

# 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.



### 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

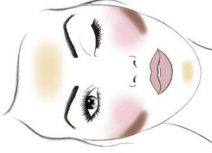
Eyes that are less than one eye-width apart. Use this application technique to help eyes appear farther apart.

- 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.



### 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.



### Contour color placement key

■ **Contour** – dark shade

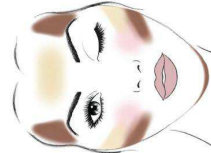
■ **Blush** – pink shade

■ **Highlighter** – lightest shade



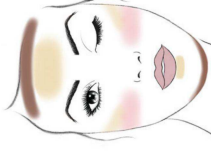
### Round Face

- 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.



### 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.



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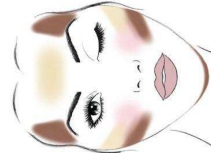
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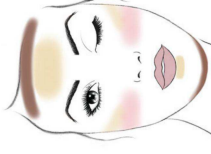
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*Want a simple trick for a slimmer-looking nose?*  
Brush highlighter down the bridge of your nose, and apply contour on either side for dimension. Easy as that!

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