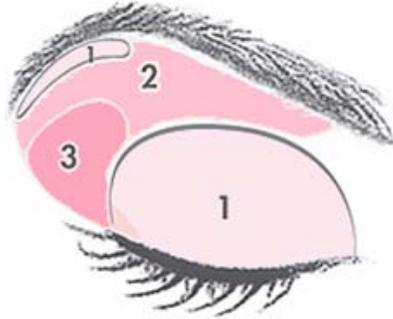


Deep Set Eyes

Look for this shape when the brow bone appears more noticeable due to the deep setting of the eyes. You can draw attention to the magnetic quality of these eyes while bringing the visibility of the lids forward by avoiding dark shades in the crease.



1. Highlighter shade: Apply to the eyelid and along the inner corner of lower lashes and to brow bone.
2. Midtone shade: Bring the color up above the crease and sweep it across the brow bone.
3. Accent shade: Glide on a thin line along upper and lower lashline, thickening the line slightly on outer two-thirds of lid. Soften with the Eyeliner/Eyebrow Brush, if desired.
4. Eyeliner: Glide on a thin line from corner to corner of upper lashline. A lighter shade of eyeliner or eye color applied wet can be used on the lower lashes to help the eyes appear more open. Smudge liner with darkest shadow, if desired.
5. Mascara: Apply to upper and lower lashes.



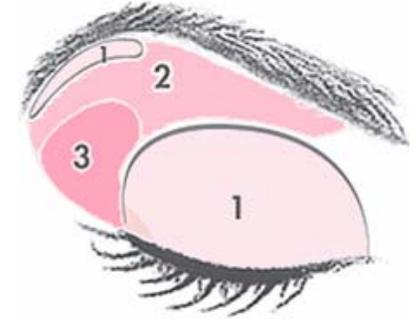
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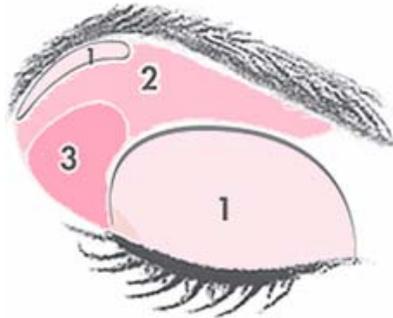
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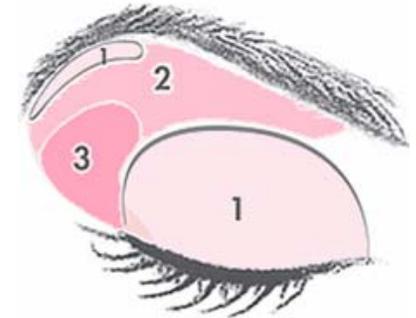
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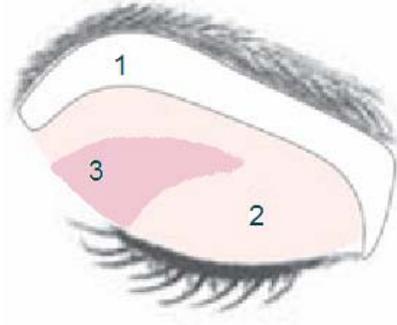
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Asian Eyes

These eyes are referred to as a single or vanishing eyelid—appearing as a flat surface when closed due to a lack of a natural crease



1. Highlighter shade: Apply to brow bone starting at the inner corner of the eye and sweeping up and out along the brow. Apply along lower lashline.
2. Midtone shade: Apply to the entire lid, blending into the highlighter shade.
3. Accent shade: Apply in the crease starting at the outer corner of the eye and finishing two-thirds of the way toward the inner eye. You want to keep the inner eye area lighter and emphasize the crease with a darker shade to help create the illusion of more of an eyelid.
4. Eyeliner: Glide on a thin line from corner to corner of upper lashline. A lighter shade of eyeliner or eye color applied wet can be used on the lower lashes to help the eyes appear more open. Smudge liner with darkest shadow, if desired.
5. Mascara: Apply to upper and (if desired) lightly to lower lashes.



