graduates have been hand-selected to work on a number of projects such as Broadway theater productions, New York and Paris Fashion Week shows, fashion editorial shoots, network TV shows, New York's Bridal Fashion Week shows, and many more. MUD students contribute a continual winning presence to the IMATS "Battle of the Brushes" competition.

The Career Services team at MUD supports each student on their journey as a working make-up artist. Be it outlining career goals, helping them build a portfolio, or assisting them with making professional networking contacts, they are there to help students and graduates every step of the way.

Recent MUD New York graduates have established successful careers working with companies such as NBC News, The Miss Universe Organization, Essence Magazine, Bobbi Brown Cosmetics and Madame Tussauds New York. Others graduates have gone on to become successful celebrity and editorial make-up artists or have joined the Make-up Artists & Hair Stylists Union, working on blockbuster movies or Broadway theater productions. The Career Services team works with each student help them navigate whatever path they may choose.

Studying at MUD New York gives a sense of hope and inspiration to those who are just beginning to carve out their careers in the Big Apple. Whether a student's focus is the intricacies of prosthetics or the delicacy of beauty make-up, Make-up Designory prepares artists for their journey. •

It's time to get inspired!

Way more than just cosmetics, MUD Studios around the world represent both art and inspiration. MUD is a place where make-up comes alive and becomes a bold expression of one's self. We combine **learning** and **innovation** within the walls of each Studio. This boutique store allows visitors to learn what will work best for them. Our professional make-up artists will guide customers through the world of make-up and help them to make choices that will enhance their natural beauty and make a bold statement in color. Every MUD product was created with the **knowledge** of professional MUD make-up artists, starting with the development of the product and finishing with the application. Our **state-of-the-art classrooms** provide the backdrop for aspiring artists to learn the skills of a professional make-up artist. Whether you're a make-up artist, or a student who has always dreamed of becoming one, our curricula and instructors are here to guide you. At MUD, only instructors with **significant** experience in the film and fashion industries have been selected to teach students what they need to know. **Structured** and **detailed curriculum** ensures the precise **quality** of our education across all our

campuses. In addition, students learn using our **high-quality MUD kits**, which were specifically designed for the needs of the student. Learning doesn't stop with our students. We also host small workshops that are geared towards the needs of the **everyday consumer** and **make-up enthusiast** alike.

Our courses are derived from the same curriculum that is used at Make-up Designory's main campuses, but are divided in such a way which allows the student to progress through the various subjects at their own pace. Located all across the globe, students have an opportunity to continue their education at various Studios -- whether it's enrolling in Beauty Essentials at the MUD Studio in Mexico City, continuing their education with Airbrush at the MUD Studio in Cape Town, South Africa, or perfecting their skills with Bridal Make-up in Italy at MUD Studio in Milan. This allows the student to add **culture** and **life experiences** to their make-up education and artistic expressions.

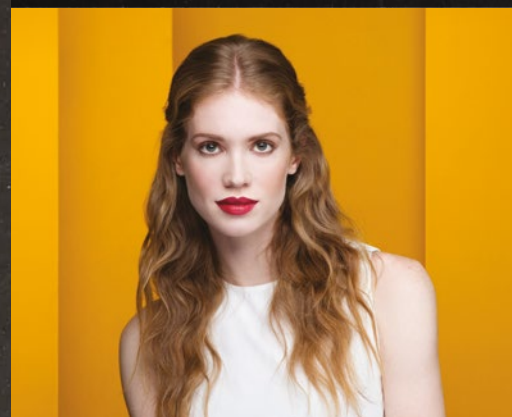
Studying at **MUD Studios** means securing an education for an **exciting new career** while being backed by **professionals** in the make-up industry.



Paul Thompson, Director of Education

*You start
here*

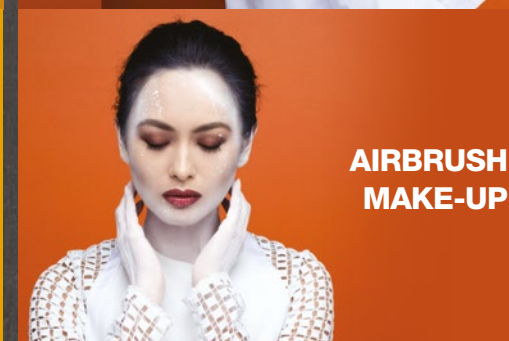
LEVEL I
MAKE-UP
ARTIST



BEAUTY
ESSENTIALS

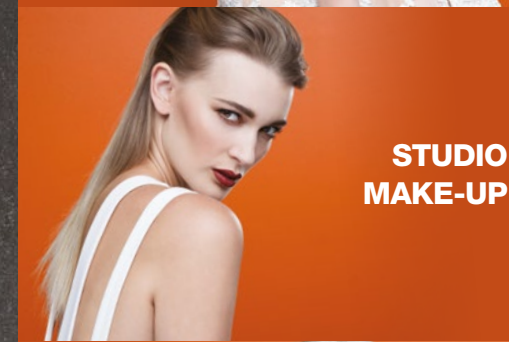
*And then
continue your
education with
Level II*

LEVEL II
MAKE-UP
ARTIST



AIRBRUSH
MAKE-UP

BRIDAL
MAKE-UP

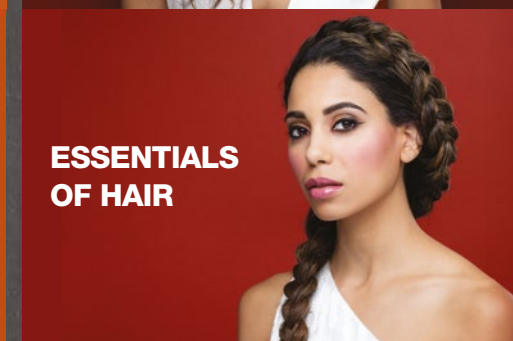
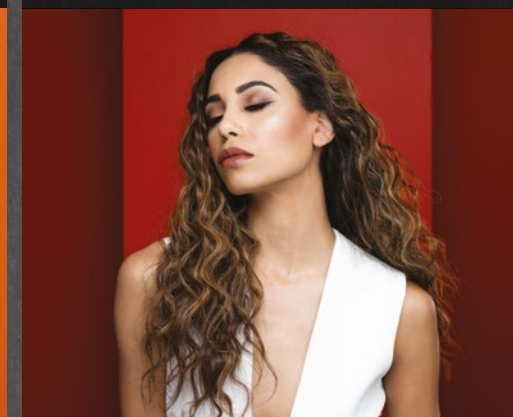


STUDIO
MAKE-UP

HIGH
FASHION
MAKE-UP
TRENDS



LEVEL III
MAKE-UP
ARTIST



ESSENTIALS
OF HAIR



PORTFOLIO
DEVELOPMENT

*This one is
a specialty
course*



SPECIAL MAKE-UP
EFFECTS

LEVEL I MAKE-UP ARTIST



◊ Beauty Essentials

All students completing this course will receive a Level I Make-up Artist Certificate. Beauty Essentials was written as an introduction to beauty make-up. In this intensive 84-hour course, students learn how to apply beauty make-up and the theory behind it. These first 84-hours should be viewed as the bare minimum to learn beauty make-up.

LEVEL II MAKE-UP ARTIST



- ◊ Airbrush
- ◊ Bridal Make-up
- ◊ Studio Make-up
- ◊ High Fashion Make-up

After completing Level I, the student may progress into more advanced areas of make-up. At this level, students will be exposed to areas of fashion, print, film, television and bridal make-up applications. The completion of the Level II Make-up Artist Certification allows students to transfer to the main campus program, and may act as a substitute for Beauty 101: Fundamentals of Make-up.

LEVEL III MAKE-UP ARTIST



- ◊ Essentials of Hair
- ◊ Portfolio Development

Once a student completes Level I and Level II, they may continue their education with an in-depth course on hairstyling and begin the process of building their professional portfolio. The completion of the Level III Make-up Artist Certification is designed to prepare students with real world experiences and a well-rounded education that prepares them for a career as a make-up artist. In addition, the student is allowed to transfer to a main campus program, and this certification level may act as a substitute for Beauty 101: Fundamentals of Make-up.



LEVEL I

BEAUTY ESSENTIALS

This course is designed as an introduction to beauty make-up with an emphasis on the techniques required today in this multifaceted industry. Regardless of which of these areas students intend to work in, mastery of beauty make-up is a must. In this course, students will start by learning facial analysis, base matching and application, correction, and contours and highlights, with an added focus on eyes and lips. The course finishes with complete make-up applications ranging from one hundred percent corrective to natural make-up.

Course Length: 84 hours



LEVEL II

AIRBRUSH

Airbrushing has become one of the premier ways of applying make-up. In this course, the airbrush is de-mystified. Students are shown how to properly care for and maintain it. In addition, students will study the techniques necessary to do beautiful, flawless beauty make-up. Learn the techniques that are being required by the major studios, as well as demanding clients.

Course Length: 35 hours



LEVEL II

BRIDAL MAKE-UP

With a focus on the lucrative world of weddings, the Bridal Make-up Artistry Course takes the student from consultation to the creation of a bride's perfect look. The Bridal Course begins with the idea that a successful wedding make-up application starts with a clear plan for the bride and her family. From there, students learn both business and additional make-up techniques required to be successful in the bridal business.

Course Length: 21 hours



LEVEL II

STUDIO MAKE-UP

With the dramatic increase of new technology in video production for internet and cable broadcast, production can be found in all markets worldwide. Unique considerations are required for applying make-up for these types of media. In the Studio Make-up Course, students learn to apply camera-ready make-ups for everything from a natural to a full glamour look.

Course Length: 35 hours





LEVEL II

HIGH FASHION MAKE-UP TRENDS

Learn the techniques employed by professional make-up artists working in advertising and editorial. In this course, students will learn how to work on set, design make-ups that can be used in fashion or editorial, and learn what a professional photographer requires to create imagery that stands out from the rest. Students will also develop an eye for make-up and learn what to look out for in their own pictures.

Course Length: 35 hours



LEVEL III

ESSENTIALS OF HAIR

This course concentrates on the basic fundamentals of hairstyling, from simple blow-drying techniques to creating elaborate hairstyles. Students will learn to create modern styles – as well as edgy and creative hair designs – using hot tools and roller sets. This course incorporates daily projects and skill-building sessions to encourage learning by practice. As part of this course, students are required to complete hair and make-up projects, which relate to on-the-job experience.

Course Length: 70 hours



LEVEL III

PORTFOLIO DEVELOPMENT

Students are pushed to their creative limits in this high paced course. This course recreates the real world environment in which students will be working. We will guide the student as they design and create looks for multiple photo-shoots. Students will work with professional models and photographers to create a professional quality portfolio.

Course Length: 35 hours



SPECIALITY COURSE

SPECIAL MAKE-UP EFFECTS

We start this course with out-of-the-kit effects that are the staple of professional make-up artists. We will help students learn their craft in this hands-on course that covers two and three-dimensional techniques to simulate injuries and other effects. Our team of professional make-up artists will walk students through the process of applying and coloring foam gelatin prosthetic appliances, silicone GFA's, foam latex prosthetic appliances and Pros-aide transfers.

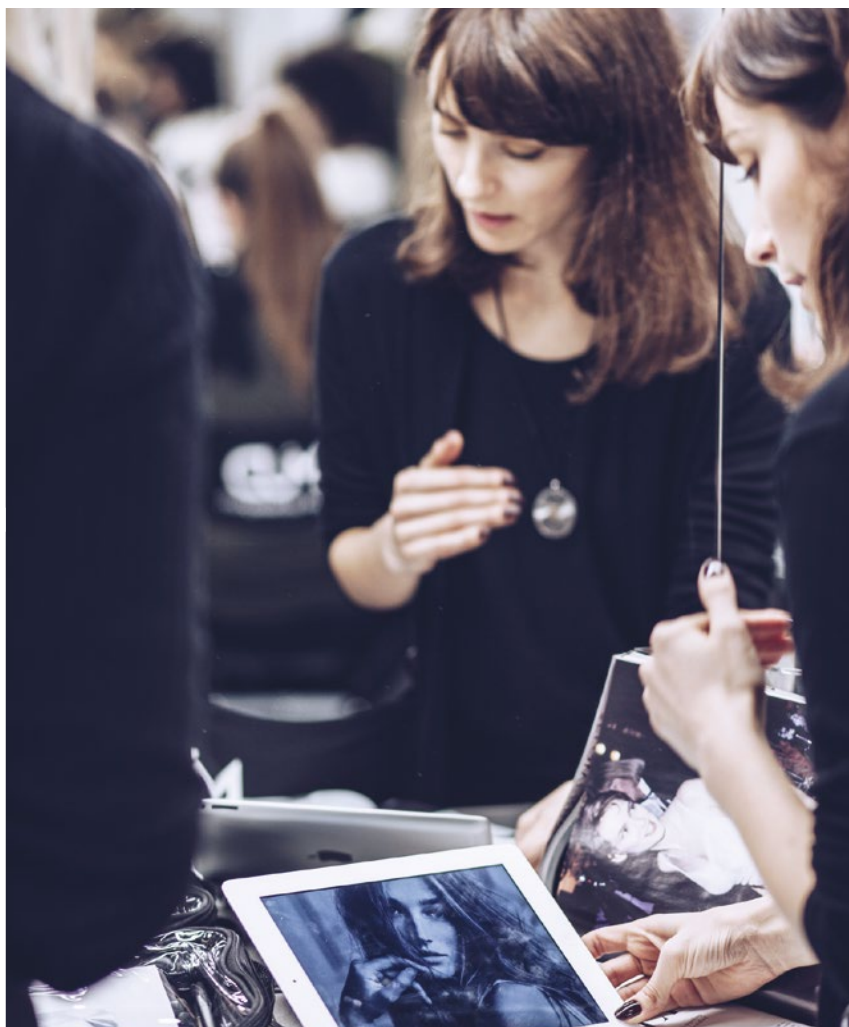
Course Length: 70 hours





Portfolio Development

Make-up Designory proudly presents NEW Portfolio Development Course where collaborations exposed our students to different artistic voices, sub-cultures and most importantly to the real life time experience.



