



## Jemma Kidd Make-up Masterclass: Beauty Bible of Professional Techniques and Wearable Looks

By Jemma Kidd

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### Jemma Kidd Make-up Masterclass: Beauty Bible of Professional Techniques and Wearable Looks By Jemma Kidd

"Millions of women throughout the world wear make-up, but few of them have been taught how to apply it." This is what inspired leading international make-up artist Jemma Kidd's vision for her make-up school, product line, and now book, which aims to teach a new generation of women how to use the latest and best techniques.

*Jemma Kidd Make-Up Masterclass* is a glamorous, contemporary yet timeless book that demystifies the art of make-up and shows women how to enhance their best features and feel confident in their appearance, whatever your age or lifestyle. Beautifully photographed and designed, it offers expert advice in an accessible format: informative text is broken down into bite-size chunks, with tips, insider secrets, and practical step-by-step instructions for fail-safe techniques to maximize natural beauty.

While sharing insights into her life in the beauty industry and a behind-the-scenes glimpse at the preparation that goes on before a show or a photo shoot, Jemma explains how she works with the latest trends to create new looks and color schemes, and shows how extreme looks can be adapted and toned down for everyday wear.

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### **Editorial Review**

#### **Review**

'An absolute must-have for beauty junkies' Sugar 'Top tips or women who want to make the most of themselves' Woman & Home 'Full of expert advice and fail-safe techniques' Skinny Cow

#### **About the Author**

JEMMA KIDD, a former model and fashion stylist, is a leading international make-up artist who has worked with many celebrated fashion designers, photographers, and celebrities. She founded a popular make-up school in London and developed her own range of make-up and tools sold in Bergdorf Goodman, Holt Renfrew and Neiman Marcus. In 2008, Target launched the JK Jemma Kidd make-up line in 1600 stores across the country.

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**Sherry Holsey:**

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