

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

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

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

Darkest shade - The darkest shade 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 easily 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 contour.
- Apply the base shade to the centers of eyelids.
- Add the darkest 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 further 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 darkest shade in a triangle shape to the outer corners of the eyelids. This will help eyes appear further 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 crease of the eyes upward onto the brow bones. Also add to the outer third of lower lashlines.



SINGLE EYELIDS

Eyes with varying 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 crease 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 accent 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!

MARY KAY