Milan, just the thought of this city invokes an immediate connection with Baroque heritage, renowned artists, architecture, and, of course, the fashion industry. Milanese fashion is recognized for creating their own style of elegant simplicity.

MUD Studio Milan

Milan is collaborating with the creative fashion team Lola Glam founded by Andrea Bettoni, Sabrina Mellace and Anna Maria Negri that work for world fashion weeks, X-Factor Italy, stars and magazines such as L'Officiel, Vogue and more. Professional models come from the famous agencies Wonderwall, Woman Management, Major and Wave.

MUD Milan Portfolio Development professional team:

Instructor: Hrvoje Kožul with Anna Maria Negri

Photographer: Peter Giodani

Stylist: Sabrina Mellace

Art Director: Andrea Bettoni



Make-up Designory (MUD) proudly introduces their NEW Portfolio Development Course! In this course, all previously mentioned collaborations are on-board to expose our students to different artistic voices, sub-cultures and most importantly, to hands-on, real world experience.

MUD offers students the opportunity to work together with professionals from the industry to create a photoshoot. The team is composed of an instructor/art director, photographer, stylist and professional model who all work together every step of the way -- from the initial concept and scenario to choosing the most subtitle styling (hair, make-up, clothing).

For those who want to start a career in the make-up world, it's as equally wonderful as it is fundamental to have an opportunity to learn and work with professionals on set.

Berlin is a city of culture, where all creative industries come to gather, where the possibilities are endless and have no boundaries. Home to over 700 galleries, popular entertainment attractions, international artists, vintage shops, and pop-up shops, Berlin is truly a breathtaking source of inspiration to all who visit.

MUD Studio Berlin

is collaborating on several projects, including, photographers Mirja Zentgraf and Nicole Franke, International Drag artists, Hungry and Chloe Waldorf, The Voice of Germany LIVE Tour, Fashion Week Berlin, Berlinale, the Film Festival, Sony, Universal, Virgin, as well as with many fashion schools.

MUD Berlin Portfolio Development professional team:

Instructor: Vanja Djuran with Leticia Lemark

Photographer: Mirja Zentgraf

Stylist: Artur Galeno

For make-up artists that are just starting their career, this course is essential to get the tools with which they can be presented professionally to agencies and clients.

Just like a business card or resume, the portfolio is used to network. The portfolio is made up of a collection of their best performances in which they showcase both their technical and creative abilities in the world of hair and make-up.

When it comes to the photoshoot, it is done in a way that will provide the students with images that will be timeless. From natural looks to more classical looks, editorial, conceptual, and anywhere in between.

This year, one of the mood board concepts for one of the creative shootings was Art Deco. The students were presented with elaborate designs, fashion, color, and unique patterns from that inspirational period. From there, they began working on their own ideas. The most important parts of this task were inspiration, the creative process, research and teamwork.

While we may have used the same mood boards in the Berlin and Milan Studios, the results were completely different!

In Milan, photographers created graphical backgrounds as well as some patterned backgrounds that were inspired by Art Deco. Looks created by the students, following art director and stylist guidelines, were built around these graphical elements that were then highly creatively incorporated into their looks.

Meanwhile, in Berlin, stylists found amazingly extravagant and colorful pieces from which students designed more classical Art Deco looks and hair stylings – incorporating innovative and profound elements.

Here at MUD, we truly believe that in addition to finishing this course with beautiful pictures, students gain one-of-a-kind instruction, confidence and experience that is essential for their career as a working make-up artist in the industry.



• Milan

First Portfolio Development
Course in Milan



Photography: Peter Giodani

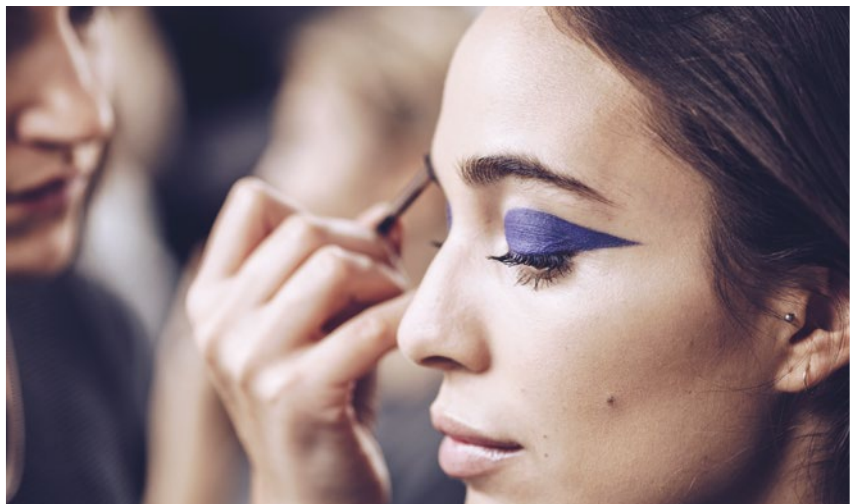
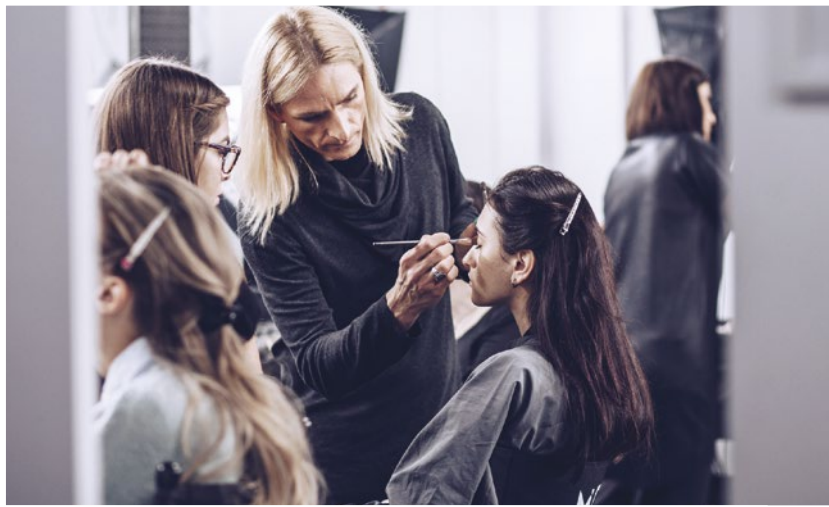


Berlin •

First Portfolio Development
Course in Berlin



Photography: Mirja Zentgraf



Graduate Spotlight

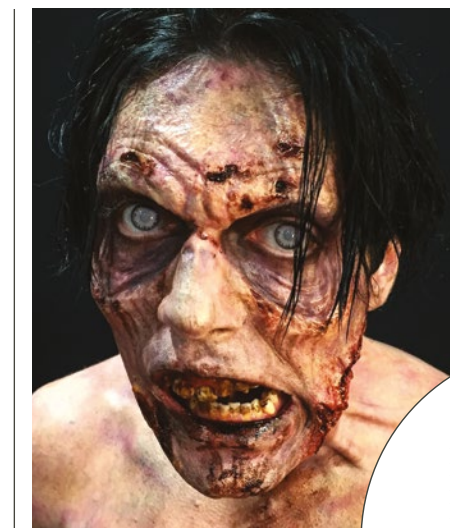
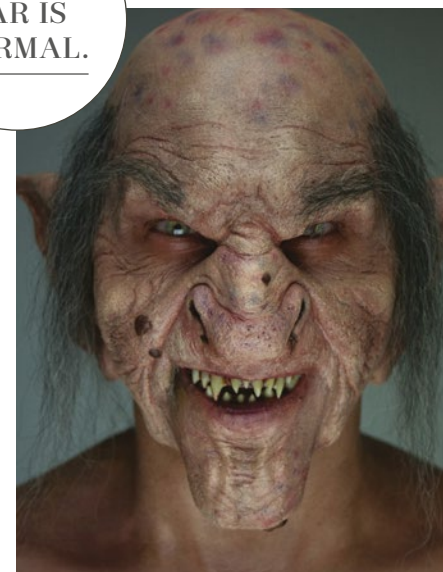
Hannah Sherer



"Fear is normal. Often in this industry, you're just tossed into the fire and expected to figure it out, and there is usually an aspect of fear or nervousness or hesitation when this happens. That is normal. Everyone is dealing with this, especially early on in their careers, and the important thing is that you just keep going," says recent MUD grad, Hannah Sherer.

Sherer is no stranger to fear. In fact, since graduating, she's been the one bringing the fear. From American Horror Story to The Santa Clarita Diet to an upcoming horror feature, Sherer is bloody amazing! Because of her education and talent, three years after graduating from MUD, she was able to secure a position as a runner for Tinsley Studios.

"FEAR IS NORMAL."



In addition to being an Academy Award winning FX studio, Christien Tinsley has been Sherer's biggest influence. "Being able to get feedback directly from him in the shop while I work was incredibly valuable and allowed me to constantly grow as an artist," Sherer said. "Having revolutionized the prosthetics market through his invention of Pros-Aide transfers, his ability to bring fresh ideas to the FX world is something that I look up to and want to emulate in my own career."

There's no stopping Sherer at this point in her career and she's indeed a force to be reckoned with. Sherer is looking forward to being able to hone her craft further, finding new and more innovative ways to sculpt, paint

and apply. "I'm excited to be working on new projects and sets. There's something about collaborating with all new artists that is very exciting," Sherer adds.

The best advice Sherer has for new graduates is to be ready for whatever might come your way. Sherer

"IF YOU CAN LEARN TO TAKE FEEDBACK AS A LEARNING EXPERIENCE RATHER THAN AN INSULT, THAT WILL GO A LONG WAY."

says, "You may have to figure things out on the fly and adapt quickly, but you'll be surprised at how well you can work under this kind of pressure." •





SERVICES

MUD Studios offer a wide array of make-up services for many different occasions. You can choose anything from a simple daytime look to a dramatic evening make-up look, or, the career-focused woman could choose a business professional make-up look. MUD's services also include prom looks and themed looks. You can even hire our make-up artists for film, television, theater, music videos and fashion shows.



BRIDAL MAKE-UP

Stunning, breathtaking bridal make-up is just as important as the wedding dress itself. Your bridal make-up will not only be seen during the ceremony, but during the reception and in the photographs that you will cherish for years to come. Professional make-up artists have the tools and tricks to do contouring and corrections to make you look your absolute best on your special day. While professionals may cost a little bit more, it's worth it in the end.

It's important to do a test make-up application - usually two to three weeks before the big day is ideal. This is the time when you and your make-up artist will discuss pre-wedding skincare, any ideas and inspiration you may have, hairstyles, flowers, and the overall style of the wedding. This is extremely helpful in choosing the right make-up look for you.





HAIR

Hair looks best when it's clean and natural with a fresh haircut. Don't forget to shave on the day of the wedding as well.

EYEBROWS

It's not unusual for a man to have unkempt eyebrows. Professionals can help define and shape them.

SKIN

It's important to take care of your skin in the weeks leading up to your big day. Don't worry if you have any blemishes or imperfections - make-up artists can take care of redness or red spots on your face with correctors and foundation if need be.

CONTOURING

With minimal contouring, your face can look more defined. MUD's professional make-up artists contour under cheek bones, on the forehead and the nose to give you a more sculpted look.

LIPS

Your lips look your best when they're fresh and natural. MUD's professional make-up artists will remove any dry skin on your lips and add some primer to hydrate them.

MALE GROOMING

MUD's make-up services don't just stop at the bride. Male grooming is just as much of a necessity. Professional make-up artists can care for your hair, eyebrows, skin and facial contouring – all while making your appearance look natural, yet flawless. In the end, you'll look just as handsome as the bride looks beautiful.



photography: Peter Giodani
make-up & hair: Vanja Djuran and Tanja Vojnovič @ MUD EU
styling: Eric Maj Potočnik and Matjaž Plošinjak
models: Maruša & Luka @ Immortal Models
A special thanks to Bridal Corner Shop, Ljubljana.
Shooting location: Botanical garden Sežana, Slovenia.



face*

CREAM FOUNDATION

From a sheer natural look to a flawless full-coverage finish, these versatile Cream Foundations are easy to apply and hold up beautifully under the most extreme conditions. Formulated for ultra-smooth blending and application. Find your perfect match and use it alone, or blend colors like the pros to achieve a specific skin tone.



Sponge
included



NEW
Compact

CORRECTOR

Creamy, pigment rich correctors designed to conceal and camouflage skin imperfections. The ultimate coverup for scars, blemishes, birthmarks or dark under-eye circles. Blend with Make-up Designory's Cream Foundations for a flawless, full coverage make-up.



Palette and
compact refill



BRONZER

Sheer pressed powder Bronzers add a warm glow to any skin tone. Dust lightly over the entire face for just a hint of color or intensify application to create more dramatic effects. The perfect finishing touch for any look.



Brush
included



NEW
Compact

LOOSE POWDER

A finely-milled Loose Powder that creates a beautifully soft, smooth finish. So ultra-light, it stays on the skin's surface without settling into fine lines. The silky-smooth formula applies evenly and comes in a spectrum of delicate tones from no color at all to a deep, rich brown. Perfect for setting foundation. A must-have to conquer shine.



NEW
Compact



DUAL FINISH PRESSED MINERAL POWDER

A lightweight pressed powder that creates a silky smooth finish. Use with a brush to set foundation or with a sponge for more coverage. Ideal for touching up make-up throughout the day.



