



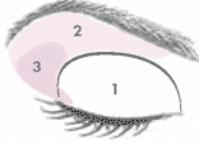
Color Techniques

Color Application for Eyes

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color.

1. Highlighter 2. Midtone 3. Accent

Deep-set: Eyes that are set deep making the brow bone appear more noticeable.

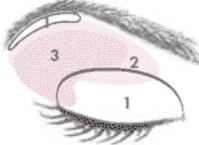


1. **Highlighter shade:** Apply to the eyelid and along the inner corner of lower lashes.

2. **Midtone Shade:** Bring the color up above the crease and sweep it across the brow bone.

3. **Accent shade:** Apply to the outer corner of the upper lash line, then up onto the corner of the brow bone. Sweep the accent shade underneath the lower lash line for definition.

Close-set : Eyes that are set close together.

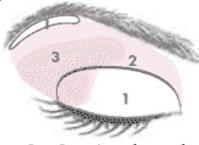


1. **Highlighter shade:** Apply to lid and brow bone. Apply your highlighter shade to the inside corners of the eye to help your eyes appear farther apart.

2. **Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner to the brow but not all the way to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lash line.

3. **Accent shade:** Sweep it across the base of the upper lash line and up into the outer area of the crease. Sweep it underneath the lower lash line for definition, except for the inside corners.

Wide-set: Eyes that are set far apart.

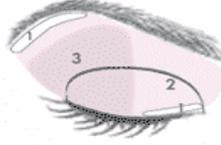


1. **Highlighter shade:** Apply to brow bone and lid.

2. **Midtone shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of your eye. Deepen the color on the inside corners to help the eyes appear closer together.

3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lash line and into the crease of your eye. Also sweep it underneath the lower lash line, being careful not to extend it beyond the outer edge of eye.

Hooded: Eyelids that appear partially closed

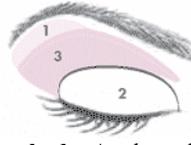


1. **Highlighter shade:** Apply to the brow bone and along the upper lash line and inner corner of lower lashes.

2. **Midtone shade:** Apply color from the base of the upper lash line and over the entire hooded area to help the lid appear to recede and blend.

3. **Accent shade:** Apply from the base of the lash line and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined lash line upper and lower.

Standard: Eyes that are symmetrically "evenly" spaced.



1. **Highlighter shade:** Apply under brow bone.

2. **Midtone shade:** Apply over the entire eyelid.

3. **Accent shade:** Apply in the crease of the eye

Perfect Eye Shadow

FINDING THE PERFECT COLORS FOR YOUR SPECIFIC EYE COLOR

BLUE EYES

Tried and True: Hazelnut, Whipped Cocoa, Woodland, Gold Leaf, Persian Spice, Vintage Gold, Copper Leaf, Moonstone, Spun Silk, Lucky Penny and Double Espresso

GREEN or HAZEL EYES

1. **Tried and True:** Hazelnut, Whipped Cocoa, Lucky Penny, Cinnabar, Vintage Gold, Virtual Violet, Gold Leaf, Safari Sunset, Fig, Double Espresso and Storm

BROWN EYES

1. **Tried and True:** Hazelnut, Whipped Cocoa, Cinnabar, Vintage Gold, Safari Sunset, Fig, Woodland, Sheer Pink, Rose Mist, Lucky Penny, Periwinkle, Jungle, Rainforest, Lagoon, Double Espresso, Jade, just about anything for this eye color.

EYE LINERS

1. **Tried and True (Classic):** Sable and Bronze will brighten and pop all eye colors. Line with shadow, then pencil, then shadow again for a "smokey" look.

Color Application for Lips

Color application for thin lips:



1. Erase your existing lip line by applying concealer or foundation.
2. Use your MK Signature™ Lip Liner to draw a line slightly above your natural lip on the top and around the bottom.
3. Fill in lips completely with the lip liner color.
4. Place a dab of light concealer in the center of your top and bottom lip.
5. Apply MK Signature™ Creme Lipstick.
6. Finish with MK Signature™ Lip Gloss applied to the center of your lips over your lipstick to help make lips appear fuller.

Color application for medium or full lips:

1. Line lips with MK Signature™ Lip Liner.
2. Apply MK Signature™ Lip Outliner™ Pencil on the outside of the lips prior to lip color to prevent it from feathering and bleeding.
3. Apply MK Signature™ Creme Lipstick.
4. Finish with MK Signature™ Lip Gloss.

Color application for cheeks:

1. Apply MK Signature™ Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.