

# How to Apply 1970s Makeup

On the 1970s there was to Daytime Natural Look, Evening Heavier Makeup and Disco Makeup the most dramatic of all for the low lights in the clubs .



**Daytime Makeup** Throughout most of the decade, women preferred light, natural-looking make-up for the daytime

Cosmetics in the 1970s reflected the contradictory roles ascribed for the modern woman.<sup>[6]</sup> For the first time since 1900, make-up was chosen situationally, rather than in response to monolithic trends.<sup>[6]</sup> The era's two primary visions were the daytime "natural look" presented by American designers and *Cosmopolitan* magazine, and the evening aesthetic of sexualized glamour presented by European designers and fashion photographers. The Sixties left the coming decade with taste for the natural, and the Seventies era particularized the "Natural Look" to makeup and hair. Hair was long, smooth, often very straight, but ideally with a flip on the ends. Think the Mary Tyler Moore show, and you've got the early to middle '70s in a nutshell.

70s makeup mavens lightened up on the eye makeup, with mascara nearly disappearing for daywear except for something to lengthen, not necessarily thicken the eyelashes. White or pale blue eyeliner was sometimes used on the inside lid to make the eyes appear larger, but dark eyeliners were out of fashion. Pearlescent colors were popular for eye shadow, nail polish and lipstick, and liquid eye shadows became the rage. When foundation was worn at all, it was not matted down with powder, but left alone to shine a bit.

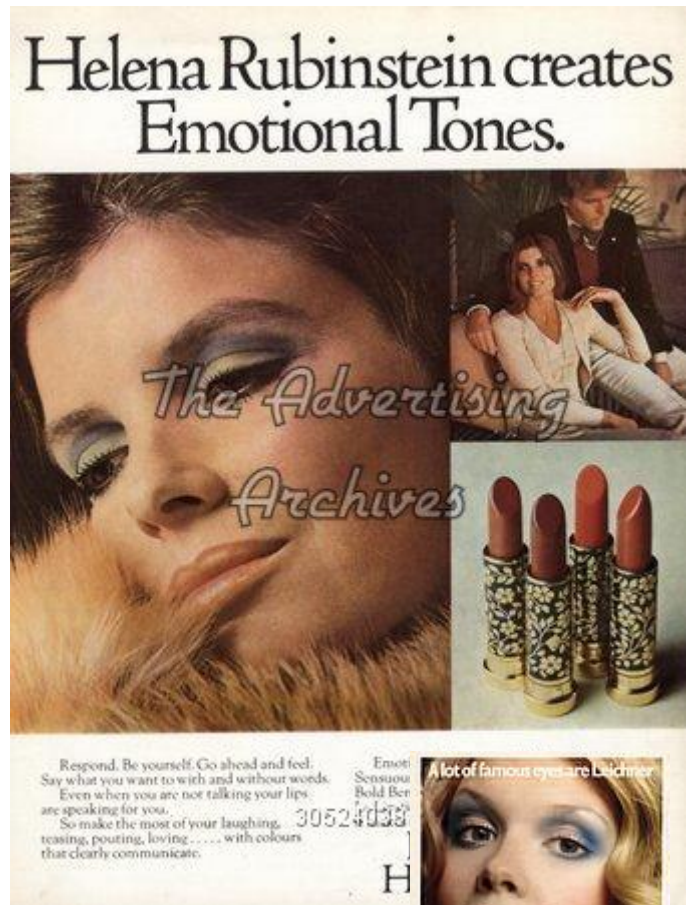
Instructions for 1970s Evening Makeup and Disco Makeup to Follow.