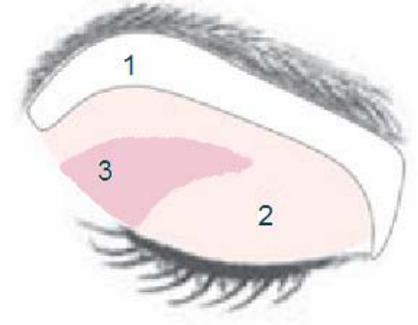
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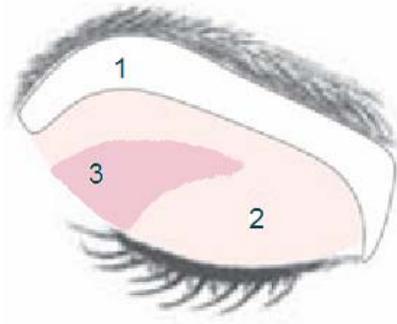
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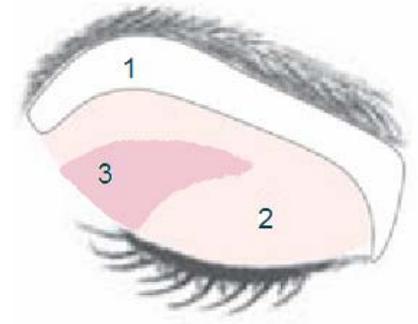
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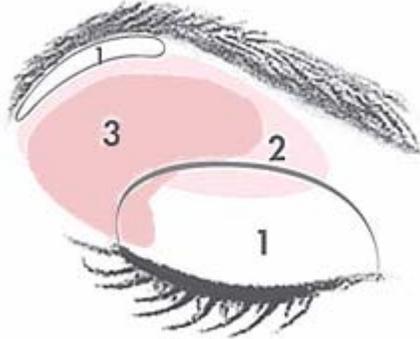
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Close Set Eyes

When eyes are less than one eye width apart, they're considered close set. You can bring out the alluring attributes of these eyes while making them appear farther apart by concentrating the more intense colors at the outer corners.



1. Highlighter shade: Apply to brow bone and lid. Apply the highlighter shade to the inside corners of the eye to help the eyes appear farther apart.
2. Midtone shade: Starting at the outer corner of the crease, bring the color toward the inside corner to the brow but not all the way over to the nose.
3. Accent shade: Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.
4. Eyeliner: Glide on upper lashline and along lower lashline from the mid-iris to slightly past the outer corner. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. Mascara: Apply on upper and (if desired) lower lashes, adding an extra coat or two to the outer top lashes.



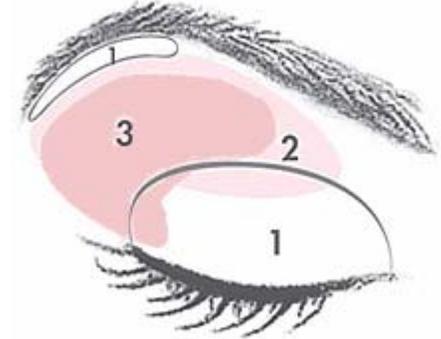
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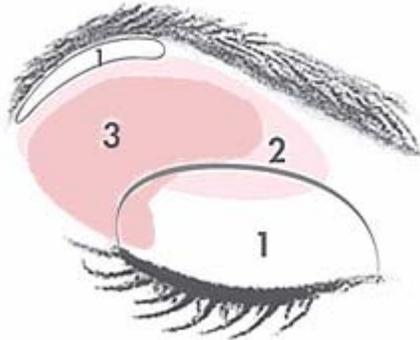
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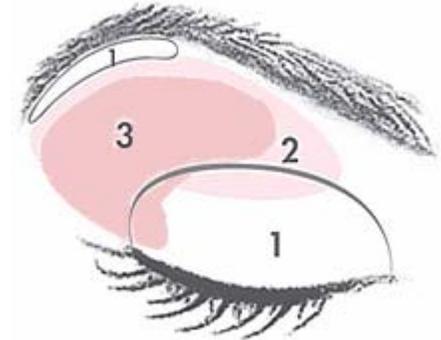
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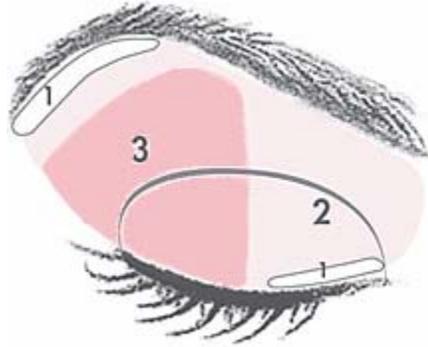
Created by Kellie Hammett, Ind. Sales Director

Hooded

You'll notice these eyes are set so the natural crease in the eyelid is not readily seen.