Brush
included





face*

NEW



LIQUID FOUNDATION

MUD's rich and creamy liquid foundation contains high quality silicone-based compounds and is designed to stay on the surface of the skin, giving it a smooth flawless finish. Hydrating with natural aloe vera and shea butter, this lightweight formula evens out the skin while allowing it to breathe. Buildable and easy to blend with a brush or sponge, this exquisite foundation is available in 10 shades. Its sleek airless pump allows for every last drop to be used.



NEW



CONTOUR POWDERS

Pigment-rich pressed powders create natural contours and highlights for shape and definition throughout the face. Available in a variety of shades to match all skin tones.



Palette and compact refill

lips*



SHEER LIPSTICK

Luscious Sheer Lipsticks in an array of translucent colors to complement any skin tone, from extra-light to rich and dark. Ultra-emollient formula leaves lips feeling soft and supple.



SATIN LIPSTICK

Luxurious Satin Lipsticks with emollient-rich, non-drying formula that leaves lips feeling soft, smooth and supple. Provides long-lasting color with a smooth, opaque matte finish. Available in an elegant selection of lush, deep colors.



LIP GLAZE

Light, emollient Lip Glazes deliver a burst of sheer, glossy color that's smooth and never sticky. Stash the squeezable tube in a handbag for a quick sweep of color on the go, or use a brush for more precise application.



LIP PENCIL

Pigment-rich Lip Pencils soft enough to shade the entire lip, yet firm enough to line and define with precision. The long-lasting color glides on easily to complement Make-up Designory's luscious lipsticks and glosses. Creamy enough to mix colors and create your own shade.



LIP GLOSS

Rich, luminous Lip Glosses that leave lips feeling smooth and hydrated with radiant shine. They glide on easily, never leaving lips feeling sticky or heavy. Use these slick glosses alone for a sheer wash of color or layer over lipstick to enhance the shade.

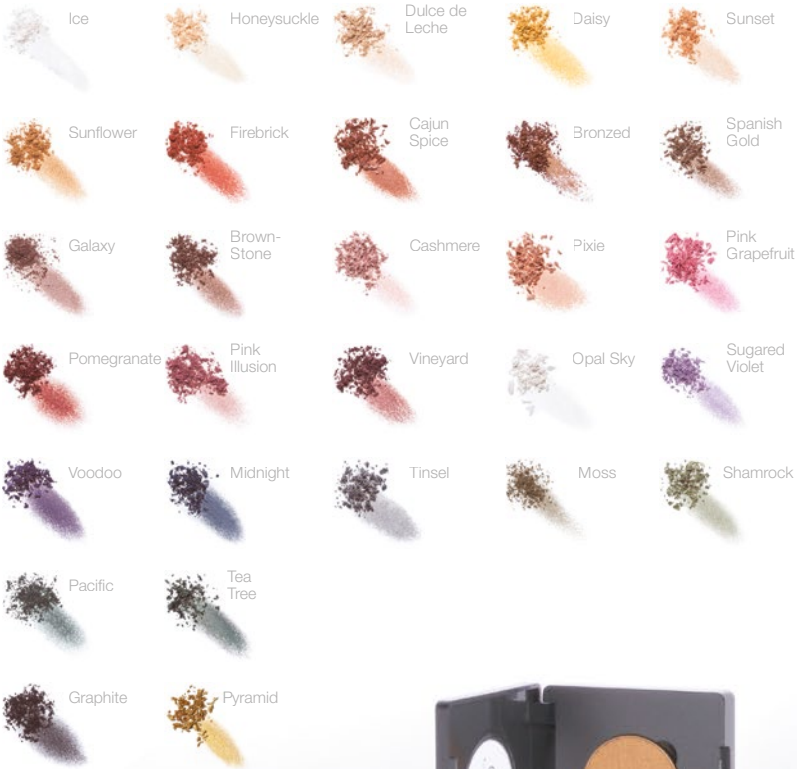




EYE COLOR

Vibrant and silky Eye Colors, lushly rich with pigments for long-lasting color. The unique velvet consistency allows these versatile shadows to glide on smoothly and evenly – wet or dry. Go wet for more intense, long-lasting color or to use as eyeliner.

Shimmer



Matte



CAKE EYELINER

A long-lasting, water-activated liner known for its precision and versatility. The make-up experts' choice that's perfect for everyday use. Create subtle or dramatic looks effortlessly with this professional-quality eyeliner. Go from a super fine line for everyday wear to a thicker line for more intensity.



VOLUMIZING MASCARA

Award-winning Volumizing Mascara, rich in pigment for even coverage and lush with fibers to maximize and lengthen for super-volumizing results. Brush applicator allows ultra-smooth application and control for individual users, whether creating a subtle daytime look or glamorous evening eyes. Squeezable tube is ideal for professionals and everyday use.

WATER-RESISTANT MASCARA

Lengthening, pigment rich Water-Resistant Mascara offers an ultra-smooth application with ultimate control for individual users, whether creating a subtle daytime look or glamorous evening eyes. Squeezable tube is ideal for professionals and everyday use.



EYE PENCIL

Versatile Eye Pencils soft enough to line the eyes, yet firm enough to define brows. Color glides on effortlessly, whether lining eyes precisely or shaping and filling in brows. Available in natural, pigment-rich colors to complement every skin tone.



BROW FIX

Keep brows groomed and gorgeous with Brow Fix. This non-flaking gel formula sweeps on with a brush applicator for maximum precision and convenience. Squeezable tube is ideal for use in a professional make-up kit, or to create sleek brows on the go.



skincare*

FACIAL CLEANSER & MAKE-UP REMOVER

Make-up Designory's Facial Cleanser & Make-up Remover is designed to dissolve the daily build-up of dirt and make-up. The unique formula is made from a blend of natural oils and Omega Plus for maximum antioxidant protection, thus making it an ideal daily cleanser. Skin will be left feeling clean and hydrated, with no oily residue.



FACE PRIMER

Lightweight gel Face Primer works beautifully with Cream Foundations to create a flawless, long-lasting finish. Apply directly to the skin prior to foundation using a sponge or fingertips to create an extra smooth surface or mix into foundation for a creamier consistency.

MAKE-UP REMOVER TOWELETTES

(40 towelettes)

These refreshing towelettes leave skin feeling clean while removing all traces of make-up. No water necessary. Convenient resealable packet keeps towelettes moist and ready for use. Perfect for life on the go.



NEW
Color



CHEEK COLOR

Versatile powder Cheek Colors formulated with pigment-rich ingredients for a smooth, even finish. Available in a spectrum of beautiful colors – from soft and natural to bright and bold – that will add warmth and intensity to all skin tones.



Palette and compact refill



cheeks*



pro*

FOUNDATION PALETTE #2

From a sheer, light tint to a flawless full-coverage finish, Make-up Designory's series of yellow-green, light-to-dark shades of cream foundations are versatile and easy to apply. Formulated for ultra-smooth blending and application, coverage holds up beautifully under the most extreme conditions.



HIGHLIGHT/SHADOW PALETTE

Creamy Highlights & Shadows are perfect for contouring cheekbones or sculpting dimension into the face. Slim the face, minimize strong features and highlight cheeks or jaw with these versatile shades.



FOUNDATION PALETTE #1

From a sheer, light tint to a flawless full-coverage finish, Make-up Designory's series of cool-to-warm, light-to-medium shades of cream foundations are versatile and easy to apply. Formulated for ultra-smooth blending and application, coverage holds up beautifully under the most extreme conditions.



CORRECTOR PALETTE

Creamy, pigment-rich correctors designed to conceal and camouflage skin imperfections. The ultimate coverup for scars, blemishes, birthmarks or dark under-eye circles. Use alone or blend with Make-up Designory's Cream Foundations for a flawless, full-coverage make-up. Available in eight refillable colors.



pro*



AIRBRUSH KIT

The HD Air System components include the MAX-3 airbrush, AC-66H Air Compressor and the airbrush cleaning station. Kits are available with or without the compressor. Can also be combined with 22 HD Air shades, many of which have been formulated to exactly match certain MUD Cream Foundations, Cheek Colors, Highlights and Shadows. Also includes six colors for extra versatility when mixing and color-matching.



HD AIR

Developed for use with the airbrush or as a liquid make-up, this silicone-based formula creates a sheer, beautiful coverage with a dewy appearance. Works seamlessly with any MUD cosmetic product. Choose from 22 shades, many of which have been formulated to match certain MUD Cream Foundations, Cheek Colors, Highlights and Shadows.

Also includes six colors for extra versatility when mixing and color-matching. Also available, the HD AIR Kit with all 22 shades included.

CHARACTER/FX WHEELS

The CFX/FX wheels are designed for creating a variety of injuries including cuts and bruises with a formula designed to hold up under today's extreme production environments, these innovative color wheels will help you achieve a wide range of unique character looks.

CFX WHEEL #1

Black, White, Olive Green and Red. This combination of colors can be used for cuts, burns and aged injuries such as bruising.



CFX WHEEL #2

Fresh Bruise, Mustard, Blue and Maroon. Perfect for making fresh bruises and injuries.



brushes*





accessories*



2 OZ SPRAY BOTTLE

Keep liquids organized and separated with Make-up Designory's plastic 2oz spray bottles. Conveniently sized for travel and fits perfectly into any professional kit or cosmetic bag.



TWEEZERS

These precision-crafted, stainless steel slant tweezers allow for a perfect grip for cleaning up around the brow area.



DISPOSABLE MASCARA WANDS

Create flawless lashes using Make-up Designory's individual Disposable Mascara Wands. Universal to any lash type with a flexible tip for easy application.



POWDER PUFFS

Create a flawless, matte finish using these soft velour puffs. Specifically designed to pick up and hold powder for an even application. Available in packs of 2 or 10.



TRIMMING SCISSORS

Trim facial hair, brows and false eyelashes with these professional stainless steel scissors.



HAIR SCISSORS

These professional quality stainless steel shears are perfect for trimming natural or synthetic hair for a variety character looks.



EYELASH CURLER

Create perfectly curled lashes with Make-up Designory's professional stainless steel eyelash curler. The specially designed arch creates an even curl without creasing. One replacement silicone pad included.



DOUBLE POINT COTTON TIP APPLICATORS

Professional quality, double sided point tip applicators are a must have for any make-up kit. The firm, pointed tips allow for precise application and blending, giving ultimate control.



ORANGEWOOD STICKS

These finely grained wooden sticks are ideal for applying MUD's false eyelashes.

palettes*

10-HOLE EMPTY CHEEK COLOR PALETTE

Make-up Designory's empty 10-Hole palette is slim and professional. This palette holds ten MUD Cheek Colors or Contour & Highlight Powders.



8-HOLE EMPTY CHEEK / EYE COLOR PALETTE

Make-up Designory's empty 8-Hole Palette allows the user to combine six refill Eye Colors and two Cheek Colors or Contour & Highlight Powders. This versatile palette is great for traveling or on-set use.



NEW



UNIVERSAL PALETTE

Empty palette with a magnetic open base holds a variety of combinations of refills. Perfect for professional or everyday use. Ideal for traveling. Fits any size or shape pan. Free form palette allows for a variety of color combinations. Perfect for traveling. Refillable & eco-conscious.

NEW



4-HOLE EMPTY EYE COLOR PALETTE

This empty palette holds four of the MUD Eye Colors. This 4-Hole Palette is perfect for traveling or carrying in a make-up bag for touch-ups.

1,5" REFILLABLE COMPACT

Sleek, uniquely-shaped refillable compact replaces the traditional individual unit compact. Fits a single MUD Cheek Color, Contour or Highlight Powder, Cream Foundation refill, Highlight & Shadow Cream or Corrector.

1" REFILLABLE COMPACT

Sleek, uniquely-shaped refillable compact replaces the traditional individual unit compact. Fits a single MUD Eye Color or Cake Eyeliner.



eyelashes*

101



These lashes are slightly angled towards the outer corners for creating seductive eyes.

301



Individual lashes are designed for filling in areas of the lash line that are sparse or thin. The use of single lashes allows you to customize how full you want the lashes to appear.

102



Achieve a very dramatic look with these strip lashes. The shape of the eyelashes will make any eye look more open and rounded due to the shorter length of the hair at both corners, and longer length of hair in the middle.

201



Short flare lashes are perfect for a natural lift to the outer corners of the eyes. Flares can also be added to sparse areas to create fuller, thicker lashes.

103



Make your eyes stand out in the crowd using these thick dramatic strip lashes.

202



Medium flare lashes are used to create fullness and length to the natural lash line. Adding flares to the outer corners of the eyes gives a "cat eye" effect and adds a touch of drama to the eyes.

104



This unique style has dense short lashes and two distinct long lashes towards the outer corners to add a whimsical look to the eyes.

106



Natural looking lash strips give the eyes subtle enhancement for everyday use or any special occasions.

105



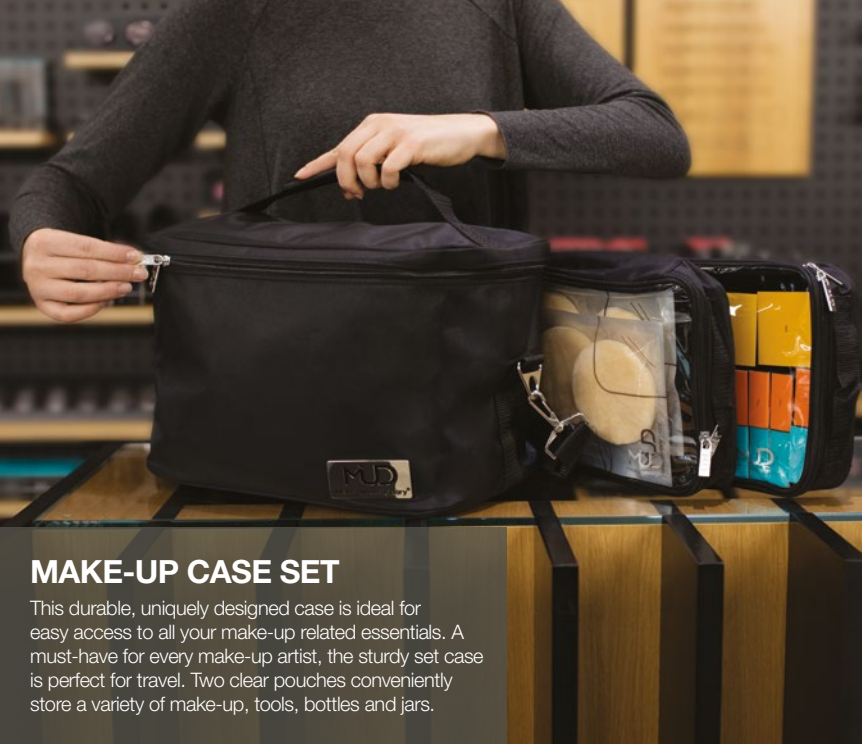
These long thick eyelashes are all about drama. They are rich and voluminous for those who really want to make a statement.

