MADEUP SECRETS OF THE STARS...

...as they take to red carpet -- secrets any woman can use in real life to get ready for "red carpet" moments -- wedding, date night, etc.

Celebrity makeup artist Joanna Schlip visited The Early Show to share tips.

Joanna is the makeup artist de jour for Christina Applegate, Eva Longoria, Carmen Electra, Ellen Pompeo, Scarlett Johansson, Sheryl Crow and Jessica Simpson.

The segment featured three non-professional models (real people!) made up with three key looks/trends that are very current, and all hot looks for the red carpet viewers can expect to see on their favorite celebs at the Oscars Sunday night.

Joanna: What is the No. 1 tip you have for your clients when they're on the red carpet?

Remember to touch up! The days are long, and when you're being photographed and constantly gawked at, it's important to touch up through the event. People forget that makeup is often done six-to-seven hours before an event even begins, so you have to touch up to look fresh.

We all think of special occasions as the opportunity to wear red lips, but we can often feel overwhelmed. What is your special tip?

Look #1 - Red Glossy Lip, Matte Skin

Trend: Red lips are going to be huge this season at the Oscars and they always make a statement - whether you want to look sophisticated, edgy, classic, etc. But many women are afraid of red lips for 3 reasons: 1.) They don't think lip color will last through the night, 2.) they don't think they can even wear red/find the right shade for them and 3.) they don't know what to do with the rest of the face to not look too "done". So here's some tips and tricks so anyone can have their "red Lip" moment on the red carpet:

Tip #1: Make red lips last

Tools: Bowl of water, Cherry Jell-o Packs, Q-Tips

Stain lips with Jell-o! That's right. Ever notice how kids mixing Jell-o get red all over their hands? Cherry Jell-o stains and stays put. I use this trick to set the foundation for a red lip. I then go over the red stained lips with a rich, red gloss glossy red lips are very of the moment right now vs. a matte red lip. Red gloss is also more wearable for women because it reflects light and doesn't feel as severe. To apply the Jello-o stain, simply dip a Q-tip in water to moisten it, then dip it into Jell-o powder. Apply to lips like a stain. This lays a "foundation" for setting your red lipstick or gloss. And yes - any woman can wear red - here's how:

Tip #2: Finding the right red shade for you

Tools: Prescriptives Custom Blend Red Lipgloss - in 5-10 various shades of red ($26 at Prescriptives counters nationwide, or online you can make your own); wet&wild red lipsticks

A celebrity beauty secret? Makeup artists rarely use just one shade of lipstick on clients. Rather, it's all about blending together a few different shades to create the perfect red. They even leave their clients behind with a mixed little pot of their custom color. To have this A-List treatment yourself, get makeup custom blended just like a celeb by a brand like Prescriptives (they do this nationwide at their counters). You can even pick the finish - matte, glossy, shimmery, etc. This way, you'll have a pro make the right red lipstick for you with the correct undertones, etc. Or if you want, go to the drugstore and buy a bunch of Never be scared of red again!

Tip #3: What do I do with the rest of my face?
I love a classic red lip with a matte face - always classic and works on everyone. All women should to use a mineral power to stay shine-free - KEY if you are going to be photographed a lot. Mineral powder is key because as you sweat it won't "bead up" and settle into fine lines and creases and you can reapply and it won't build up and look heavy. Many brands make great mineral powders like Laura Mercier and for a budget beauty choice, Physicians Formula who has a no-spill Mineral Wear Perfecting Concentrate Pen. The best part is that it's perfect for your red-carpet moment - it's literally the size of a pen so you can keep in even your tiniest evening clutch.

Do you think that the smoky eye will be big this year on the red carpet?

Look #2 - Soft, Colored smudged Eye

INTRO: All eyes will be on the smoky eyes this Sunday. It's always a way for an actress to make a dramatic entrance onto the red carpet. But this year, we'll be seeing a shift to a softer, smudged eye achieved by color. Black and gray smoky eyes can look beautiful if done right, but if not - they can make eyes appear smaller and can be a bit too harsh and "edgy". Also with a smoky eye, women don't know what to do with their lips - they know to leave them neutral but they don't know what shade of neutral lipstick to choose. But there are a few tricks all women can turn to pull off this look. So don't be intimidated anymore!