By creating a well-defined lashline, you can capture the charisma of these eyes while adding dimension to their appearance.

1. Highlighter shade: Apply to brow bone and along the upper lashline and inner corner of lower lashes.
2. Midtone shade: Apply from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. Accent shade: Apply from the base of the lashline 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 well-defined lashlines — upper and lower.
4. Eyeliner: Glide onto upper lashline and along lower lashline from outside corner to inside edge of the iris. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. Mascara: Apply to upper and to lower lashes.



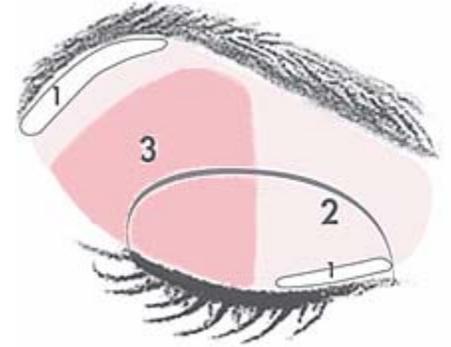
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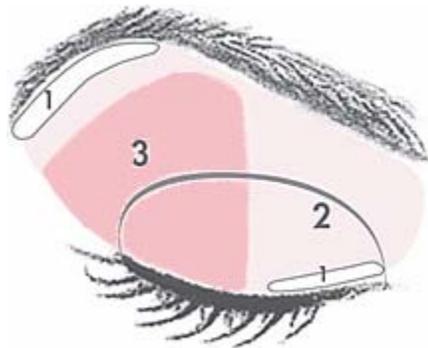
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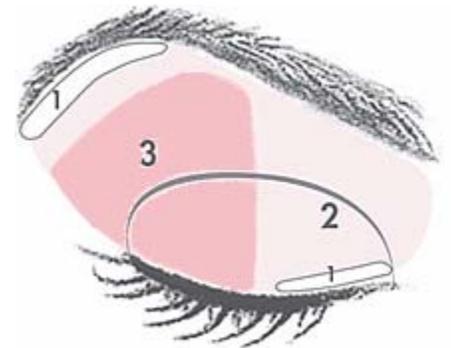
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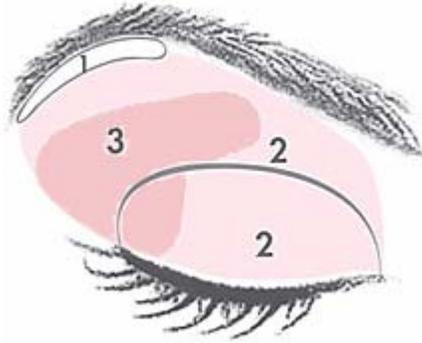
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Wide Set Eyes

You can spot these eyes as being more than one eye width apart. They're open and inviting, so try enhancing that quality while making them appear closer together by using stronger shades, particularly at the inner corners.



1. Highlighter shade: Apply to brow bone.
2. Midtone shade: Starting from the outer corner of the crease, bring the color toward the inside corner of the eye. Deepen the color on the inside corners and lid to help the eyes appear closer together
3. Accent shade: Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of the eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.
4. Eyeliner: Glide on a thin, soft stroke on upper and lower lashline just to the outer edge of the eye. Soften with the Eyeliner/Eyebrow Brush, if desired.
5. Mascara: Sweep evenly onto upper and (if desired) lower lashes.