107



Perfect for adding drama to any natural look, these lashes add length and fullness and can be used to create bolder eyelashes. Combine with a thick layer of mascara to really stand out.

* Note: Palettes are sold empty. Please see Eyes, Cheeks, Face and Pro section for available refill colors.



MAKE-UP CASE SET

This durable, uniquely designed case is ideal for easy access to all your make-up related essentials. A must-have for every make-up artist, the sturdy set case is perfect for travel. Two clear pouches conveniently store a variety of make-up, tools, bottles and jars.



3-N-1 BRUSH HOLDER

This custom designed, 3-N-1 Brush Holder boasts three convenient functions, each ideal for keeping brushes organized and protected. Wear it as a waist belt for work on the go, use it as a stand-up holder for easy access to tools or simply roll it up and store your brushes safely. Durable black belt has a protective flap and several pouches to hold brushes and other essentials.



TRAVEL COSMETIC BAG

Keep personal make-up supplies organized with this sturdy cosmetic bag. It's perfectly sized to hold professional length make-up brushes and small enough to fit into a purse, gym tote, or travel bag. Durable vinyl material is easy to clean, and ideal for everyday use.



SET BAG

This durable, uniquely-designed Set Bag is perfect for organizing all of your make-up related essentials in one place for easy access. The large center compartment is surrounded by handy pockets for storing bottles and cans. A must-have for every make-up artist.



CLEAR POUCH

This transparent, durable pouch stores a variety of make-up, tools, bottles and jars. Keeps supplies organized and fits into MUD's Pro Make-up Case or Set Bag.



8-HOLE EMPTY PALETTE

Convenient 8-Hole Palette comes empty to make it easy to customize any combination of Make-up Designory's refillable cream or powder refills. Reusable eco-conscious palette eliminates the need for disposable, one-use make-up holders. The experts' choice for its versatility and smart design.

35-WELL PALETTE

Conveniently store up to 35 of your favorite lipsticks and cream products in this sleek plastic palette. Great for organizing customized colors for easy access on set.

DISPOSABLE PAPER PALETTE

This wax coated Disposable Paper Palette is ideal for easy clean up in between make-up applications. Use to mix a variety of cream products together and create quick custom colors.

PALETTE KNIFE

Stainless steel palette knife is a must-have for removing cream make-up products from pots and palettes, quickly and easily. Protects make-up from cross-contamination.

PROFESSIONAL MAKE-UP SPONGE (12 PRE-CUT SPONGES)

Create a flawless look effortlessly with these specially designed, disposable Professional Make-up Sponges. Unique shape offers extra surfaces and density keeps cream products from absorbing into sponge. Use wet or dry for smooth, even application. Made from natural and synthetic latex.

STAINLESS STEEL PALETTE

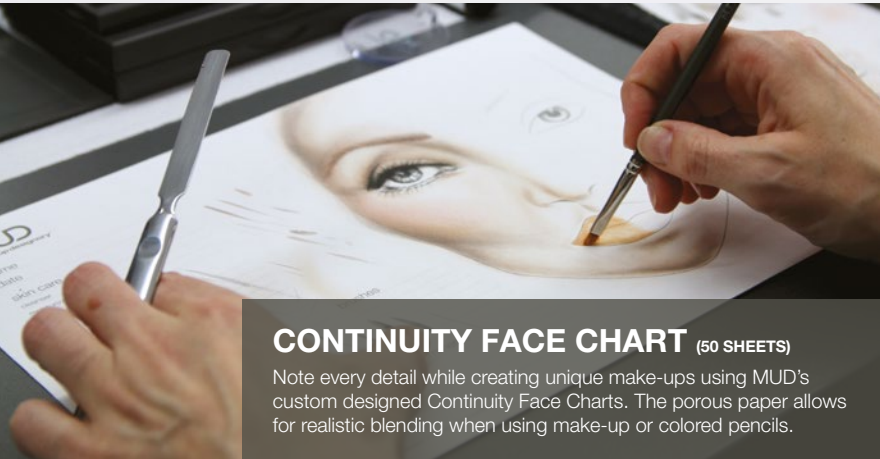
Reusable, stainless steel work palette is a must-have for blending colors and other make-up products.

EMPTY 4 WELL WHEEL

This empty palette has 4 compartments for cream products and is perfect for custom blending colors. The compact palette is a convenient size with a screw top to secure product.

PENCIL SHARPENER

Creates the perfect point for lip and eye pencils. Metal blade works smoothly and easily with precision. Convenient cleaning stick helps to remove product from blade and inside sharpener.



CONTINUITY FACE CHART (50 SHEETS)

Note every detail while creating unique make-ups using MUD's custom designed Continuity Face Charts. The porous paper allows for realistic blending when using make-up or colored pencils.

TRAVEL BRUSH KIT

Now you can take your favorite make-up brushes wherever you go. This sleek, envelope-style travel brush pouch has been custom designed to hold MUD travel size brushes, including the #210S, #300S, #310S, #330S, #710S, #800S and #810 series.* The lightweight yet durable black microfiber material wipes clean, and the convenient magnetic closure keeps brushes in place during transit.

* Note: Empty case also available



MUD'S SPRING LOOK 2017
PHOTOGRAPHY: PETER GIODANI

GREAT ESCAPE



TUMBLEWEEDS AND LONELY DINERS, FORGET
 YESTERDAY AND MAKE THE GREAT ESCAPE.
 IT'S TIME TO SELL YOUR SOUL TO THE OPEN
 ROAD AND DRIVE ALL NIGHT. REMEMBER, IF
 YOU DON'T KNOW WHERE YOU'RE GOING, ANY
 ROAD WILL TAKE YOU THERE...









creative director: Maja Kešelj

photography: Peter Giodani

photography assistant: Andrew Glover

production coordinators: Michelle Pavacic @ MUD LA,
Kailyn Sciberras @MUD LA, Tom Ostergard

make-up: Shanna Cistulli @ MUD LA

hair: Allia Arite

make-up supervisor: Francine Reich @ MUD LA

styling: Sarah Kinsumba

stylist assistant: Eugenia Gamero

model: Sadie @ LA Models

A special thanks to Mary Anne Toccalino

shooting location:

Club Ed Movie Set, Lancaster, California

GREAT ESCAPE

Step-by-Step



01

Begin with a clean canvas by applying Cream or Liquid Foundation with Brush #615 to even out the skin tone. Add Corrector and Contour Powder where needed. Don't forget to fill in the brows to frame the face.



02

To create depth, apply Espresso Eye Color to the crease of the eye using Brush #600.



03

For added dimension and intensity, use Brush #350 to apply Bronzed Eye Color to the lid.



04

Apply Black Eye Pencil to the water line and the upper and lower lash line, extending to the inner and outer corners of the eye. Smudge out the liner with Brush #810 to create a soft smoky eye.



05

Apply Apricot Eye Color to highlight the brow bone using Brush #350.



06

Add Gingerbread Cheek Color along the cheekbones using Brush #710 for a warm glow.



07

Finish the look by lining the lips with Maple Lip Pencil and filling in with Mudslide Lipstick using Brush #310.

California Dreaming

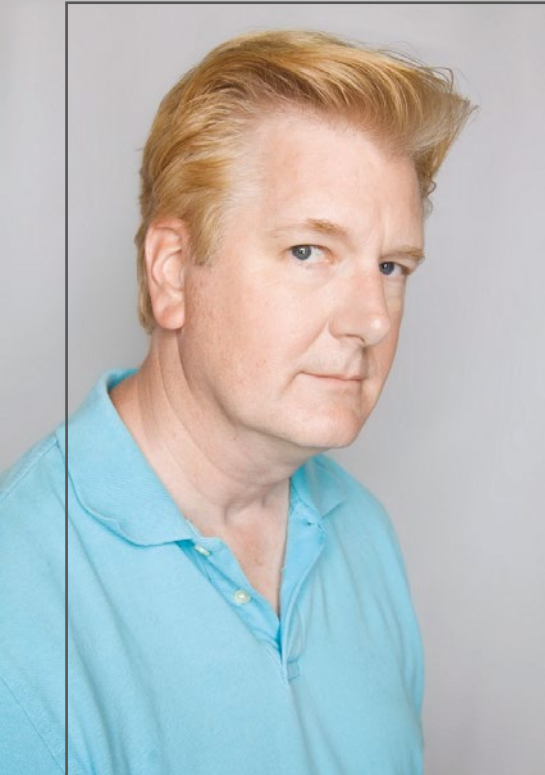
LA MUD photo shoot moments by Peter Giodani, photographer

From the Beverly Hills Villa to a 50s diner in the middle of the desert, adventure awaited us at every turn in California. The house we were shooting at had a sparkling pool, of course. In the desert, a muscle car appeared from a cloud of dust and parked next to a Joshua tree while the talented cast was trickled in. This scene was worthy of a Hollywood movie! Producer, Tom, was a hardened LA professional with his calm and observing eyes, always on the humor trigger and always knowing the answer to your next question. His Scottish wingman and my assistant, Andrew, an ex-chef, brought the balance to the force. The art director, Maja, had my back, keeping me on the right track with a well-placed nod of reassurance. For places we couldn't reach, there was Polona, a designer leading the charge on our ranks. All that we were missing were horses and a sunset, but there was still plenty of beauty everywhere. LA came together within a roll of 35mm film with 24 frames per second, each one writing its

own story: Venice Beach, Downtown LA, dinner in Hollywood, LAX, greeting random strangers, the view from Beverly Hills, palm trees, road signs, In-N-Out Burger, desert roads, Death Valley, laughter, a dust storm, a 1970 Dodge, a rock gig in a local bar, a stylist from Paris, Sunset Blvd, and, last but not least, the MUD family. Speaking of the MUD family, this was not a small one. From the school in Burbank to studio beauty shoots at the mothership of MUD, meeting and working with dedicated individuals who all had one thing in common was a worthwhile experience. And nothing can compare to evening drinks at CEO, Tate Holland's house – where I expected an emperor to bow to, but was instead greeted by a friend.

You know the feeling, when you find an old cinema ticket in your pocket? Every photo in this magazine makes me feel the same. •





WHAT WAS GROWING UP LIKE FOR YOU?

An Illinois native, I was born in Peoria – which is almost smack dab in the center of the state. Interestingly enough, years later my mother would recount that my name was derived from an early 50s NBC sitcom, I Married Joan. Actor Jim Backus played Joan Davis’ husband, Judge Bradley Stevens. So it seems that I was destined to be a part of the entertainment industry.

Very early in my childhood, my parents decided to move out to the country. My mother, who was an avid fan of the I Love Lucy show, reasoned that if Lucy and Ricky could move out to the country to raise Little Ricky... then why couldn’t they? My parents bought a sixty-six acre farm, complete with the original homestead log cabin that pre-dated the Civil War. (And yes, it still stands on the same spot that it was constructed on.)

When my fellow make-up artists find out about my upbringing on a farm, the usual question I get is: So did you learn how to do make-up by putting lipstick and eye shadow on the cows? Of course not, that would be animal testing!

In reality, I would sometimes practice on one of my five brothers or on my Mom. I can

Industry Speaker

Brad Look

vividly remember one particularly hot and steamy July afternoon. So there I was (not even fourteen yet) and I’m gluing on a two-piece foam latex appliance Planet of the Apes inspired make-up to my very patient mother with spirit gum. Now that’s a loving parent! I purchased the four-part foam kit from Alcone Paramount in New York, and ran the foam in a mold that I made in our kitchen oven.

HOW DID YOU GET INTO MAKE-UP?

Born in the late 50s, my formable years were spent sitting in front of our family’s black & white RCA television. Watching such imaginative programs such as The Twilight Zone and The Outer Limits exposed me to the creative artistry of make-up artists John Chambers, Fred Phillips, and William Tuttle. Even at an early age, I was keenly aware of the use of make-up in the creation of a character.

However, the show that made the biggest impact and changed my life was the original Star Trek series.

As fate would have it, one day I happened to be home sick from school and actor Leonard Nimoy was being interviewed on the Today Show. He explained how his Mr. Spock make-up was created. At one point, he produced a set of his famous Vulcan ear appliances. It was as if I had been shown the Holy Grail!!! That was a major turning point for me.

While I always had been an artist even at an early age, I soon was dividing my spare time between two different, but similar disciples. Later in high school, my drama teacher, Gary McCann, allowed me to apply make-

up for all the plays. He even took it upon himself to buy, from his own pocket, any supplies that I needed for certain make-ups. It was during that time I discovered Richard Corson’s Stage Makeup book (5th edition). It’s the bible on everything make-up. I had an actor who had wanted a mustache for a stage show. So using Corson’s book, I taught myself how to ventilate hairpieces.

TALK ABOUT CAREER AND SOME OF THE HIGHLIGHTS?

Having worked for more than thirty years as a make-up artist, I can say without a doubt that I have done almost everything in the field – from theatre, to opera, to television and film.

