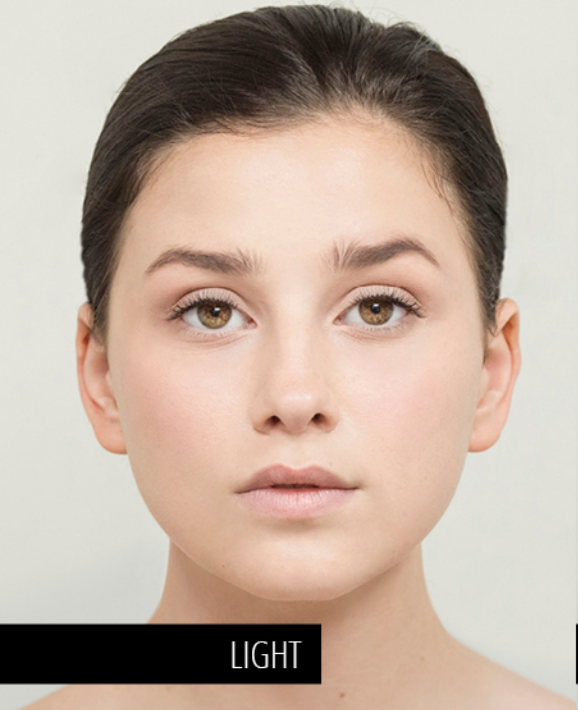


THE MAKEUP GUIDE



LIGHT



MEDIUM



DARK



ALMOND



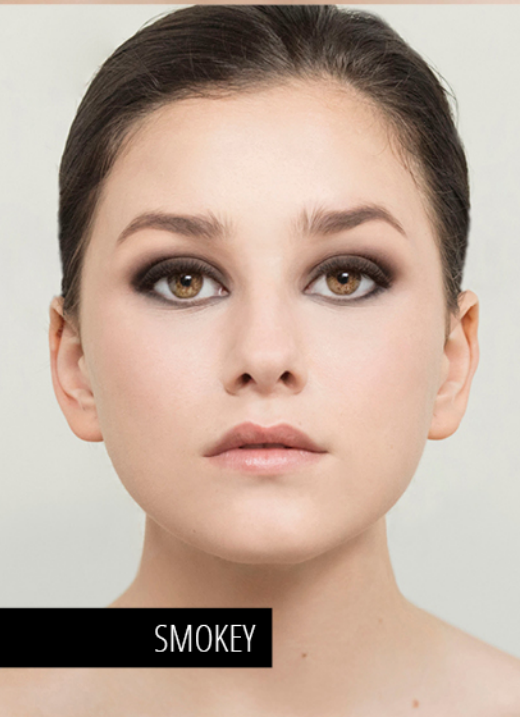
BRONZED & BLENDED



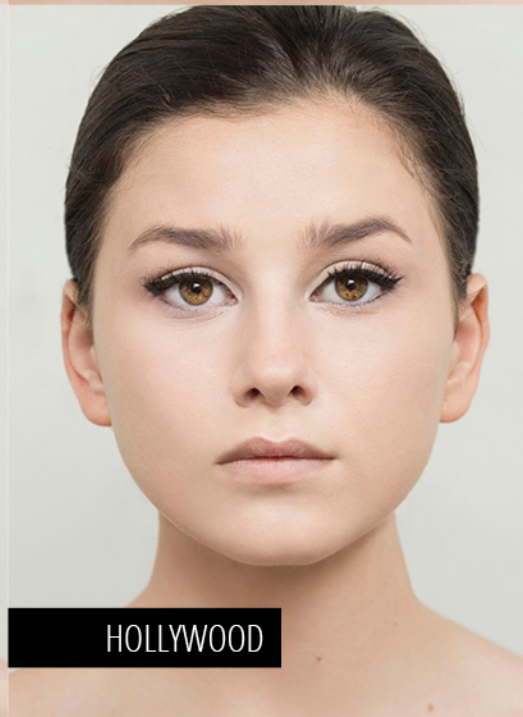
CHARCOAL



EXOTIC



SMOKEY



HOLLYWOOD



B/A - BRONZED & BLENDED

EYE LOOKS



THE FOUNDATION GUIDE

BEFORE

Foundation Elements *Skin Prep:*

It's all in the skin prep! No matter your skin type, moisturizing and priming the skin before your makeup application is essential for an even-looking application. This ensures that your makeup will stay smooth, and wear longer throughout the day.