# 1970s Evening Makeup

## Things You'll Need

- Sheer foundation
- Mascara in clear, dark brown or soft black
- White eye pencil
- Oversize fluffy brush
- Three highly pigmented eyeshadows in light, medium and dark
- Lengthening and thickening mascara
- Fake eyelashes (optional)
- Gel blush
- Shimmery highlighter
- Glossy lipstick and lip gloss

1. Apply makeup primer on eyelids.
2. Apply a pearlescent medium shade from lash line to crease. On your crease and the outer edges of your upper eyelid, apply the darkest. On browbones and inner corners of eyes, smooth on the lightest. Blend edges of the colors together to fade any hard lines.
3. Lengthen and thicken eyelashes with mascara. If you like, wear false eyelashes that are long and fine, like an exaggerated version of natural lashes, as compared with the overly spiky ones in the 1960s.
4. Run a white eye pencil along the inner rims of your lower lashes.
5. Rub a gel blush into the apples of your cheeks. Pick a tone that is an exaggerated version of your natural blush, like a vibrant peach or raspberry stain. Blend well so the color has no definite edges but you appear flushed, almost as though you have a fever. If you wish, rub some shimmery highlighter on the tops of your cheekbones as well.
6. Apply a glossy lipstick of the same primary tone as your blush. Deep, vibrant jewel tones are tantamount to getting that '70s disco look. Apply clear gloss on top for higher shine wattage



# 1970s Styles: Disco Makeup,

**Disco Makeup** Make-up was garish and glittery, with eyebrows thinly plucked

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Disco makeup is *not* subtle. It's bright and vibrant, a perfect match for the clothing that women wore to nightclubs throughout the 70s. Bright colors and heavier application show up much better under club lights than that natural makeup for daytime. Disco makeup includes light blue eye-shadow, white eyeliner and bold eyelashes to make the eye appear larger and more enhanced

If you want to recreate a disco look, you may want these cosmetics on hand:

- Blue eye shadow
- Pink eye shadow
- Pink or orange blush
- Pale lip color
- Bright lip color
- Clear lip-gloss
- Black mascara
- False eyelashes

Take a look at pictures from the 1970s for inspiration. One thing that may pop out at you is the length of eyelashes. Lashes were super long and lush, often helped along with fake lashes that women glued on for the night. If you already have long, luscious lashes, you may not need help in this area besides a lengthening mascara, but if you want a real disco makeup look, consider fake lashes to take your eyes from ordinary to *extraordinary*.

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# Create Your Own Disco Makeup Look

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Maybe you have a retro party to attend or you just want a dramatic and sexy look one night. Try these pointers to create a disco makeup look that's sure to be noticed:

- **Glistening skin:** Apply foundation with a light hand. You want your complexion to glow, not be covered by heavy base. Skip foundation if your skin is clear, or use concealer only on problem spots. You can also wear a tinted moisturizer to even out your skin. If you choose to follow up with a dusting of powder, make it a light application of loose powder. You don't want a matte look; you want dewy skin.
- **Don't skimp on the eye-shadow:** Although blue eye shadow was huge in the 1970s and women of all complexions wore it, you can also go with pink or light green. Choose a shadow with iridescent qualities. A liquid eye shadow may last longer during a night of dancing and partying over a powder shadow. This isn't the time to apply shadow with a light hand-you want this eye shadow to be seen. Apply several coats all over your lids and apply a light highlighter directly underneath your brow.
- **The eyes have it:** Once your eye shadow is complete, follow up with several coats of black mascara or skip it and just stick with fake lashes. Your lashes should be long and free of clumps.
- **Forget subtle blush:** Disco blush isn't meant to replicate a faint flush; it's meant to stand out. Choose bright pink or orange tones and apply in circles to the apples of your cheeks.
- **Lip gloss rules:** Whether you wear a pale lip color or go for a bright shade like tangerine or red, a heavy dose of lip gloss makes sure your lips are noticed.

**Optional:** You can apply a thick line of liquid eyeliner if desired or glittery powder along your cheeks and temples.

**The Following is a Link to a Video on How to Apply 1970s Disco Makeup**



How to Do Disco Makeup [eHow.com.url](http://eHow.com.url)