



5

MAKEUP MISTAKES

That Make
Your

Makeup Melt



HEAT



HUMIDITY



SWEAT



LONGEVITY

TIPS • SOLUTIONS • LONG-WEAR RESULTS

ABOUT

Meet Charissa Zoé

Jamaican Makeup Artist

Charissa Clemetson known as Charissa Zoé is a professional makeup artist and beauty educator from Kingston, Jamaica.

With a passion for makeup artistry and all things beauty, Charissa has been involved in the beauty industry since 2011 when she was certified by the Face Place Institute of Aesthetics.

Charissa's style of 'Naturally Beautiful Makeup' is an approach cultivated during her career, focusing on an effortless finish that enhances and embraces each person's beauty.

Her work has been published internationally in People Magazine, Today's Bride and Munaluchi Magazine along with magazines in France, Dubai and Italy. Charissa's artistry has also been seen on the runways of New York Fashion Week, and she is proud to be the local makeup artist in Jamaica for Emmy award winning actress Sheryl Lee Ralph.



Emmy Award Winning Actress Sheryl Lee Ralph



MISTAKE 1

SKIPPING SKIN PREP

One of the biggest reasons makeup melts quickly in Caribbean weather is because the skin hasn't been properly prepared beforehand.

In hot, humid climates, the skin naturally produces more oil and perspiration. If the skin is dehydrated, overloaded with heavy skincare, or unbalanced, makeup tends to separate much faster.

Proper skin prep creates a smoother surface for makeup to grip onto and improves longevity dramatically. The best skincare is suited to your skin type (eg. normal, oily, dry, combination)

Focus on:

- Internal hydration- drink plenty of water
- Lightweight hydration instead of thick creams (eg. water based products or serums)
- Allowing skincare to absorb before makeup
- Using products suited to your skin type
- Applying thin layers rather than heavy coatings



MISTAKE 2

TOO MUCH FOUNDATION

Many women believe more foundation equals more coverage, but in tropical weather, heavy layers often break apart first.

The more product sitting on the skin, the easier it becomes for heat, oil and humidity to disturb it throughout the day.

Instead of masking the skin, use lightweight formulas and focus on strategic coverage only where needed.

Try:

- Spot concealing instead of full heavy coverage
- Thin layers blended gradually
- Lightweight formulas with natural finishes (eg. skin tints, light coverage foundations)
- Letting real skin texture show through
- Using a fluffier brush instead of a dense one can help reduce the amount of product you apply.

The goal is skin that still looks like skin.



MISTAKE 3

UNDER-POWDERING

One of the most overlooked reasons makeup melts is not properly setting the face with powder. What I refer to as the *“physical act of setting your face”* is extremely important in Caribbean climates.

Powder should not simply float on top of the skin – it should be gently pressed into the makeup to help lock everything in place.

A massive fluffy brush often moves product around rather than truly setting it, especially if you have oily or combination skin.

Instead:

- Use a powder puff or velour puff
- Press powder gently into the skin
- Work in thin layers
- Focus especially on areas that crease or become oily

This pressing technique helps create a more durable finish that withstands heat and humidity far better throughout the day.



MISTAKE 5

USING THE WRONG FORMULA

Understanding your skin type and using products formulated for your environment are key to long-lasting makeup.

Assess your skin type to determine how much oil is present and use a foundation formula *suited to your skin type*, eg matte foundation for oily skin.

Heavy foundations, overly emollient concealers and oily primers can struggle in humidity and lead to slipping or separation.

When choosing products for tropical climates, look for:

- Long-wear formulas (eg. 18- to 24-hour wear)
- Lightweight textures (e.g. skin tints)
- Transfer-resistant products
- Oil-controlling or balancing finishes
- Or even opt for a powder foundation- it's the lightest type of formula

But remember – no product alone can replace proper application technique.

5 MISTAKES THAT MAKE YOUR MAKEUP MELT

Let's Recap!

Beautiful makeup that lasts in Caribbean weather is absolutely possible with the right preparation and techniques. The key is learning how to work with your skin and environment instead of against them.

Understanding your skin type is a game changer when it comes to creating makeup that lasts. Well hydrated skin, prepped properly, with light layers of foundation applied and set well is the foundation of a long lasting makeup look, for any climate or occasion.

Thank you for reading, and I hope these tips help you create makeup that feels lighter, lasts longer, and enhances your natural beauty.



Makeup is simply an enhancement to your already beautiful face. Utilize these tips to help your makeup last longer but never forget, that you are gorgeous with or without makeup.

Ready to Stop Guessing and Start Getting Results?

Now that you know the 5 mistakes that make makeup melt in Caribbean heat, you may have realized something:

Avoiding mistakes is only half the equation.

The real magic happens when you know exactly what to do instead.

That's why I created **The Heatproof Makeup Guide** — a practical, step-by-step system that shows you how to create soft, naturally beautiful makeup that lasts all day, even in heat and humidity.

Inside, you'll learn:

- ✓ My complete heatproof makeup routine from start to finish
 - ✓ The exact way I prep skin for long-lasting makeup
- ✓ How to choose products that actually perform in Caribbean weather
- ✓ My signature technique: The Physical Act of Setting Your Face
- ✓ How to touch up throughout the day without adding heavy layers
- ✓ The simple makeup kit you actually need (and what you can stop wasting money on)

Think of this guide as the difference between knowing what's going wrong and knowing exactly how to fix it.

The Heatproof Makeup Guide is available for just \$15 USD.

If you're tired of makeup that disappears before lunch, this is your next step.

[GET THE HEATPROOF MAKEUP GUIDE →](#)

5 Makeup Mistakes that Make Your Makeup Melt

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