

## WEDDINGS 2006

# Mindy Shear Makeup Studio: where artistry prevails

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**M**indy Shear's extensive experience in the makeup industry and her educational background in fine and applied arts contribute to her expertise as a makeup artist.

Shear, the founder of Mindy Shear Makeup Studio, began honing her skills 20 years ago. As a student, she worked part-time in makeup studios. During that time, she attained a bachelor of fine arts degree and a certificate in graphic design at Concordia University.

Over the years, Shear has been commissioned to do makeup for politicians, celebrities, models, and corporate executives, as well as people from all walks of life.

She is adept at applying makeup to people who have undergone plastic surgery, and many people consult her for makeup tips. Shear has also devoted much time to community events and fundraisers.

"We provide personalized service – that's what we're all about. For example, eyebrow shaping is important, and we teach people how to fill in their eyebrows. As for brides, we advise them to wear white when they come in for their pre-wedding makeup trial," she says.

Whether on location, making up models for a magazine fashion shoot, or in her studio beautifying the bride and her entourage for the wedding reception, Shear focuses on bringing out each client's best features.

"It's like painting a canvas," says Shear, adding her artistic bent and training enhance her ability to work with colour, contour and shape. "My aim is to bring out the inner beauty in each client."

Shear travels widely and attends trade shows to keep au courant with the latest technology, trends and products. She carries an exclusive line of fragrance-free, hypo-allergenic cosmetics that is not tested on animals.

"My products are natural looking, artistically designed and esthetically pleasing," says Shear. Products range from foundation, blush, powder and lipstick to eye makeup and brushes. The new long-lasting lip creams combined with sealer and a top coat are kiss proof.

Shears says the most successful makeup innovations in recent years are airbrush makeup and semi-permanent eyelashes. "[They] are appropriate for brides and attendants," Shear notes. "They must be applied professionally, but the results are well worth it. With airbrush makeup, we can achieve a flawless, smooth skin texture, and it lasts from early morning to long after the evening festivities."

As for semi-permanent eyelashes, Shear says the lush lashes can last up to a month. Besides the esthetic advantages, both airbrush makeup and semi-permanent eyelashes are extremely hygienic.

Shear applies airbrush makeup with a tiny compressor, spraying an ultra-fine mist onto her client's face. "It feels light and looks great," she says. "Ask any Hollywood star. It's also big in European fashion centres. Airbrush makeup covers blemishes and redness, plus diminishes wrinkles, bruising and facial lines." She compares it to water colours and acrylics. Like water colours, it's harder to control, therefore it should be applied professionally.

Airbrush makeup doesn't smear or rub off on clothes like conventional makeup. Since it sits on the surface of the skin, airbrush makeup doesn't clog the skin's pores, either. Time out for touch-ups is unnecessary, which is an advantage for the busy bride who wants to look lovely for photos and videos, yet wishes to spend as much time as possible mingling with guests and enjoy her wedding reception.

Mindy Shear Makeup Studio is decorated in eggshell and soft variations of pale green. The lighting there is perfect for makeup application, yet conducive to relaxation. Shear's assistant, Cata, is a certified medical esthetician, makeup consultant and makeup artist. Davina Shapiro, director of marketing, lends her business acumen to the enterprise. In addition to makeup products, Shear carries jewelry and clothing accessories, including scarves, belts, tiaras and purses.

Mindy Shear Makeup Studio recently received a five-star quality award from a professional makeup artists' association. The establishment was cited for excellent service, products and global professionalism.

Mindy Shear Makeup Studio, 1 Westmount Sq., is open Monday to Friday, 10 a.m.-6 p.m.; Saturday, 10 a.m.-5 p.m. Service on Sundays and after hours is by appointment only. Three hours of free underground parking is available for customers. For more information, call 514-932-0002 or visit Mindy Shear Studio online at [www.mindyshear.com](http://www.mindyshear.com).

[Photos courtesy of Mindy Shear Makeup Studio]



**Flawless  
Make Up**

**Air Brush  
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**1 Westmount Square  
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