

Laura Palo's top tips for a photo-ready face:

A clean, moisturized face will set you up for makeup success. Everyone has different needs as far as products and regimen but cleansing, exfoliating, toning and moisturizing is very helpful the day of photo shoot!

Prep your skin with a base product. Makeup primer is your best friend for a flawless application. Wait for it to dry before beginning makeup application.

Begin with your eyes so any fallout from the shadow can be erased easier. If fallout happens use a bit of your moisturizer on a beauty blender to swipe away. It's easier to take off unwanted shadow under the eyes and not have to reapply your already finished concealer/ foundation makeup.

Depending on skin type less is more in the application of makeup. Tinted moisturizer is a great alternative to traditional foundation. In my opinion, tinted moisturizer yields great coverage and doesn't look 'overdone' in photos.

Avoid shimmer and shine in shadows, go more for matte colors.

Know your tools for application. Fluffy brush, fluffy application. Dense brush, dense application. When applying makeup to the brush, tap the brush handle to release any excess unnecessary powder.

Always apply any cream-based product to the face first, then powder based. Starting with your eyes, application steps are as follows: primer, tinted moisturizer, cream shadow, powder shadow - clean up fall out - move to the face primer, concealer, tinted moisturizer or foundation, tinted powder if necessary, blush or bronzer.

Fill those brows with an appropriate color – it makes a difference. It may feel like too much, but I promise it will make your eyes pop!

Set your face at the end with a LIGHT dusting of setting powder to reduce shine.

Blend your makeup the best you can. (Pictures show everything!) Consider investing in a beauty blender.

Wear a lipstick that makes you feel confident. Have it on hand for touch ups.

Use a colorless lip liner all over your lips to create longevity and precision application (i.e. avoiding creasing and feathering above and on the lip line).