Shake Up YOUR MAKEUP!

FOR YOUR EYES ONLY

Find your eye shape, and apply eye shadow to accentuate your natural beauty.

Eye shadow placement key

The **highlight** shade is the lightest color and is used to brighten the eyes, usually on the brow bones or inner corners.

The **base** shade is used as a midtone on the eyelids and helps blend shades together.

The **crease** shade is the darkest shade and is used in the creases, lashlines or outer corners to create depth and dimension.

Standard Eyes

Eyes that are about one eye-width apart, with eyelids and eye creases that are readily seen. Use this technique to enhance eyes with a standard shape.

- Apply the **highlight** shade to brow bones and inner corners.
- Apply the **base** shade to eyelids.
- Add the darkest shade to **creases** of the eyelids to add depth.

Wide-Set Eyes

Eyes that are more than one eye-width apart. Use this application technique to help eyes appear closer together.

- Apply the **highlight** shade to outer corners of eyelids, balancing inner contours.
- Apply the **base** shade to the centers of eyelids.
- Add the **crease** shade on inner corners of eyelids, and blend upward to draw the focus inward. Also, add this color to bottom lashlines.

Close-Set Eyes

Eyes that are less than one eye-width apart. Use this application technique to help eyes appear farther apart.

- Apply the **highlight** shade to the inner corners of the eyelids to create the illusion of space between eyes. Also apply to the brow bones.
- Apply the **base** shade to the centers of the eyelids.
- Blend the **crease** shade in a triangle shape to the outer corners of the eyelids. This will help eyes appear farther apart. Then blend along the outer third of lower lashlines.

Hooded Eyes

Eyes with eyelids that are not readily seen. Use this application technique to help eyelids appear more prominent.

- Apply the **highlight** color on the brow bones, inner corners and center of the eyelids to help create the illusion of larger eyelids.
- Apply the **crease** shade across eyelid creases and blend upward to minimize the "hooding." This also will help create the look of depth.

Deep-Set Eyes

Eyes that are deeply set with readily seen eyelids and prominent brow bones. Use this application technique to help brow bones appear less prominent.

- Apply the **highlight** shade over entire eyelids, inner corners of eyes and up to the eyebrows.
- Apply the **crease** shade and blend from the creases of the eyes upward onto the brow bones. Also add to the outer third of lower lashlines.

Single Eyelids

Eyes with vanishing eyelids appear as a flat surface when closed due to lack of a natural crease. Use this technique to help create depth on the eyelids.

- Apply **highlight** shade over entire eyelids, inner corners of eyes and directly under eyebrows.
- Apply the **crease** shade in a V-shape, starting on the outer corners of eyes. Then, blend inward across the eyelids, halfway between eyebrows and lashlines where the natural creases would appear.
- Also apply the **crease** shade under the lower third of lower lashlines to create the illusion of deeper eyelids.

Tip for all eye shapes! Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

CONTOUR WITH CONFIDENCE

Find your face shape below, and apply contour, blush, and highlighter in three easy steps.

Contour color placement key

Contour – dark shade

Blush – pink shade

Highlighter – lightest shade

Oval Face

- Apply **contour** under your cheekbones to sculpt and define your bone structure.
- Apply **blush** on the apples of your cheeks and sweep toward your temples.
- Create symmetry in your proportions by applying **highlighter** to your forehead and chin.

Round Face

- Elongate your face by applying **contour** along your temples, under your cheekbones and along your jawline.
- Sweep on **blush** at a 45-degree angle from your cheeks toward your temples.
- Apply **highlighter** to the center of your forehead and the tip of your chin.

Square Face

- Apply **contour** on both sides of your forehead, along the corners of your jawline and under your cheekbones to elongate your face.
- Soften your jawline by applying **blush** in small circles, focusing on the apples of your cheeks.
- Sweep **highlighter** in the center of your forehead, the tip of your chin and atop your cheekbones.

Heart-Shaped Face

- Sweep **contour** along the corners of your forehead and in the hollows of your cheekbones to emphasize bone structure. Add a touch of **contour** beneath your chin to make it appear softer.
- Apply **blush** to the apples of your cheeks.
- Apply **highlighter** to the center of your forehead and on top of your cheekbones.

Long Face

- Apply **contour** to the tip of the chin and along hairline to create balance at the longest part of your face.
- Apply **blush** in horizontal swipes to widen the look of your face.
- Sweep **highlighter** in the middle of your forehead, the tops of your cheeks and under your lower lip.

Model has deep-set eyes and square-shaped face.

Want a simple trick for a slimmer-looking nose? Brush highlighter down the bridge of your nose, and apply contour on either side for dimension. Easy as that!

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