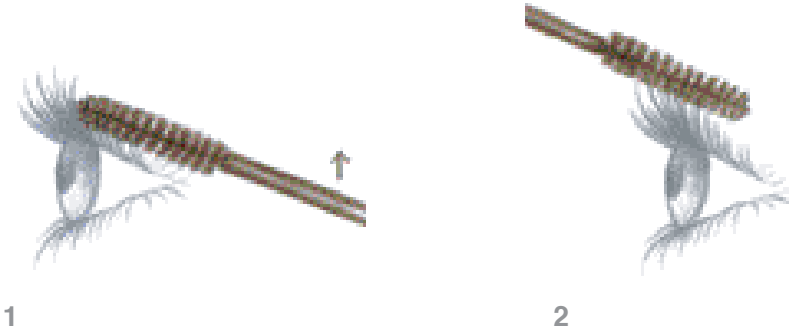


# Eyes



## Applying Mascara

**This unique mascara formula is one part moisturizer, one part lengthener, one part thickener and fiber free.**

- Before applying mascara, if your lashes are straight, curl upper lashes with an eyelash curler. Make sure you fit all lash hairs in curler and curler is fitted as close as possible to base of lash.
- 1. Using any shade of Mascara, coat lashes from very base to lash tips with full strokes.
- 2. You can also apply mascara by sweeping from top side down as well as coating under the lashes. Close eye, apply from roots to tips.
- 3. Using comb side of eyebrow brush, comb through lashes to separate. It is easier to separate lashes **before** they have dried (repeat after each application of mascara).
- 4. Hold brush parallel to nose, coat bottom lashes with tip of mascara brush.

# Eyes



3



4



- Comb through bottom lashes with eyebrow comb/brush.
- To lengthen top lashes further, after lashes have dried, coat lash tip two or three times with mascara (drying and separating between applications).
- For ultra long full lashes, coat lashes from top side or concentrate on coating lash base and avoid very tips of lashes.
- It is very important that the lash base be coated as close to the flesh as possible. This defines the eye shape and keeps application looking natural.
- For a “no makeup” look, coat under and lower lashes with light mascara only. Remember to comb lashes with eyebrow brush/comb after application.
- For ultimately the thickest lashes; coat upper and lower lashes with mascara; comb through, then coat upper and lower lashes as described with second coat of mascara.

# Eyes



3

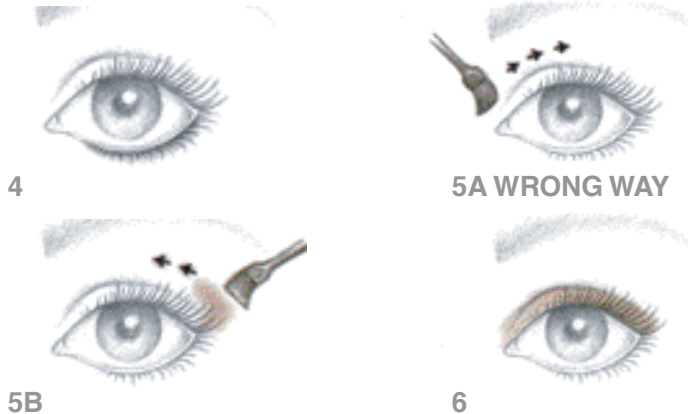


4



- Comb through bottom lashes with eyebrow comb/brush.
- To lengthen top lashes further, after lashes have dried, coat lash tip two or three times with mascara (drying and separating between applications).
- For ultra long full lashes, coat lashes from top side or concentrate on coating lash base and avoid very tips of lashes.
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- For ultimately the thickest lashes; coat upper and lower lashes with mascara; comb through, then coat upper and lower lashes as described with second coat of mascara.

# Eyes



- **4.** Another common mistake is that many women apply too much color underneath lower eye lashes:
  - This tends to fight with eye color.
  - This tends to emphasize puffy eyes, and dark circles.
  - Use brown, taupe, or black and smudge down for a smokey look.
- **5.** Most women start application of eye shadow in inner corner of eye and work back toward the outside.
  - This motion sweeps the eye downward. It is the natural motion of your hand to pull color downward in that outside corner and accents the natural droop of the eye.
  - Instead, work eye shadow from outside corner in.
    - This sets eye shade so you cannot cast outside eye corner downward with shadow.
- **6.** Note: If you have blue or green eyes, stay away from eye shadow colors that match too close to your own eye color. This will compete and detract from your own eye color. Rather look at your eye and match the flecks.  
(Ex: If you have blue-grey eyes-key off the grey in your eye, not the blue, This will make your eyes look even bluer.)

