

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 beganhis career in beauty after dropping out of law school and moving to Sydney, Australiato attend beauty school. This career change offered Ramy the opportunity topursue 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 forcosmetic companies as he developed his reputation as the go to makeup artistfor editorial, television and celebrity makeup.

Ramy'sphilosophy is simple: "**Minimum makeup,Maximum impact!"** Meaning, if youselect the correct color palette to enhance your features and apply itcorrectly, you can look younger and more beautiful with a minimum of productsand effort.

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

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

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

Ramy alsowrote **"How To Fake Real Beauty"(RunningPress 2015)** which was released in June to rave reviews.

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

Users Review

From reader reviews:

Vernie Ruiz:

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Gregory Jones:

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Brian Smith:

The particular book How to Fake Real Beauty: Tricks of the Trade to Master Your Makeup has a lot info on it. So when you read this book you can get a lot of help. The book was authored by the very famous author. Tom makes some research just before write this book. This particular book very easy to read you can get the point easily after looking over this book.

Melvin Schroeder:

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