

# KL'S TIPS FOR ZOOM CALLS



Most of us are spending a lot more time on zoom (or similar platforms) than we ever have before. Here are my best tips to feel your best logging on, whether it's for work, happy hour, or a virtual party!

Before talking about anything makeup related, pick a spot that has great light! If you can face a light source, that's ideal! Whether it's a window with natural light, your most well-lit room, or a ring light or similar. (A ring light can be a great investment if you are doing a lot of presentations on zoom. There are lots of affordable options that will do the trick for most things.)

It's also great if you can find a spot without a lot of distractions in the background and try to center your face in the screen, like a portrait or headshot photo would look.

I also like to have my computer (or phone) camera angled down towards my face. You can use a stand or just a stack of books!

One of the best ways to brighten your appearance and look healthy/happy is a little skincare - a moisturizer for your skin type, a lightweight eye cream, and lip conditioner will combat any dullness and make any makeup you apply look even better.

On zoom, your skin is naturally going to look a little smoothed and filtered so you can forgo a lot of foundation. If you still want to use something, a tinted moisturizer is great. I like to make tinted moisturizer with a little concealer mixed into my favorite moisturizer!

A couple of coats of mascara on your lashes will help to define your eyes while being quick and simple.

Groom your brows - I like to use a tinted brow gel to brush brow hairs up and over so all of the hairs look groomed and polished. Plus, this will lightly fill in **and** hold the hairs in place.

I think one of the best things you can do for video calls is to add a little color to your lips - this can be a tinted lip conditioner if you want it to be really subtle. However, a bolder color is really great because it makes a big impact without a lot of work and it looks more natural on a video call than it does in person. I also like to add a little color to cheeks! A lip and cheek product in one is a great product for this! I like RMS lip2cheek or Glossier cloud paint tapped on cheeks and lips for a healthy flush.

# THE SHORT LIST

*worth the squeeze*

skincare

blush

mascara

brow gel

lipstick

*not worth the squeeze*

full-coverage foundation

eye shadow

contour

highlighter

lip liner



**I hope you found these tips helpful! I'd love to hear your thoughts - email me at  
[klt@katielainethornton.com](mailto:klt@katielainethornton.com)**

**If you would like custom tips for your routine, I'd love to set up a virtual or in-person  
lesson with you!**



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