# Eyes

BEFORE



AFTER



## Prominent Eyes

- 1. Using medium shade, set "<" shape in outer eye corners. Make sure shape is not too extended. If too extended, use face foundation color with sponge to soften.
- 2. Use medium to dark shade all over upper eye lid to brow bone.
- 3. Blend **lighter shade** below brow, blending into brow bone color.
- 4. Line entire upper lid at lash line, smudge line softly with cotton swab so there are no hard lines, just a soft muted shadow.
- Line under lower lashes one-half way, starting from outer eye corner working to center.
- Smudge pencil line to a shadow for a smokey effect.
- Stay away from iridescence! A matte shadow will soften prominent eyes.
- Apply mascara.



# Eyes



## The Classic Almond-Shaped Eye

No corrections are necessary, so have fun playing with your choice of Eye Shadow shades.

- 1. Set outer corner of eyes with medium tone shadow using slightly angled "<" shape. Blend to center lid.
- 2. Blend lighter shades on inner corner of eyelid.
- Blend shadow from inner corner of eye into start of brow.
- Blend darker shadow into crease and softly up along bone, blend into set "<" shape.
- 3. Use lightest color at brow arch and blend into crease shade.
- 4. Line upper lids from inner corner to outer corner. Remember you just want to thicken lash base.
- 5. From outer corner of lower lid, line two-thirds of lower lid under lashes.
- Smudge pencil line to just a shadow for a smokey look. This looks great for an evening look.
- Apply mascara.



# Eyes



DAYTIME



EVENING

## Going from a Daytime to Evening Look

- Strengthen eye shadow, a little darker at outside corner and on eyebrow bone.
- You can add a touch more of iridescence if you like.
- Line under bottom eye lashes with brown or black pencil, and smudge with cotton swab for a smokey look.
- Strengthen blush in hollows.
- Add extra coat of black mascara.
- Add powdered lip color to lips.
- Strengthen lower lip pout by using a darker lip pencil in center below lower lip line.

# Eyes

BEFORE



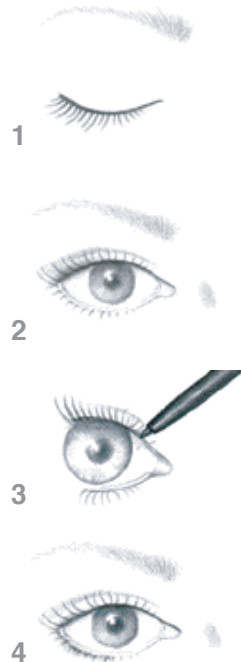
AFTER



## Eyelining

**Gives various effects to eye upon application.**

- 1. Thin line at lashes, thickens appearance of lashes. Hold outside corner of eye with fingertip when applying.
- 2. Thick line at lashes gives more drama.
- Always blend line with wedged-sponge or cotton swab to soften.
- 3. Begin lining lash line from outer corner to where lashes end toward nose.
- 4. Connect inner corner of eye to lash line by drawing on inside edge of skin.
- Remember to make sure pencil is sharpened.
- Smudge lines with wedged sponge or cotton swab.
- 5. For a minimal lower line effect, you can dot between lashes with pencils.
- If you have dark shadows under eyes, stay away from bottom lining, which emphasizes shadows.





# Eyes

BEFORE



AFTER



## To Enlarge the Small Eye

- 1. Start at outer corner of eye with **medium tone** shadow and set shape using a slightly upward angled "<".
- Apply shadow color on entire eyelid as far as crease, blend into "<" and slightly blend outward.
- 2. Blend **darkest color** in crease. Blend softly into "<" at outer corners.
- **Lighter color** should be blended only into brow, or you can leave this area as is.
- 3. Line upper lid at lash line from inner eye corner to outer corner.
- Line toward lid under lashes on outer corners only (about one-third of eye from outer corner).
- Smudge in line until only a shadow.
- Apply mascara.