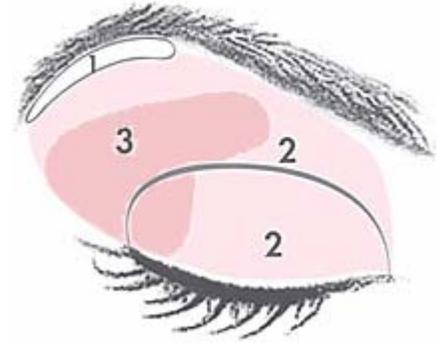
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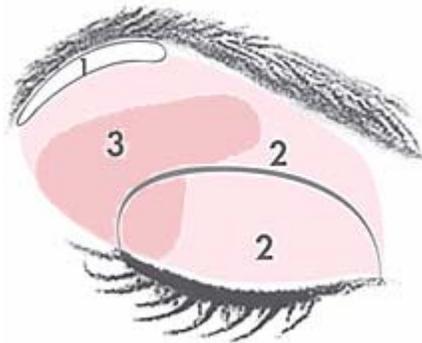
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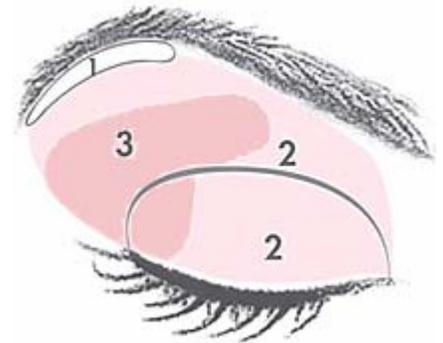
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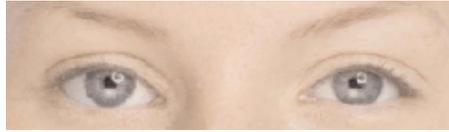
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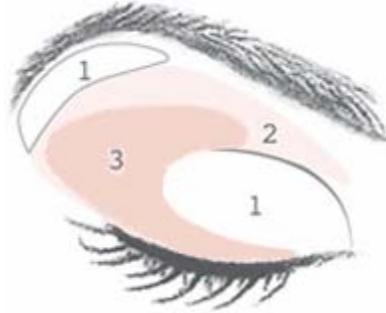
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Standard Eyes

When eyes are set about one eye width apart, they're considered standard. You can play up the versatility of these eyes by changing the intensity of shades for more or less definition.



1. Highlighter shade: Apply on brow bone, lid and along inner third of lower lashes.
2. Midtone shade: Apply in crease starting at the outer corner and blend.
3. Accent shade: Apply and blend along top lash-line and into outside half of crease. Apply along lower lashline
4. Eyeliner: Glide on along upper and (if desired) lower lashline. Soften with the Eyeliner/ Eyebrow Brush, if desired.
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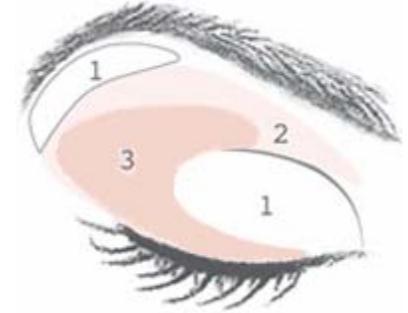
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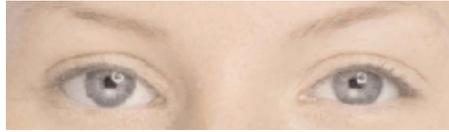
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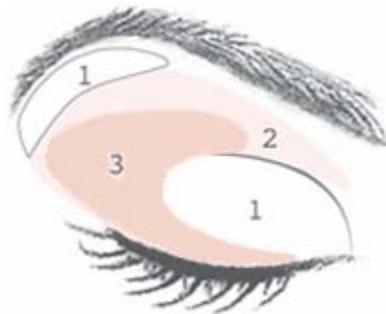
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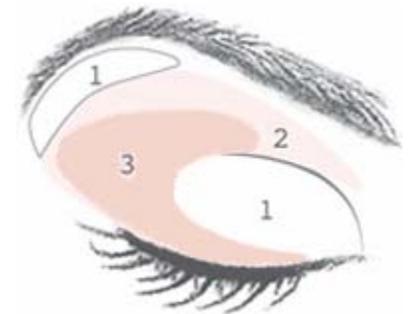
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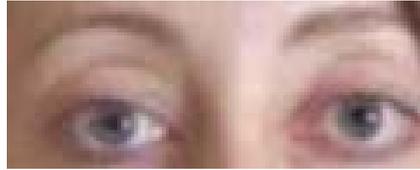
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4. Eyeliner: Glide on along upper and (if desired) lower lashline. Soften with the Eyeliner/ Eyebrow Brush, if desired.
5. Mascara: Apply to upper and (if desired) to lower lashes.