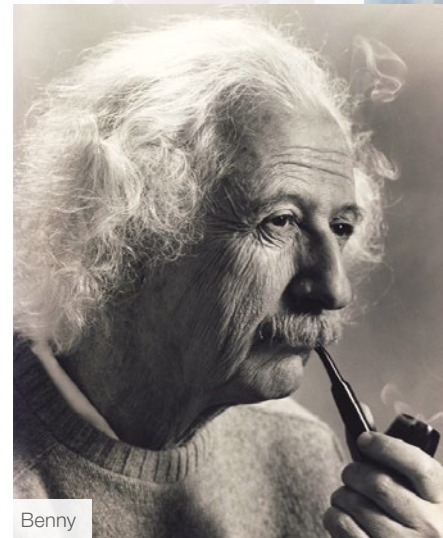
Beyond all that, I have even helped in the developing of products for many companies, such as Kryolan, Graftobian, and Iwata. As a Journeyman make-up artist, I also hold a Master Degree in the field that I obtained from the University of Cincinnati.

Sounding like a passage from a film script, after only a week in Hollywood, I was asked to apply prosthetics on a CBS mini series titled, The Rise and Fall of Oliver North. While the original video make-up had been created and applied by famous artist Mike McCracken, Sr., it was department head Scott Readwine (having seen my portfolio) who requested my services in the day-to-day application of the President Ronald Reagan make-up.

I ended up working on many non-union projects after that. My next big break came when make-up artist, Martha Westman asked me to help out on the six-hour mini series, A Woman Named Jackie. The project



John Malkovich in Heart of Darkness



Benny



Frozen Make-up



Ghost Whisperer

stared actress Roma Downey. I ended up not only applying Roma’s make-up, but also many of the other leads and even ventilating William Devane’s numerous mustaches for his role as Black Jack Bouvier.

My biggest break came when I went to Paramount to sit in on a UCLA class that Michael Westmore was giving. We hit it off. I kept in contact as I got all my union days. Then one day, I received a phone call from Michael asking me if I was available to help out on a Klingon video game project. The one-day turned into two... and soon I was working regularly on the newer incarnation of the series that was responsible for getting me into the make-up industry. Star Trek!

WHAT IS YOUR FAVORITE FILM YOU EVER WORKED ON AND WHY?

While I have had the extreme good fortune of working on many excellent projects such as all the Hunger Games, Pirates of the Caribbean II & III, Captain America: The Winter Soldier, Thor and many others – I would have to say Star Trek: First Contact gave me a great deal of pleasure to work on. I was very proud of what all of us were able to achieve.

We were instructed by Michael Westmore to make no two Borgs similar. So I worked very hard to give every Borg it’s own individual visual identity. One day while on set, director Jonathan Frakes asked me which Borg I did. Smiling, I said that he should tell me. Studying the line up Borg drone, he finally pointed to one and pronounced that that one was my handy work. When I asked why he thought so, Jonathan replied because it had the most unique character. Conceding that he was correct, Jonathan addressed me as the Borg Master. So from that day on, Jonathan would look over the drones to pick out my make-up, which he would often feature.

Shortly before the release of First Contact, Michael Westmore requested that I come over to his office. Upon arrival there; Valerie Michael’s secretary gave me a look as he proceeded to give me a hard time. Finally,

he couldn’t keep up the charade any longer and tossed a recent copy of People magazine in my direction. In the back, was a photo of my making up a Borg! Wow!!!!

TALK ABOUT THE PAX YOU CREATED AND YOUR WORK AT MEL.

While working on the various Star Trek series – Deep Space Nine and Voyager, I ended up formulating many of the PAX colors. So when it came time that Makeup Effects Labs wanted to produce their own line of PAX, Allan Apone asked if I would be willing to do the formulating. That was several years ago. Presently, there are around one hundred and thirty colors available. In fact, I have custom created many colors for several features such as Mad Max, The Dark Knight Rises, and Pirates of the Caribbean: On Stranger Tides.

Besides creating the PAX colors, I spent a year researching and formulating a new hybrid plastic bald cap that has the stretch of rubber, and the blend ability of vinyl. I constantly get ideas for new products while I work. I see a need and a fill it.

STAR TREK AND YOUR CAREER?

While I have worked on many big projects, I still hold Star Trek in my heart. While some people like to think that I had a lot to do with the look of the make-ups, I did not. It was solely Michael Westmore. After all, he was the Department Head and Designer. Like so many who worked tirelessly on the shows, I was simply a cog in the great gears that kept the machine going.

ANY FINAL THOUGHTS YOU WANT TO SHARE?

Too often, people get into this field and forget that the key word with being a make-up artist is – artist. Make-up is only the expression by which you explore the art form. •

Lisa Leveridge

MUD instructor Los Angeles

Lisa Leveridge has become a staple at MUD's LA campus in Burbank, CA. Her love for make-up artistry is rivaled only by her passionate approach to teaching students the craft that she fell in love with many years ago. From jet setting with Cyndi Lauper to living in London with Jenny McCarthy, Leveridge has no doubt had a rewarding and high-profile career, inspired by her love of art and driven by her relentless spirit and understanding of the importance of networking. If students are lucky enough to be taught by Leveridge, they won't become an overnight success, they'll become a long term force to be reckoned with.

WHY DID YOU DECIDE TO TEACH AT MUD?

I decided to come work for MUD for myself and for the future generation of make-up artists. I always knew I was going to be a teacher. I was looking forward to it. For me, it made me love make-up again. I did my own seminars for a little bit, which gave me a little taste of it and I felt very at home and comfortable. I could not wait to pass the torch and that's why I am here. I want everyone to just take the reins and be awesome. I am here because I really and truly in my heart, want to see the students do well. I want them to be able to benefit from the fact that I didn't have a school like this to go to -- there wasn't really anything when I was growing up. I want to tell them

everything I did right as well as everything I did wrong so they can cut to it and get out there and be professional right away. I look back and I close my eyes, I get embarrassed for all of the little mistakes I made from set etiquette to bad make-up and everything else in between. I like to make sure every student is well-armed with the truth...and some serious experience knowledge, so they can just skip right to being great.

WHAT IS YOUR APPROACH TO TEACHING?

My approach to teaching is this: students learn differently -- some are visual learners, some are audible learners and some are tactile learners. When I teach, I make sure to repeat myself in every way -- meaning, if you didn't get it verbally from me, you are going to see examples of it in my

demos as well, so that's a visual. Then, of course, we do practical so that means the tactile portion -- touching, getting in there and physically doing it. Basically, you are going to learn it no matter what. That's my approach -- to make sure that students are absorbing. They're artists. Their attention span can turn off and you know they just have a hard time staying focused. When they are trying it as well as and doing it, and seeing it, and hearing it, something's going to click. My approach is that practice makes perfect. I don't like to rip anybody's work to shreds. I know a lot of people who really would prefer a harsh critique, but I don't find that to be completely helpful or useful. I am also not going to sugar coat it, nor I am not going to pretend that everything is great. I like to find a happy medium between constructive criticism and focusing on the stuff that I think a person needs to know at that moment. I like to give students practical things that they can do to change and learn right away with the work that they are putting out. Everybody is an individual. I am not trying to turn anybody into carbon copies of me. I want students to find their artistry and then make who they are as an artist better from there. I am trying to tap into their strengths and then develop their craft from there. To me, that's very important -- not to totally erase who a student was when they came in. I want to encourage good habits and I want to make sure students understand the basics. Everyone is different. I try to --

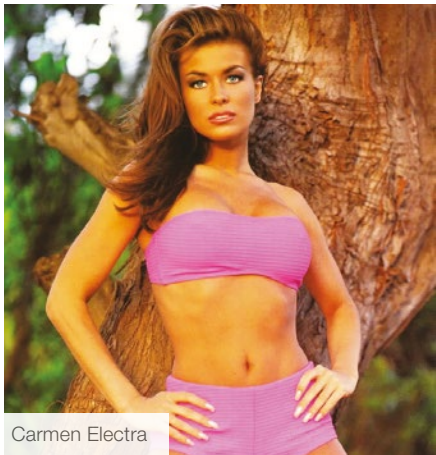




keep in tune to who needs what and I end up learning many different aspects of students' personalities, and then I attempt to teach in a way that speaks to what each student needs -- it is hard, but it is fun. That's why I like teaching! To me, each day is a new challenge.

EVERY TEACHER HERE HAS A TRIAL BY FIRE MOMENT WHERE THEY NEED TO FIGURE SOMETHING OUT QUICKLY. DID YOU EVER HAVE THIS MOMENT?

I think it was when I was given a week's notice that I would be going on tour with Cyndi Lauper. I had been doing a free fashion show and I was there working crazy hard while other make-up artists were slacking off and drinking champagne. One make-up artist, Jody Morlock, who happened to be friends with the designer, noticed that everybody was coming to me and I was working hard. At the end of the day, she came up to me and asked for my card. I gave it to her and didn't think



Carmen Electra

anything of it. A week later she called. She said, "I can't do this job, do you want it? When I agreed, she let me know I would be going on tour in Europe with Cyndi Lauper! After heading over to Cyndi's house for a test run, I was on a plane the following week on my way to Europe! Then, I had to just fake it until I made it. I was a little in over my head, but I made it work.

WHAT WAS THE TURNING POINT IN YOUR CAREER?

When I became department head at Comedy Central. I was surrounded by this constant and insane comedy sketch show make-up world and it was intense. It required a lot of attention. I showed up daily and learned from everybody and everything. I was just constantly in the mix because I knew that I had to be great -- and fast!

WHAT'S THE BEST PART ABOUT BEING A MAKE-UP ARTIST?

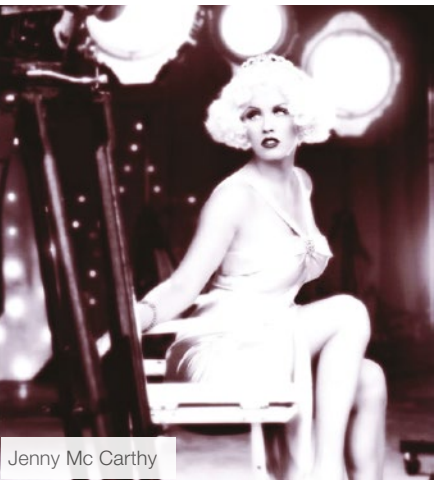
Cultivating make-up artist friendships. My biggest jobs came from other make-up artists. They gave me the work that they couldn't handle anymore and those were always my biggest source of networking jobs. Stay friends with people. When you are in school, cultivate those relationships, because those are the people you will be working with in the future. Those are your peers -- impress them now. Work ethic is huge. If you don't have an intense work ethic, there will be someone behind you who does, and who will snatch the job.

WHAT ARE SOME OF THE MOST EXOTIC PLACES THAT BEING A FREELANCE MAKE-UP ARTIST HAS TAKEN YOU?

Australia for a few comedy festivals, Milan for a music award show, Paris for an Elle Magazine shoot for Fashion Week, and then one of my clients, Jenny McCarthy, took over this very popular morning show in England, and so we got to stay in London for a while. I have gone all over the place!

WHAT IS SOME ADVICE YOU WOULD GIVE FOR OUR STUDENTS WHO ARE ABOUT TO ENTER THE INDUSTRY?

Everybody is very quick to want the career to happen overnight, but an overnight sensation usually takes a good couple of years to actually happen. There's no such thing as an overnight sensation, but once you get to that turning point, it clicks and all of a sudden, life starts to snowball out of control in a great way. Keep going, don't give up before that turning point in your career. Everybody has it. Everyone knows that magic moment when they went from a struggling artist to a successful artist.



Jenny Mc Carthy

IS BECOMING A PERSONAL MAKE-UP ARTIST A GOOD GOAL FOR UP AND COMING MAKE-UP ARTISTS?

I think it's a great goal, but it's not always a full-time gig. Some stars have their intense 15 minutes of fame and then they are out of the limelight -- that means your job is dependent on their fame level. You can't put your all of your eggs in one basket. •



Jenny Mc Carthy

A large advertisement for MUD Make-up designory. The background is a close-up of a woman's face with dark, wavy hair and dramatic makeup, including dark eye makeup and red lipstick. Overlaid on the face are several thin white circles, each with a label: "Sand" (forehead), "Luster" (cheekbones), "Chisel" (cheekbones), "Burnish" (cheekbones), "Shape" (cheekbones), "Warmth" (cheekbones), "Define" (cheekbones), and "Lemon Cream" (cheekbones). In the bottom right corner, there are four open MUD makeup compacts showing different shades of powder. The text "Another Dimension" is written in large, white, serif font across the middle. Below it, in smaller white text, is the introduction to the products. The MUD logo and "Make-up designory" are in the bottom left corner.

Another Dimension

Introducing MUD's Contour and Highlight Powders. These pigment-rich pressed powders create shape and definition throughout face. The silky-smooth formula glides on effortlessly, enhancing the natural contours and highlights of the face. Available in variety of shades to match any skin tone.

MUD
Make-up designory®

Before

After

Contouring Step-by-Step

Prepare the skin using MUD's Liquid or Cream Foundation. Set the foundation with Loose Powder or Dual Finish Pressed Powder.

05 // For a soft glow to the cheekbone, apply Luster with Brush #620 along the very top of the bone and blend softly towards the contour.

06 // Using Brush #610, lightly apply Luster to the bridge of the nose, blending it softly down to the tip.

07 // Lightly apply Luster along the top of the lip line to make the lips pop.

08 // Lightly apply Luster above the chin, just below the bottom lip, to soften the natural shadow.

01 // Apply Define Contour Powder with Brush #510 just below the cheekbone. Start at the center of the ear and work your way towards the center of the face.

02 // Softly apply Define at the hairline and blend well so it appears as a natural shadow.

09 // Add definition to the nose if needed using Define. Blend softly to avoid harsh lines.

10 // Using Brush #620, apply Warmth Highlight between Luster and Define to create a natural warm glow.