Tip #1: Turn to color
Tools: Stila Smoky Eye Talking Palettes in various eye enhancing shades ($40 at Sephora and Sephora.com) Smokey eyes are much easier to achieve with color eye shadows. And, colors can also serve to play up your own eye color to make eyes appear wider and brighter, making you look more youthful and well rested. Many brands even do the guess work for you with palettes to coordinate with your eye color like Stila which has "talking palettes" than even talk you through application so its goof proof. For example, on Noora here I am playing up her rich brown eyes with a purple smoky eye. The result is drama, but softer than it would be with black shadow. If you have blue eyes, do a gold/brown smoky eye and hazel eyes look great with purple tones. The secret to this look is to layer a few different shades of the same color and then blend, blend, blend. That's the key here to soften and "smoke" the look.

What should your lipstick be like when you wear a smudged eye?

Tip #2: The perfect neutral lip, every time
Tools: To not compete with each other, smoky eyes should always be paired with a neutral lip. If you're lost as to which lipstick would work the best, a makeup artist secret is to just use your concealer and you can't go wrong. The tone will be perfect for your lip color automatically to mute the pink undertones just enough. Just use your finger to dab a little concealer onto the lips lightly. You can then follow with a clear or neutral gloss, or leave lips matte. It's good to have a concealer with a few different tones in it to that you can ensure you get it right every time.

How do celebs like j.lo and scarlett johanssen get the glow on the red carpet throught their makeup?

Look #3: Dewy Skin, Defined Brows

While matte, flawless skin is a classic look for special occasions, dewy luminous skin in also going to be a big look on Sunday - especially on the younger girls. But achieving the dewy look without looking greasy or oily can be tough if you don't use the right products and know how to use them.

Tip #1: Don't over do it!
Tools: Laura Mercier Starlight Mineral Illuminating Powder ($32 at www.lauramercier.com and Neiman Marcus stores)
They key to achieving the dewy look is 2 fold: knowing WHAT products to get the look and knowing WHERE to apply. Women make the mistake of putting luminizing products over their entire face - this just makes them look greasy. Also, women apply too much shimmer, thinking that glitter will achieve the result. Think shimmer - NOT glitter. Apply it only to the brow bone,
bridge of the nose and cheekbones. If your décolletage is exposed, also put a little there and on arms. When I do Christina Applegate's makeup, she loves this look. Very fresh faced.

Tip #2: Don't sweat makeup off - use antiperspirant!
Tools: Variety of antiperspirants to the set.
One of my favorite secrets to maintain dewey skin, but not look sweaty is a very simple and accessible trick. Throw some clear, solid antiperspirant in your makeup bag. Dab it with your fingers on the upper lip and hairline. This will keep your luminizing powder or lotion from sweating off and turning into an oil slick.

Is their a trend for brows on the red carpet, should you change your brow shape?
Tip #3: Strong Brow
Tools: Various brow pencils
With a dewy face, it is good to polish the look with a strong, finished brow. Women are terrified of using eye pencils, but it literally can transform someone's face and is a top celebrity secret. But it needs to be done right or you come out looking mad and harsh, not natural. The point is to open up the face so you look more alert. This is achieved by extending the outer edges of the brow - never doing anything in the middle - this is what makes people look mad.

With long days and such small evening bags what would you say are the absolute essentials we all need to carry for our red carpet moment?
1. Travel Friendly Powder - To maintain an even skin tone
2. Lipstick or gloss - No matter what, you will need to reapply
3. Blotting Papers - To absorb oil. Yes, classic old blotting papers do work!
4. 2-in-1 Bronzer/Blush - Pack a product that does both. As the night goes on, you may get tired - perk up with a liberal application and you'll look revived instantly.