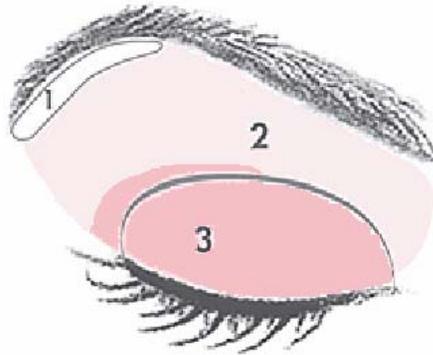
Created by Kellie Hammett, Ind. Sales Director

Prominent Eyes

The eyelid is more prominent than the brow bone. This technique will darken the lid to give the illusion of deeper set eyes.



1. Highlighter shade: Apply to brow bone only
2. Midtone shade: Start at the base of your upper lash line and bring the color up and over your entire lid, all the way up to your browbone.
3. Accent shade: Again, start at the base of your lash line and bring the color all the way across the lid and up into the crease. Then sweep the contour color underneath the lower lash line as well.
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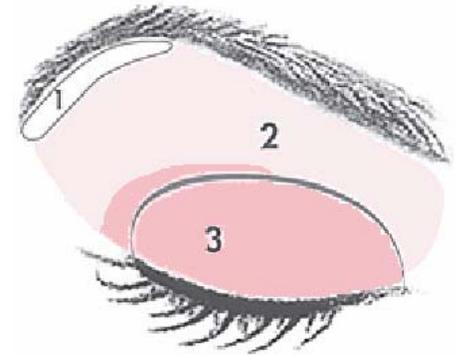
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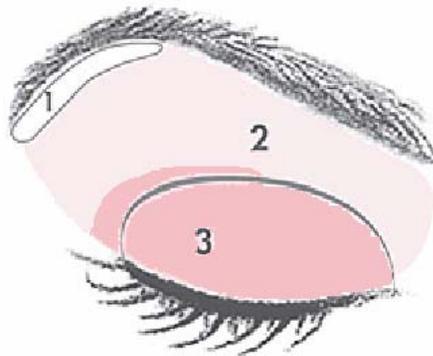
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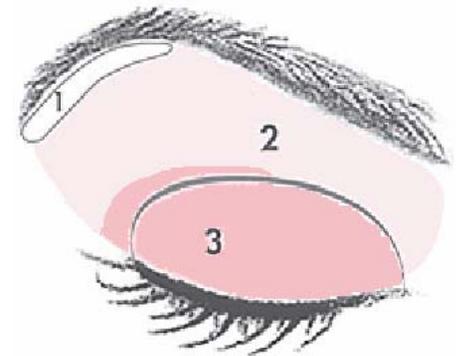
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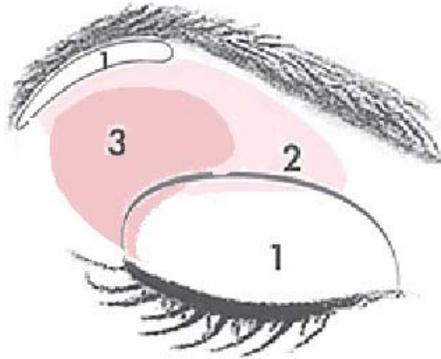
Created by Kellie Hammett, Ind. Sales Director

Droopy Eyes

Although drooping eyes that slope downward can be seen at any age, this is sometimes the look of mature eyes of other shapes as well.



1. Highlighter shade: Apply on brow bone, lid and along inner third of lower lashes.
2. Midtone shade: Starting slightly in from the outside corner, bring the color across the crease into the inside corner of the crease.
3. Accent shade: Starting just slightly in from the outside corner, bring your color up and into the crease. Next, sweep contour color along the lower lash line, making sure once again, to start slightly in from the outside corner
4. Eyeliner: Glide on along upper and (if desired) lower lashline. Soften with the Eyeliner/ Eyebrow Brush, if desired.
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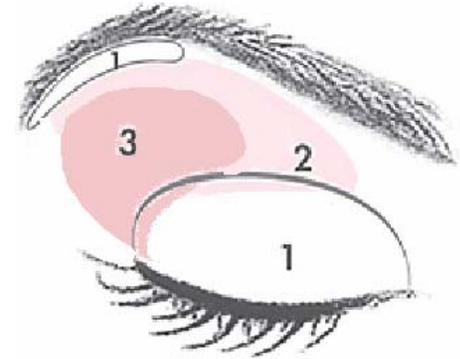
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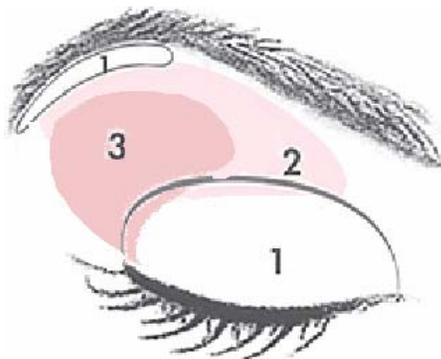
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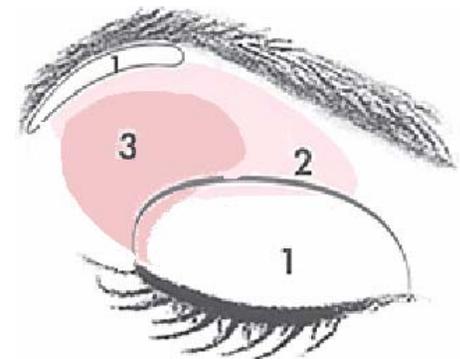
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Smoky Eyes

