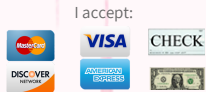


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Perfect Palette  
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Ultimate  
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Lash Intensity  
Mascara  
Eye Up Remover

11

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Blending Brush  
Foundation  
Foundation Primer

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Finishing Spray  
Under-eye  
Corrector  
Translucent  
Powder  
Brow Tint

13

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★ Add Brush Cleaner for \$12

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Special Add On



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\$130

# 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

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

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

**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!

MARY KAY