03 // With a sweeping motion apply Define with Brush #510 just beneath the jawline to create a defined jaw. Blend down towards the neck.

04 // Apply Luster Highlight Powder to the brow bone, just below the arch and above the lash line.

11 // To deepen the shadow below the cheekbone, add a light layer of Chisel Contour Powder over Define.

New MUD's Contour & Highlight Powders



South Africa: In Action

MUD CAPE TOWN OPENING

In September 2016, MUD Studio in Cape Town opened their doors to both professionals and consumers. Situated in the trendy Cape Quarter Lifestyle Village in Greenpoint.

Situated in the trendy Cape Quarter Lifestyle Village in Greenpoint, the launch held on September 20th consisted of top beauty editors, beauty bloggers and celebrities who enjoyed being spoiled for the day. The MUD team introduced the newly released MUD Facial Cleanser & Make-up Remover, as well as Water-Resistant Mascara while MUD make-up trainings were readily available at the Studio.

"Cape Town is the hub for fashion and style in South Africa and having a MUD Studio here has grown the brand influence significantly," says Brenda Botha, owner of MUD South Africa.

THE MUD MAVEN COMPETITION

THE MUD MAVEN Competition was launched on September 1st, 2016. Ladies entered online by submitting a motivational letter and answering a questionnaire along with submitting photos of the entrant.

The Top 20 were then carefully selected and announced in November. These contestants recently participated in interviews, a photoshoot and make-up and photography workshops. The winning contestant was selected -- and the first ever MUD Maven was Micaela Benn, a vibrant young lady and a great fit for the brand.

The MUD Maven was awarded a cash prize as well as a year's worth of MUD make-up. Benn will be involved in many exciting activities in 2017 with the brand nationally. In addition, Benn will attend store openings, launches, dual promotions, fashion shows, and TV and movie premiers where the MUD brand is represented. Benn will provide step-by-step guides to the latest make-up looks and tutorials as well as generally promoting the brand via social media and with local bloggers and press.



New MUD Studio in Cape Town



Maven Micaela Benn

Photo: Celeste Breytenbach

GIL ROMERO'S VISIT TO SOUTH AFRICA

Gil Romero, Associate Director of Education at MUD, visited South Africa last August and was invited to do a full-face special make-up effects creature at the MUD booth at the Professional Beauty Expo in Johannesburg. He created this unique monster at the booth and generated great excitement at the expo. The trade-only professionals and students were in awe at the creation and other professional brands even came over to view his work live.

Romero also hosted a Special Make-up Effects Training Course at the MUD Studio in Sandton from August 22nd until the 26th. A total of fourteen students spent four days in the training room learning the basics of wounds, colors and creative special effects. We received extremely positive feedback from our students and we are very grateful to Romero for coming out to enhance the skills of make-up artists in South Africa. •



Gill Romero FX make-up

Photo: Celeste Breytenbach



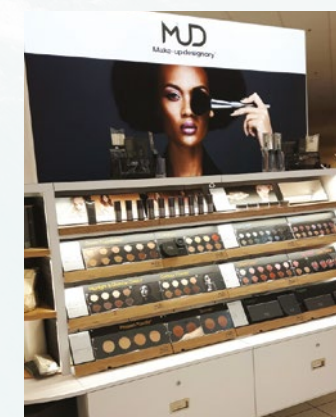
Photo: Celeste Breytenbach

Sears Canada

SEARS

Make-up Designory (MUD) is pleased to announce their partnership with Sears Canada. MUD was one of the brands invited to participate in the launch of the new Sears 2.0! The idea surrounding Sears 2.0 brings a new concept of a lifestyle store to the masses. MUD created European made custom cabinets and furniture designed to provide an open, hands-on experience for shoppers looking for the latest trends in beauty. Brand consultants will also be readily available to help shoppers color match and offer tips

and tricks. This all-new concept hopes to bring shoppers a more interactive shopping experience while streamlining the process and easing the navigation within the department itself. "What items they want, what's the price they want and how they want to buy it. This is us giving them that, while also stating, very clearly, what our value and quality standards are," said Brandon Stranzl, executive chairman for Sears Canada. Sears 2.0 had a very successful soft launch in December and looks to launch officially in March 2017. •



Nathalie's journal

I'm Nathalie Baert, trainee manager for MUD Belgium. Together with my partner, Gianni van Dort, I'm running the three MUD Studios in Belgium.

Make-up was my passion since I was a child. After years of working in different areas, it was time to follow my dreams. I decided to start with beauty school because we didn't have a school in my town where I could study make-up artistry. I graduated in 2000, but wasn't satisfied, beauty treatments were not what I really wanted to do. So I did extra trainings and started working as a freelance make-up artist. I'm still so happy and grateful that I made that decision!



Monday

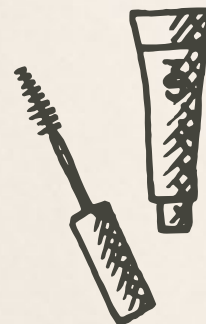
November 28th

- 7:00 AM Alarm goes off. Time to get ready for the day!
- 9:00 AM I am on my way to our Ghent school with my partner Gianni. Gianni also happens to be my business partner!
- 10:00 AM I am in the classroom shadowing our new instructor. Our instructors must go through extensive training with a MUD Lead Instructor before they can begin teaching. She's is doing great and the students seem very happy! Today they will learn lip theory and lip practice.
- 1:00 PM It's time for lunch, but I need to prepare a mood board for a photoshoot...so I am glued to my computer for the next hour.
- 5:00 PM Class ends and I am happy with the how the day went. Time to return some e-mails and write feedback about today's class.
- 6:30 PM Another Beauty Essentials class begins. I observe the class for some time to make sure everything is going well and am reassured that it is.
- 8:30 PM I am finishing my day and driving home with Gianni. It's the perfect time to discuss some business.
- 9:30 PM Time for relaxing at home!



Tuesday

November 29th



- 7:00 AM I have a carpenter at my house to fix something so I am awake. The first half of my day is finishing my feedback from yesterday's class, writing e-mails and running errands.
- 3:00 PM Gianni and I have a business meeting.
- 4:30 PM Meeting finished and off to MUD's Ghent location with Gianni.
- 5:30 PM Prepping the classroom for a demonstration later tonight. 18 students from a styling school are coming to visit. They want to learn more about make-up so we are excited to let them see what we can do with our techniques and products!
- 8:30 PM It was such a nice group for the demonstration! A lot of them were very interested in our trainings and products.
- 9:00 PM The classroom is cleaned up and we're ready to drive back home. Mission accomplished for the day!

Wednesday

November 30th

- 8:30 AM I am driving to our Antwerp school, which is over an hour drive from our home.
- 10:30 AM I have a partner training with one of our graduates who wants to work with MUD products and sell them to her customers. She works with cancer patients so it's very important that she knows the ingredients in the products and has a thorough product knowledge training. Today's training focuses on how to create workshops for her customers.
- 5:30 PM Training ends and Gianni and I need to prepare for an event that we are hosting tonight for our students and graduates. The purpose of the event is to provide resources on how to become independent business men/women. An accountant will speak about starting their own business, someone from the Social Security System will discuss and explain their rights and obligations as an independent, and a payroll representative will inform them on how they can work as a freelance make-up artist.
- 9:00 PM The event went great! We enjoyed drinks and appetizers afterwards, while chatting with the students and grads and offering professional advice about starting their own business. It was great to meet new students and see some old faces.
- 9:45 PM Cleaned up and it's time to drive home with Gianni.



Gianni van Dort and Nathalie Baert

Thursday

December 1st

- 9:00 AM Meeting with a colleague who will help with overseeing our stores. We will discuss our vision and goals for sales and customer service. We enforce strict guidelines in our stores and stress the importance of excellent customer service. Staff should always welcome our customers with a smile and strive to create an honest and warm experience to ensure a repeat customer.
- 1:00 PM Demo airbrush and MUD products for six high school students and their teacher -- they are studying esthetics and would like to know more about our products and courses.
- 4:00 PM Airbrush workshop with staff. (We are introducing airbrush make-up in our stores as a service.) We are excited to offer this service to our regular customers since nobody in Belgium does this in a make-up studio.
- 6:00 PM We host an open house for prospective students in our Antwerp school. We talk about the history of Make-up Designory, how it started in LA, and what we do in Belgium and other countries. We discuss all of the levels and then I give them a tour of the classrooms. We end the day with a question and answer session.

Friday

December 2nd



- 10:00 AM It's time for a 2-hour workshop for dramatic make-up for the staff in Ghent. The staff is confident in their natural make-up artistry skills but would like training for more diverse and dramatic looks.
- 1:00 PM After lunch, I'm off to our Kortrijk location. The Kortrijk location was where we started our first school and it also happens to be my hometown. I am looking forward to checking in to see how our make-up artist is doing. I have a quick meeting with her and a workshop with customers. She's doing great and I'm happy for her!
- 5:30 PM I have an information session in Kortrijk for the school. Four people would like some information and they want to see the classroom. They already searched the internet about us and they were very enthusiastic.



Nathalie with famous Belgian blogger, Emma Gelaude



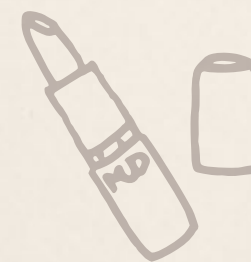
At Mercedes-Benz Fashion week

Saturday

December 3rd



- 10:00 AM I have a make-up session for a customer who will be attending a party later and wants to look her best! Afterwards, I'm off to Ghent because the store manager has a well-deserved day off and I am helping out the make-up artist there.
- 1:00 PM I have a make-up session for another customer who will be attending a party. Then it's time for a quick bite to eat. It's very busy at the store, but it makes the time pass quickly.
- 3:30 PM We have a workshop with four ladies -- a mother and her three daughters. It's a cool workshop and everybody is having a great time. I continue giving more workshops and selling the products afterwards until about 6:30. I send our make-up artists home because they've already put in extra time for the day.
- 7:00 PM I stay to clean and prepare everything for the next day. I'm definitely ready to go home.
- 8:00 PM I'm home and my lovely partner is preparing food. How cool is that? The kids are home so we have a very nice family dinner.



"THE BEST WAY
TO PREDICT THE FUTURE
IS TO CREATE IT."

Sunday

December 4th

- 8:00 AM Today I am needed to sub for a teacher at the Kortrijk Studio due to a broken foot!
- 9:30 PM I'm at the Kortrijk Studio to teach Beauty Essentials. I don't teach Beauty Essentials very often these days so it was great being there. The students are doing so well! I was proud of them and their teacher.
- 5:00 PM School is finished and I get to go home. Because it's my hometown, I'm home very quickly!
- 7:00 PM It's the end of a very busy week! Looking at my schedule, it seems like next week is about the same. After a good night's sleep, I'm ready for the next week!

CREATIVITY



Unlock Your Creative Spirit

by Laetitia Lemak, MUD instructor Berlin

Most of us go through a full work day, or even a full week without using even an ounce of our creativity. Nowadays, it's very easy to lose ourselves in the hectic reality of our surroundings and let our Instagram feed think for us. This is not the recipe for a happy soul. Sitting and waiting for creativity to come to us is not a plan that will work. Creativity will not come from behind, tap your shoulder and hug you like an old friend. You need to resurrect it, you need to dig deep, get rid of boundaries, then expose yourself to the unknown. Sometimes, this leads to becoming another person -- a better one.

What is creativity? To some, it's a just word, it's something that talented individuals have or something not easily understood. To most of us, it's quality we strive for, a quality we think we will never have for ourselves. So, how do you unlock and release the creativity that has been living deep in your mind?

First things first! Being in a stressful environment will never allow the fog to lift and let your creative ideas flow. Also, a rested mind will work better (anatomically speaking). Surround yourself with visuals that you enjoy, have a mood board with new ideas -- like that make-up from the last Dior couture show that you liked, or the newest look Pat McGrath released, or pages ripped from French Vogue. Whatever floats your boat! You need to constantly grow your source of inspiration and moods and add more shelves to your library (and no, I don't mean the one in your office, I mean the one in your head).

When I moved to Berlin 4 years ago, I was overwhelmed by the amount of inspiration around me to add to my collection. Each time you get a stimulus of positive ideas, you tend to grow. I exploded (in a good way). Every small corner of Berlin is filled with someone's expression on display -- what made them feel

creative in that moment. Art, of course, is highly subjective, and somebody's masterpiece is someone else's kitsch. Our brain's first instinct, when we experience something new, is to judge it, because we took care to develop strong filters to protect us from society. Well, if you want to get remotely close to having a creative thought, you need to get rid of those filters and open yourself up to new ideas.

My Recipe:

Step 1: Reset your way of thinking.

My trick? Look at everyday, mundane things like it is the first time you're seeing them.

Step 2: Learn how to daydream.

(Try not to do it while crossing the street, though!)

This is like a workout to get your creative juices flowing, and for a make-up artist, having the ability to think in visuals is vital.

When you have the time, close your eyes, visualize yourself doing a complete make-up look, all the steps, and in technicolor. Mastering this skill will help you immensely and you will know what your next color/finish/texture will be, even before you have made it (a bit like Inception).

Step 3: Play! (Don't forget to document it.)

A good exercise is to play with textures, colors and finishes. Do it on yourself -- on your face, arms or your legs, whatever limb you have available, just put some make-up on it. See what happens when you mix colors, then record and save everything.



It will not happen overnight...

Having an art background, I often struggle. Sometimes it's because I feel the pressures of showing my best work, other times it's just because I have so many ideas running through my head and it is hard to catch one. This is the final frontier. If you have a grip on your make-up skills, this will be the only thing slowing your process -- knowing when NOT to add more, knowing when the make-up you created is finished; before you decide to add a touch of glitter and spoil everything. For this, I can't give you a secret recipe, it's just trial and error. You must continue to practice your make-up skills. Eventually, you will reach a point where you realize that you've already hit that milestone and became a master of your work.