Soft, smoky eyes look gorgeous against glowing, luminous skin and perfectly pouting lips. A great evening look that is best with a softer lip. Lip gloss really looks perfect with this eye look.

1. Highlighter shade: Apply to brow bone only.
2. Midtone shade: Start at the base of your upper lashline and bring the color up and over your entire lid - all the way up to your brow bone.
3. Accent shade: Again, start at the base of your lashline, layer the color over your midtone all the way across your lid and up into the crease. Now sweep the contour color underneath the lower lashline as well. You'll create a light-to-dark effect with the three eye shadows, with the darkest shade applied closest to the lashline and fading as you go towards the brow.
4. Eyeliner: Glide on along upper and lower lashline. Smudge with the midtone shade.
5. Mascara: Apply to several coats to upper lashes and lightly on lower lashes.

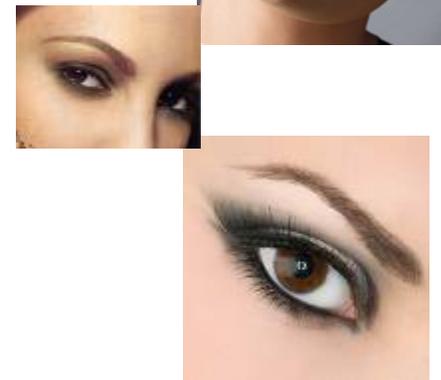


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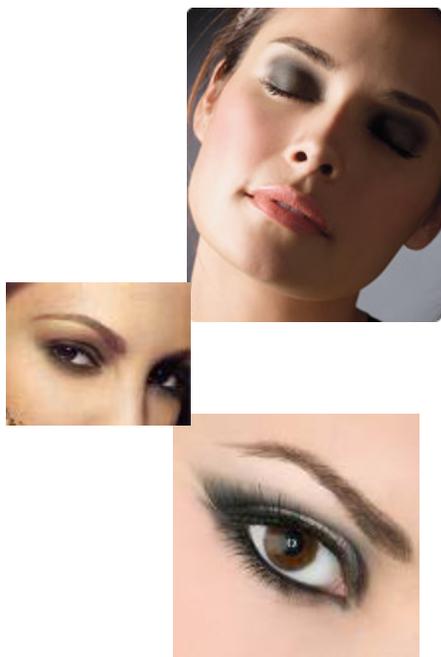


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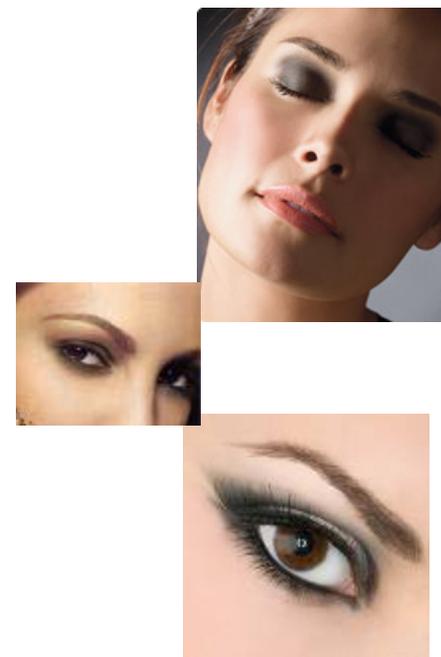


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