



How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup

By Ramy Gafni



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Celebrity makeup artist and TV makeover specialist Ramy Gafni knows no one is born perfect, not even his famous clients. In *How to Fake Real Beauty*, the makeup guru shares his secrets to enhancing a woman's natural beauty while "faking" what she doesn't have.

Some people are thought to be born with flawless features, but many of these gifts are acquired, and the quickest, easiest way is to create the illusion using makeup and a little moxie. The power of makeup goes a long way toward helping you fake anything—a clear complexion, fuller lips, brighter eyes—whatever you want! It's all a matter of knowing how!

In *How to Fake Real Beauty*, Ramy shares the tried-and-true tricks of the trade. So prepare for the red carpet—whether it's the one in your head or an actual awards show. This guide will teach you how to get ready for your close up and confidently take center stage in any situation.

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Editorial Review

From the Author

From the start of my career my philosophy of beauty has always been "Minimum Makeup, Maximum Impact!" I truly believe that people should notice YOU, not your makeup. In "How to Fake Real Beauty" I share many of the secrets and tricks I've learned during my twenty year career. The beauty equation is simple: Enhance what you have and fake what you don't have! This is the universal truth whether you're a housewife, a supermodel or an actress.

Everyone can look truly beautiful and confident using a few simple tools.

About the Author

Ramy began his career in beauty after dropping out of law school and moving to Sydney, Australia to attend beauty school. This career change offered Ramy the opportunity to pursue freelance work as a professional makeup artist when he traveled through Singapore and Europe and back to his hometown of New York where he started working for cosmetic companies as he developed his reputation as the go to makeup artist for editorial, television and celebrity makeup.

Ramy's philosophy is simple: "**Minimum makeup, Maximum impact!**" Meaning, if you select the correct color palette to enhance your features and apply it correctly, you can look younger and more beautiful with a minimum of products and effort.

Ramy sees clients while working on the development of the **RAMY beauty therapy** product collection. His ability to select optimum colors for each individual as well as dramatically lift the eye with his gift for eyebrow shaping, has been written up in the pages of every major fashion and beauty magazines including: *Vogue, Allure, Self, Shape, Lucky, Health and Town & Country, to name a few.*

Ramy's work has also been seen on national television shows including *The Meredith Vieira Show, NY1* and *Entertainment Tonight*. Ramy's work has also graced the runways of recognizable fashion shows such as Anne Taylor, Valentino and XOXO.

Celebrating ten years in the beauty industry, Ramy recently wrote **Beauty Therapy - The Ultimate Guide To Looking and Feeling Great While Living with Cancer**. (September 2005, Rowman & Littlefield).

Ramy also wrote "**How To Fake Real Beauty**" (Running Press 2015) which was released in June to rave reviews.

Ramy is known for his humor, honesty and creative mind. He helps people bring out their individual beauty and ability to feel good about themselves while creating innovative and unique products.

Users Review

From reader reviews:

John Folsom:

Do you have favorite book? In case you have, what is your favorite's book? E-book is very important thing for us to be aware of everything in the world. Each guide has different aim or maybe goal; it means that publication has different type. Some people experience enjoy to spend their a chance to read a book. They may be reading whatever they take because their hobby is usually reading a book. What about the person who don't like examining a book? Sometime, man feel need book whenever they found difficult problem as well as exercise. Well, probably you should have this How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup.

Bette Morgan:

Book is to be different for each grade. Book for children until eventually adult are different content. To be sure that book is very important for all of us. The book How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup seemed to be making you to know about other understanding and of course you can take more information. It is quite advantages for you. The book How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup is not only giving you more new information but also to be your friend when you truly feel bored. You can spend your own personal spend time to read your publication. Try to make relationship with all the book How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup. You never feel lose out for everything in the event you read some books.

Timothy Montgomery:

As people who live in often the modest era should be upgrade about what going on or info even knowledge to make these individuals keep up with the era that is certainly always change and move forward. Some of you maybe will update themselves by reading through books. It is a good choice for yourself but the problems coming to an individual is you don't know what type you should start with. This How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup is our recommendation to help you keep up with the world. Why, because this book serves what you want and need in this era.

Laura Ide:

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