Why MUD methodology helps with this...

This is what happens at MUD -- you're offered all of the platforms and tools that you will need to reach this point. This motivates you and makes you hungry to do amazing work.

It will help you stay grounded to the primordial rules of make-up, while letting your creativity flow. A classroom filled with students will make it easier and more fun when you have others to interact with and bounce ideas off. Your brain holds an amazing number of creative ideas; you just need to learn the ability to bring them to life. •

How did the creative process during our make-up courses work? What did you do to create this stunning make-up during the Airbrush course?

The short answer -- sometimes you get lucky and you can go with the flow. This is possible in a supporting environment.

"A simple word, a song, your lifestyle, the people you're involved with, a beautiful city, your state of mind. Everything works in order to get our ideas to become a reality. Having an actual concept helps us have a clear vision of where we are, and what we want to accomplish. We end up being inspired by basic things we have around us, as well as momentary situations. I never really had an actual concept when I started this make-up. I decided to let myself go and generate ideas as I went. I wanted a bit of a monochromatic contrast with her black hair, to frame her face and highlight her features, specifically the nose, cheekbones and eyebrows. When you're surrounded by a creative vibe, the place you are in, and the people around you, they help to really give you an unquestionable creative boost; which at the end is safe to trust. You can achieve very enriching things without being too aware of it."

Quote from Andrea Seas, Make-up Artist from Costa Rica, about her time at MUD Studio Berlin, where she took the Level 1+2 program to formalize her education.

Reimagining Reality

WORKSHOP DAY 1: FEMME DRAG

This is the master class for dramatic drag dreams. Taking traditional drag make-up one step further and creating a fantasy of hyper femininity, Chloe Waldorf will be illustrating one of her alluring and camera-ready drag make-up looks, while Hungry will be leading throughout the process. The artists will see and learn every step of the intricate drag make-up process, followed by a hands-on workshop with special focus on brow coverage, including the reinvention and placement of a strong drag brow.

WORKSHOP DAY 2: DISTORTED DRAG

This is the master class for ethereal enigmas. Taking alternative drag and club kid make-up one step further and creating an avant-garde masterpiece, Hungry will be illustrating one of her original and next level distorted drag editorial looks, while Chloe Waldorf will be leading throughout the process. The artists will learn about unusual placement and balance of paint and prosthetics, followed by a hands-on workshop with special focus on extreme drag contouring as well as character contouring.

WORKSHOP DAY 3: PERSONALIZATION

The final day of the workshop will be fully hands-on. Models and a variety of supplies will be provided for the artists to use to transform into their own character design, while Hungry and Chloe will assist and guide as needed. In the afternoon, the final results will be professionally photographed. Each artist will get two face shots for their portfolio. •

MUD Studio Berlin, in collaboration with two of the most artistic and cutting edge visual artists in their field, presents their annual Artist Workshop Series. This year, we encourage you to take your skills **beyond what is common and expected.**

The artists, **Chloe Waldorf** and **Hungry** (MUD graduate) will share their visions for reimagining reality. You paint your world as you want it to be -- **don't limit yourself** to what you've already done hundreds of times. This three-day workshop will extend your ability to bring your creative vision to life.



FemReal



Fashion



Chloe and Hungry



More infos & how to enroll:
www.mud-studio.de/artist-workshops

PEOPLE OF BERLIN

Berlin is both timeless and iconic. In the last hundred years, no other place comes close to symbolizing such an extreme range of diversity in human society. From a reign of darkness and divided repression to a victory of hope and humanity, lessons were learned along the way. Today, the city welcomes you to their liberal spirited, multicultural metropolis. As such, Berlin was an ideal starting point for our »People Of« series where we get to know the many different walks of life who inhabit the planet.

We took to the streets and invited people to step in front of a camera with a quick touch-up from our talented make-up artists to give them an extra boost of confidence.

As people get to know the power of MUD, we get to know the power of the people. At MUD, we're doing our small part to remind the world that the puzzle that is humanity is made from unique and individual pieces.

Photography: Peter Giodani
Make-up: Laetitia Lemak @ MUD Studio Berlin



Florian Kunze-Forrest // Nurse



Vanessa Großeschallau // Hair & Make-up Artist



Rim Zemuye // Store Manger



Ana Clara Salgueiro // Graphic Designer



Andrew Forrest - Kunze // Hairdresser



Anais Ali-Leithner // Tennis Trainer



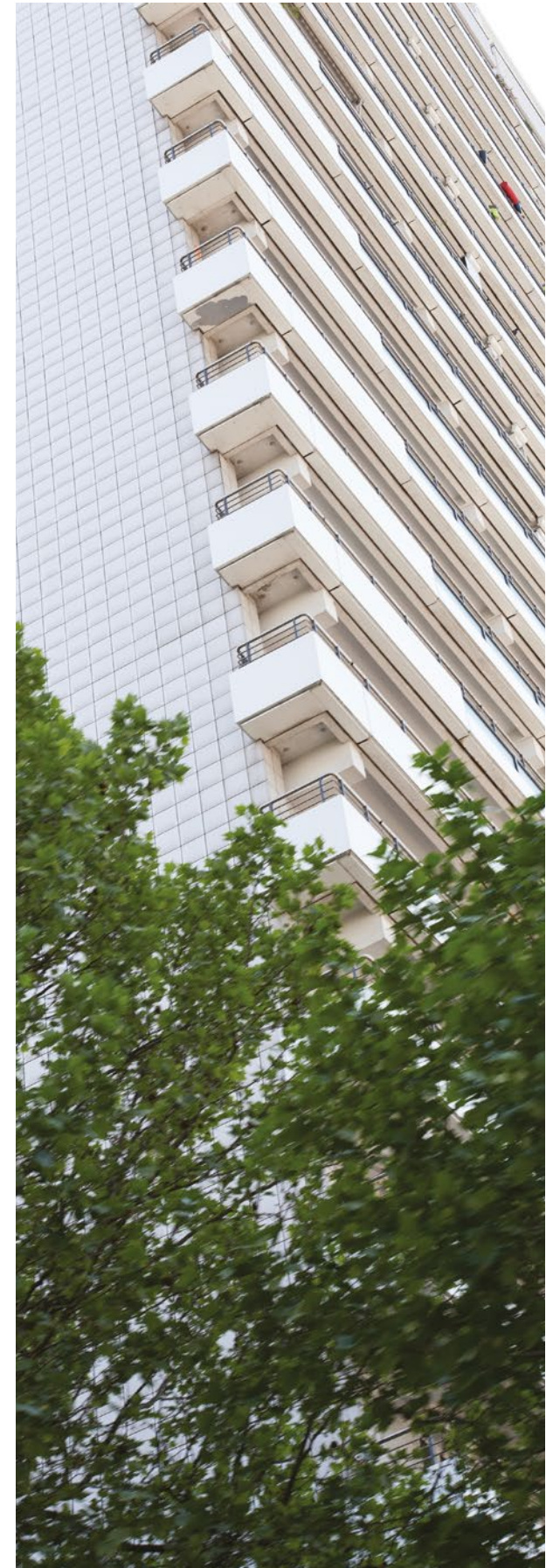
Frank Schöning // Personal Trainer

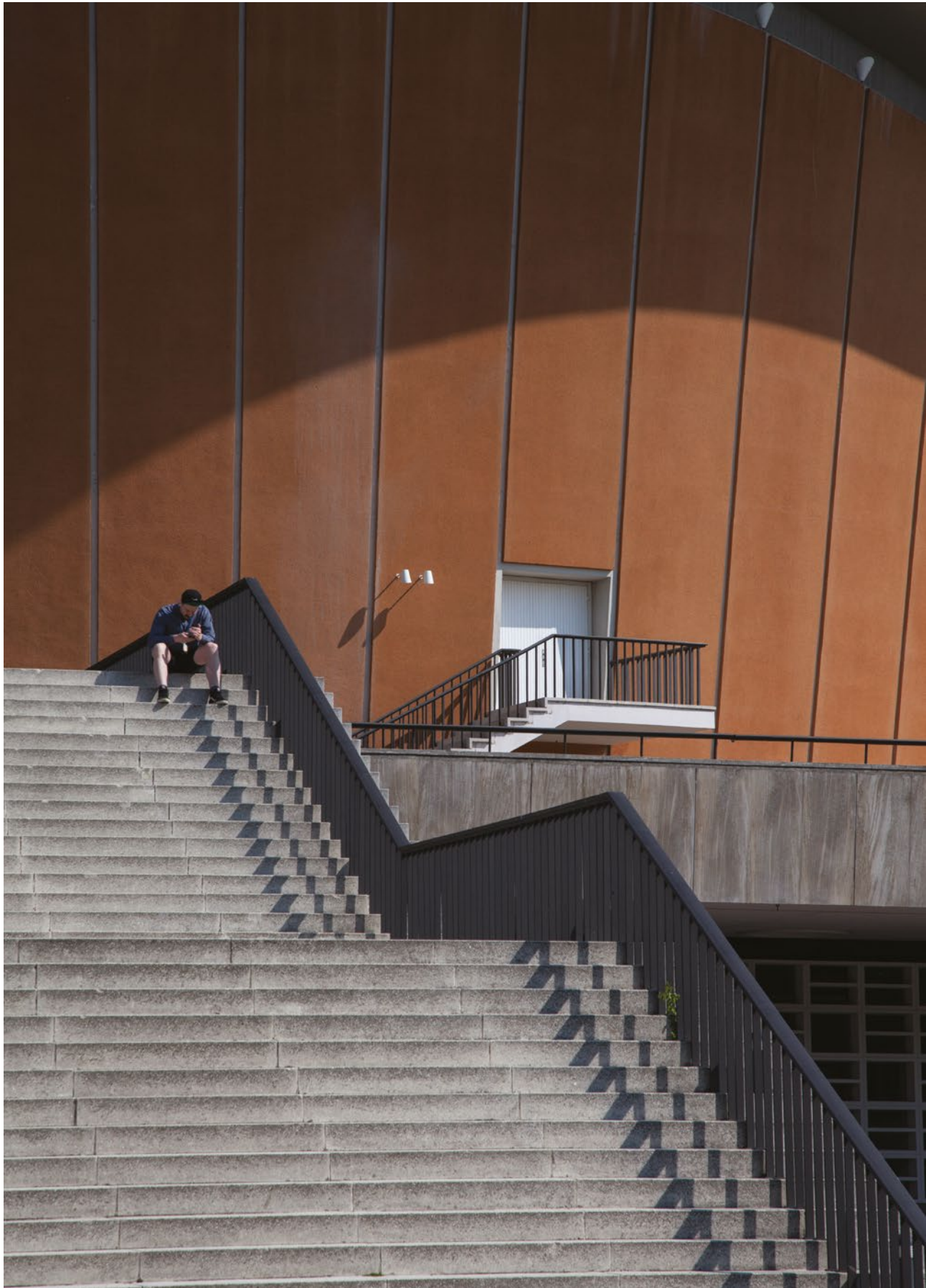


Lisa Lemon // PR Manager & Stylist



Vela Arnold // DJ & Street Art







Kwon Yaeji // Art Student



Alessandro Cemolin // Graphic Designer & Artist



Judith Werner // Fashion Designer





Ina Becker // Musician & Blogger



Savannah Coleman // Student



Grasiela // PR & Logistics Specialist

IT'S ALIVE!

Creating Monsters: A Detailed Look into Our MUD FX Lab

by Gil Romero

Each year at MUD, over 12,000 prosthetic appliances are built to fill kits for hundreds of students enrolled in our special make-up effects courses. These prosthetics kits are manufactured and assembled at our MUD FX prosthetic lab, operated by artists and technicians with years of film and television industry experience. Our lab staff is comprised of freelance industry professionals and includes graduates of our Master Program at our main campuses in New York and Los Angeles. Our MUD FX prosthetic lab plays host to a graduate work experience program which offers a paid lab position to selected graduates for a term of three to six months. The work experience program offers graduates the opportunity to repeat production level skills while creating top-quality prosthetics and tools that are needed to teach our special make-up effects courses globally at our Studio and Partner locations, or our SFX201 course at our main campuses. Our lab has selected several models over the years who have been life casted and served as generic faces for all of our prosthetic work.



The models were selected based on features, shapes and sizes that allowed for an ever-expanding collection of designs to fit our student population. Our current collection includes foreheads, noses, ears, chins and faces to create exotic aliens, monstrous creatures, fantasy and real-life characters, each waiting to be brought to life by our talented students. Each of our prosthetic designs starts with a series of forms built and shaped by skilled mold makers. Our mold makers are graduates that have been



selected for their exceptional skill and possess industry experience using the state-of-the-art materials that produce our prosthetic molds. Their work must be clean and precise to yield a production quality armature with the tolerances and structure necessary to provide to our team of sculptors. Working from a scope of designs, references, and technician notes, our sculptors shape and texture the clay into what will become a future prosthetic



appliance. Together, our sculptors, mold makers, and lab technicians analyze a sculpture to determine the best and most appropriate appliance material for the completed design. Professional sculptor and lab technician, Neal Kennemore has impressive credits -- Beowulf, CSI: Crime Scene Investigation, Deadpool, Epic Movie, Grimm, Hansel & Gretel: Witch Hunters, Pee Wee's Big Holiday and Portlandia...just to name a few! Completed and approved prosthetic sculptures are moved back to the mold department to begin the elaborate process of creating cutting edges, appliance flashing, sealers and release agents, etc.



