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## [August 09 – Jay Jay Rauwenhoff, Makeup Artist](#)



With the launch of [Jay Jay Make Up School Sydney](#), and the imminent arrival of her own cosmetics brand, makeup artist Jay Jay is one of Australia's brightest beauty stars. Read on for her tips on everything from getting fresh-faced, to getting work in the beauty biz.

### **How did you get into makeup artistry?**

When I was 20 years old, I was working as a stewardess. That career ended when I fell down some stairs and dislocated my shoulder. The airline sacked me straight away! My identical twin sister was working as a model in Paris at the time. We missed each other so she suggested I move to Paris and work as a makeup artist, which would mean that we could travel on jobs together. So I left Holland for Paris, and enrolled in a very good makeup school. I was lucky to have great contacts and soon found myself lots of work. After studying makeup, there are several directions you can take – theatre, film, television ... I

ended up in fashion.

### **And how did you come to be living and working in Australia?**

My dad worked for Unilever back then and was posted over here. I came to visit my parents and fell in love with the country. When my sister got a job shooting a Country Road campaign, I came along to do some makeup work. We were both signed up with agencies very quickly. Soon after, I met a guy, fell in love, and decided never to go back!

### **What do you most love about being a makeup artist?**

So many things. It's very flexible work. You have the chance to travel a lot. You get to meet great people and even work with celebrities, which is a nice challenge. And it's an extremely creative and inspiring industry.

### **What has been your career highlight?**

I've done some fabulous trips for work but what stands out most is my teaching work. I've been teaching for quite a while now and I love it when I refer a student to a client, who then writes to thank me for recommending such a great talent.

### **Tell us about your new makeup school ...**

Even though I've been teaching for ten years, this is the first time I'm offering a registered course with a proper diploma. People who complete my course will be able to work in the fashion and wedding industries. I offer a boutique style of teaching that focuses on technique, but also instructs on product knowledge and client liaison. I also take students along to jobs for work experience, so they can get an insider's view of the industry. It's a six-week course, three hours per week, with an exam in the seventh week.

### **And what are these whispers about your new cosmetics range?**

Yes, I'm doing my own product line! I've been developing it for three years, and hoping to launch it at the end of the year. It's called JJRK and is all about luxury for less. That's all I can say for now ... so watch this space!

### **Do you have any advice for budding makeup artists?**

Always improve on your technique. Stay updated with the industry, with trends and technology. Never get stuck in a look. So many makeup artists use the same products non-stop but you need to keep learning and improving yourself to have a long and successful career.

### **What's your signature style?**

I would say it's fresh and glowy. I hate foundation to look obvious or caked on. And I love to create a very three-dimensional face.

### **What are the secrets for getting this fresh-faced look?**

Choose a foundation with nice hydration to it, and make sure to match your tone exactly. Less powder is much better than more. I'm not into mineral makeup as I find it very drying. Finally, cream blush and highlighting cream give a youthful appearance. Oh, and gloss and bronzing powder are also essentials.

### **You've worked on many celebrities, such as Sophie Monk, Lara Bingle and Olivia Newton-John ... What do they all ask for?**

It's still that fresh-faced glowy look. It's here to stay.

### **Which celebrity is doing makeup best right now?**



Beyoncé. She can do super-natural just as well as she can do ultra-glam.

### **Who's your beauty icon?**

I've always loved both Grace Kelly and Audrey Hepburn. Grace for her classical style of beauty, and Audrey for those amazing eyes.

### **What's the hottest look for the coming summer?**



Fresh and glowy – but with either a smoky eye or a statement lip. I loved Angelina at the Cannes festival, where she had a very natural look, except for a blazing-red lipstick. Warm tones of red look fabulous in the summer and suit almost every woman.

### **What are your top tips?**

Blend blend blend. Less is more. Heaps of mascara - I love lashes.

### **Any particular advice for lash fabulousness?**



Make sure there's not too much mascara on the brush before applying it, otherwise it will get all guggy. When you do apply it, really wiggle it up and down lashes to separate and spread them. I also like to add three or four clusters of individual lashes at the outer lashline. Just make sure to use black eyelash glue if you do this. I use the dark tone one by Duo (\$22, available from Kryolan, [click here](#) for stockists).

### **What's the makeup mistake you most commonly see?**

Bad foundation. It's either too thick, or the shade is wrong, or there's too much powder on top, which makes you look old.

### **What's the biggest makeup myth?**

The more you spend, the better the quality is. Not true. All you need to know is how to apply, and you can apply anything well.

### **What's your top beauty splurge?**

Brushes. Once I bought some very expensive ones from Shu Uemura. I first used them for a show but unfortunately they were stolen within minutes.

### **And your best beauty bargain?**

I go to Paddy's Market and find fabulous lip glosses for only \$2.

### **Any other favourite makeup buys?**



I love M.A.C for its foundations, Guerlain for its bronzers, Stila for its cream blush (Convertible Color, \$45 from [Mecca Cosmetics](#)) and Shu Uemura for its eyebrow pencil (\$30, from David Jones Sydney & Melbourne).

### **What about skincare?**

Everything by Dr Hauschka (see [Adore Beauty](#)). It's all natural and what I always go back to.

### **And for hair?**

I like the Bumble & bumble line (from [Mecca Cosmetics](#)). KMS Hairplay Sea Salt Spray (\$36.95, call 1800 506 060 for salons) is great if you have long hair with a slight kink and want that beachy look. And Kevin.Murphy Anti.Gravity ([click here](#) for details) is good for creating volume.

### **Any top body buys?**

I keep it simple. That blue bottle from Nivea is the only thing I use.

### **And do you have a signature scent?**

Michael by Michael Kors (from \$98, from department stores) is pretty much all I wear.

### **Any final words of makeup wisdom?**

Buy good brushes. If you're not a makeup artist, it's so hard to apply eye shadow without a proper brush. I suggest having at least three – a fluffy brush for bronzer, a medium one for eyes, and a blush brush.

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