Here, Los Angeles Master Program graduate, Heather Alexander places and tools a delicate strip of soft clay that will define the mold cut edge. The cut edge spacing is unique and specific to



the appliance material that the mold will eventually cast. Surface coats, epoxies, reinforcing dough, and fiberglass cloth are interlayered to create durable and lightweight production molds for our prosthetic line. Once filled with an appliance material, each of these molds must be clamped, strapped or bolted to ensure the alignment of these precision molds are as the mold maker intended. Prosthetic kits will be filled with several different sizes and types of prosthetic appliances. Our lab produces prosthetics made of foamed gelatin, foam latex, and encapsulated Plat-Sil® Gel 10 and Pros-aide® Transfer material. Students at our main campuses will apply 25+ prosthetics during their study in the



Special Make-up Effects 201 course. Our prosthetic unit exams and course final projects give our students the opportunity to plan and execute highly-detailed and fully-realized creatures and characters. With guidance from their instructors, these character make-ups are professionally photographed and analyzed in a photo set environment. Every year, our instructors and operations



team select the top photographic works from our students and their work is published in our school catalogs, printed as campus imagery, and showcased on our social media sites. Over the years, we have been fortunate to employ a gifted group of artists, technicians and graduates building their professional experience. We are humbled to see our past and present crew

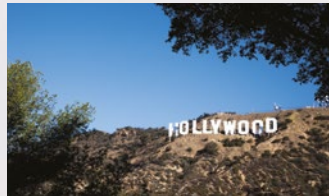


members at MUD FX prosthetics lab continue to grow in the entertainment industry. Their talents have contributed to many successful projects including: Apocalypto, Charmed (TV series), The Conjuring 2, Dexter (TV series), Fantastic 4: Rise of the Silver Surfer, Firefly (TV series), Hellboy II: The Golden Army, Rosewood (TV series), Scrubs (TV series), Sin City, Stranger Things (TV series), The Amazing Spider-Man 2, The Curious Case of Benjamin Button, The Last Samurai, The Secret Life of Walter Mitty, The Strain (TV series), The Walking Dead (TV series), True Blood (TV series), and X-Men Origins: Wolverine. •

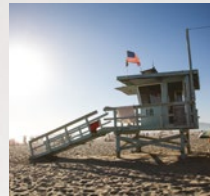


Photography by Dan Gilbert and Deverill Weekes

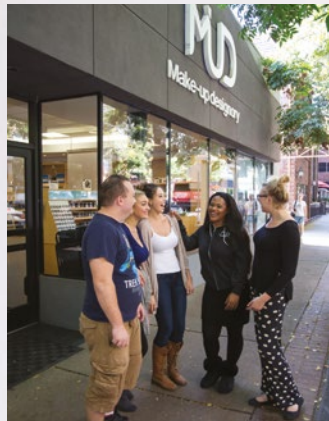




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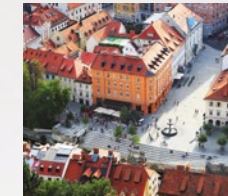
MUD Studio Los Angeles



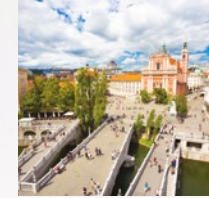
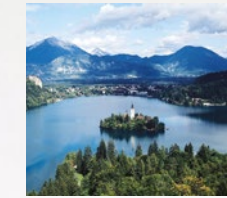
The Los Angeles campus can be found in downtown Burbank, California, home of some of the biggest production Studios in the world, including Warner Bro. Studios, Walt Disney Studios, The Disney Channel, Nickelodeon, ABC Studios, and dozens of other major entertainment companies.



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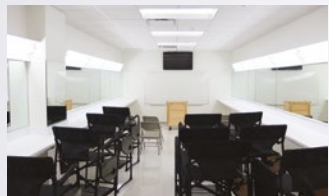
MUD Studio Ljubljana, Slovenia



Ljubljana is a city for strolling, chilling, eating, drinking, getting lost down winding lanes and admiring the grand architecture. The position of Slovenia is perfect: you've got the seaside, Alpine peaks, rolling hills and sparkling rivers and lakes. The locals joke that in May you could spend the morning skiing on the snowy peaks and then spend the afternoon swimming in the sea.



MUD Studio New York



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The New York campus is located amidst the bustle of the world's most renowned fashion designers, theatres, and network Studios. In Manhattan's fast-paced and exciting Financial District, MUD students are just steps away from Wall Street, Stone Street eateries, and the Battery Park waterfront area.

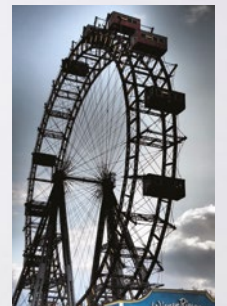


MUD Studio Vienna, Austria

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It doesn't matter if it's summer or winter – Vienna is always worth a visit! This year, Vienna has been rated as the world's most "livable" city for the seventh time, but what makes Vienna so special? Austria's capital is located in the heart of Europe and offers a perfect mixture of culture and lifestyle. Vienna isn't just about art and history - it is a city which wears their culture lightly. No matter whatkind of touristic satisfaction you are searching for – you'll find it in Vienna!





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MUD Studio Gent, Belgium

Gent has been a Flemish Village since before the Roman Empire, and has seen all of history since then. The architecture of the 18th and 19th centuries, as well as its wonderful museums throughout the city, makes Gent a beautiful tourist location. The MUD Studio feels the grandeur of the city, reflects the development of music and theater, and the many festivals, and gives students the opportunity to develop their own creativity to add to Gent's colorful lifestyle.



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MUD Studio Antwerp, Belgium

Besides the many historical buildings that are reminiscent of the city's heyday in the 16th century, Antwerp boasts a lively shopping and entertainment scene as well as many cultural attractions. The city also has a myriad of beauty spots, quiet courtyards, squares and secret gardens where you can relax. The Botanical Garden on Leopoldstraat is a haven of peace and quiet, but also home to 2,000 rare and remarkable plants.



MUD Studio Kortrijk, Belgium



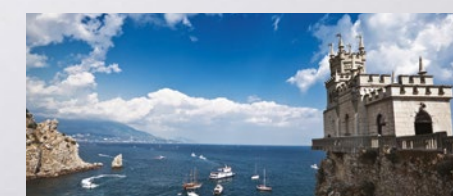
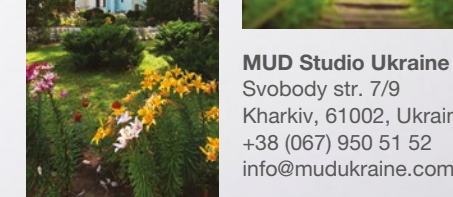
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Kortrijk dates from Roman times, when it was called Cortoriacum. The town is encircled by remnants of ancient walls. Located in Kortrijk are a castle, a belfry tower, a 16th-century town hall, the Gothic Church of Our Lady, completed in 1211. Nowadays, Kortrijk is a very dynamic city of about 80.000 inhabitants with a solid entrepreneurial image and flair.



MUD Studio Kharkiv, Ukraine



Our MUD Studio is located exactly in the heart of Europe at the 50th parallel north. We welcome every creative person to take part in our events, classes and image days. Our team, that includes professional make-up artists and photographers, will help everyone to get the full beauty look and great portfolio.

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**MUD Studio Berlin,
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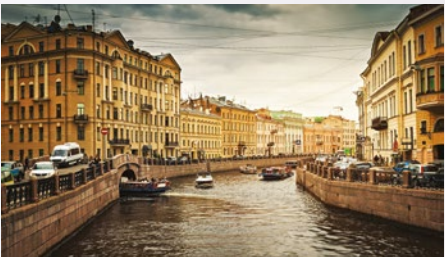


Berlin is a vibrant, exciting city with so many varied and distinctive neighborhoods & iconic history all around. You can discover people, culture, life styles, world views, religion and of course great food at all levels and from every corner of the world. Also - we offer a very diverse art & nightlife scene that contains everything - from inspiring to crazy (and sometimes questionable). Berlin is an excellent place to test the openness of your mind and heart, to be inspired by the declining palaces of by-gone eras as well as the shiny new technology of modern Europe.

**MUD Studio St.
Petersburg, Russia**

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Steeped in mysteries and legends, St Petersburg welcomes you to another world belonging to some of the most dramatic periods in European history. A vision of the "Venice of the North" with more than 300 bridges, exquisite cathedrals, palaces, gilded domes makes it impossible not to feel city's appeal and charm. MUD Studio St. Petersburg is aiming to bring high MUD educational standards in Russian rapidly developing make-up industry, introduce new fundamental approach to the learning process and boost tons of creative energy.



**MUD Studio
Milan, Italy**



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MUD Studio Milan is hosted in an outstanding location placed in the inner center of one of the world's fashion Capital, just 5 minutes' walk from Milan famous Duomo Cathedral. The Studio offers two classrooms, MUD shop, a nice lounge area to relax and the full international Italian MUD team to welcome you. One of the classroom is full equipped with a photo Studio. This Studio is at the students disposal for their professional projects.



**MUD Studio Manila,
Philippines**

Manila, the Pearl of the Orient, is one of the centers of cultural and commercial life for the Asian Pacific world. For 500 years, Manila has been a pivotal point of shipping between Asia, America, and the rest of the world. For the past forty years, Manila has been a center for tourism, film and television, music, art, architecture, and advertising. MUD Studio Manila cultivates a new generation of creative artisans who will enhance the history, beauty and glory of the Asian world.



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MUD Studio Guatemala City, Guatemala



Locally known as “Guatemala” or “Guate”, our city is the capital and home of the Icaro Film Festival where independent films produced in the area are debuted. Guatemala has recently been awarded as “Iberoamerican Capital of Culture” for 2015. Our country is rich in culture, architecture, natural resources and development. We have the distinct advantage as the only professional make-up academy with international certifications in the area.



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MUD Studio Mexico City, Mexico



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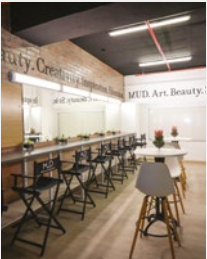


The MUD Studio in Mexico City is located alongside offices of the federal government and respected museums. Students from all over come to attend schools in this area. Also known as the Mexican Venice, the Xochimilco is a great place for tourists to ride the canals and explore small villages just outside the city. The historic museum and birthplace of legendary Mexican painter Frida Kahlo, sits in the Colonia del Carmen neighborhood of Coyoacan.



MUD Studio Cape Town, South Africa

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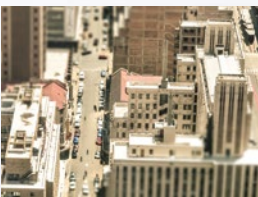
Cape Town is a port city on South Africa’s southwest coast, on a peninsula beneath the imposing Table Mountain. Slowly rotating cable cars climb to the mountain’s flat top, from which there are sweeping views of the city, the busy harbor and boats heading for Robben Island, the notorious prison that once held Nelson Mandela, which is now a living museum.



MUD Studio Sandton, South Africa



Johannesburg is South Africa’s business province, where the hustle and bustle each day has a soulful entity that expresses individuality, yet hums the underlying tune of a culture that celebrates the country’s unity. South Africa is the rainbow nation! One can find all kinds of skin types and tones coming together under a warm African sky.



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MUD Studio Dubai, United Arab Emirates

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Dubai is a beautiful destination, home to ultramodern architecture, a bustling nightlife and luxury shopping galore. If you're feeling more adventurous, Dubai offers several exciting choices to satisfy your desires. From a show at the Dubai Opera to exploring gold, textile and spice souks along Dubai Creek, adventure and excitement await you in this perfectly picturesque city.



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www.avenuefive.com

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Palos Hills, IL
Sycamore, IL
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John Amico School Of Hair Design and Aesthetics
Crestwood, IL
www.johnamicoschoolofhairdesign.com

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www.visage.pt

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www.pivot-point.com

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West Covina, CA
www.gotobeautyschool.com

Shore Beauty School
Egg Harbor Township, NJ
www.shorebeautyschool.edu

Simi Valley Adult Education
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North Hills Campus - Pittsburgh PA
www.shnhbeauty.com

Stewart School
Sioux Falls, SD

Summit Salon Academy
Tampa, FL
www.summitsalonacademytampa.com

Tennessee School of Beauty
Knoxville, TN
www.tennesseeschoolofbeauty.com/
mud-partner-school

The Avenue Academy
Albuquerque NM
www.theavenueacademy.com/

The Beauty Institute
Philidelphia, PA
www.tghairacademy.edu

The Salon Professional Academy
www.thesalonprofessionalacademy.com
Altoona, PA

www.tspaaltoona.com
Appleton, WI
www.tspaappleton.com
Buffalo, NY
www.tspabuffalo.com
Colorado Spring, CO
www.tspacoloradosprings.com
Dallas, TX
www.tspadallas.com
Evansville, IN
www.grandjunctionbeautyschool.com
Holland, MI

www.tspaholland.com
Howell, NJ
www.tspahowell.com
Iowa City, IA
www.tspaflowacity.com
Kokomo, IN
www.kokomotspa.com

Madison, WI
www.tspamadison.com
Nashville, TN
www.nashvillebeautyschool.com
Onalaska, WI
www.salonproacademy.com
Portland, OR
www.tspaportland.com
Shorewood, IL
www.tspashorewood.com

William Edge Beauty College
San Antonio, TX
www.williamedge.com

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MUD's NEW Synthetic Brushes

To make the most of your make-up, brushes play an extremely important role in your perfectly curated kit of tools. MUD's #600 brush series is essential to your collection. The proprietary synthetic fibers used in MUD's #600 brush series were created to function like natural hair. Unlike the typical flat, non-porous fibers that are designed to be used with cream products only, these unique fibers have ultra-fine waves which create the porosity needed to pick up, hold, and deposit both powder and cream products. Tested and approved by make-up artists and consumers alike, the consistency, function, and luxurious feel make these fibers the best alternative to natural hair. MUD's #600 brush series is proudly cruelty-free and 100% vegan. Keep an eye out for additional styles throughout the year, as we're always adding new tools to help you shape, sculpt and beautify your diverse and beautiful canvases!