When you are applying your makeup:

- Make sure that your skin is clean and free of any moisturizer, tinted moisturizer, or powder.
- Keep a makeup remover wipe on hand to help clean your skin quickly and without residue.
- Prime your skin with a makeup primer.
- Use an oil-free primer, preferably for all skin types.
- Apply lip balm to the lips to ease flaky skin on the lips.

If the skin is extra dry:

- Apply a light moisturizer that is free of SPF.
- Avoid using an illuminating primer for photography.

If the skin is oily:

- Use a primer for oil control in the T-zone and to prevent the foundation from becoming discolored.
- Apply the primer from the center of the face outward, massaging into your skin. A primer ensures the foundation glides on and “hugs the skin,” providing a clean, pore-free base for your foundation.
- Allow the primer or moisturizer to penetrate your skin thoroughly before starting your makeup application (1-2 min).

FOUNDATION APPLICATION

When color matching the foundation,
make sure to account for the color of the neck.

If the neck area is a few shades lighter than the face and chest:

Choose a foundation that is in between the color of the face and neck, therefore splitting the difference. This creates a seamless look of color and prevents splotchy patches.

Make sure the base of your foundation color choices
have the correct undertones for the skin.
This prevents an ashy or washed out appearance.

To understand the undertones of your skin, use these classifications:

<p>WARM UNDERTONES</p> <p>Your skin will have a peachy, yellow, or golden cast to it.</p>	<p>COOL UNDERTONES</p> <p>Your skin will have a pink, red, or bluish cast to it.</p>
<p>NEUTRAL UNDERTONES</p> <p>Your skin has a mix of warm and cool tones.</p>	<p>REMEMBER: THE GOLDEN RULE</p> <p>The foundation color is correct if it disappears into the skin without blending.</p>

Apply the foundation with a foundation buff brush
or beauty blender sponge.

If applying with a beauty blender, make sure to spritz the sponge with a makeup setting spray.
The sponge must be moist, but not too damp.

As you are applying the foundation:

Remember to apply from the center of your face first and work outward toward the hairline. This creates a natural finish preventing the makeup from building up near the hairline and discoloring the hair.

When applying with a beauty blender; press the foundation into the skin
and never move the sponge back and forth, as this smudges the look of the application

If applying with a foundation
buff brush, buff into the skin
in circular motions.

- Don't forget to blend the foundation over your ears and neck, which helps to create a seamless look for photography and mask any redness around the neck area.

When wearing a low-cut top or showing the shoulders:

Continue the process over your chest/clavicle area as well.
You can also dust with a light matte bronzer for an added glow.

CONCEALER APPLICATION:

The right concealer can be like a magic wand, providing the bright-eyed and rested look we all crave. Proper application is vital because if concealer is applied the wrong way, you can end up with exaggerated fine lines, or flaky patches of the skin.

Unfortunately, most concealers do not work for both dark circles and blemishes, so having two types of concealers is essential to creating a flawless look.

Under the Eyes:

- Use your foundation first before applying under-eye concealer. You will find that the foundation creates a base, and masks some of the initial discolorations.
- For under-eye circles use a light-reflecting concealer.
 - 1) Use a peach or pink-based light-reflecting concealer for under the eyes.
 - 2) Apply your light-reflecting concealer by dotting it on the inner corner of the eyes, and in a small triangle toward the nostril (such as v), as this prevents the look of "raccoon eyes."

Blemishes or Redness:

- For blemishes or redness use a cool, yellow-based, matte concealer.
- Focus especially around the nose, under the bottom lip, and any other red marks on the skin.
- Next, blend your concealer in a patting motion, pressing it into the skin with your pointer finger. Avoid dragging or smearing the concealer, as it can create caking and creasing.
- Apply the matte concealer around the nose, concealing any redness or veins. Blend into the skin with your fingers, pressing into the foundation and patting until thoroughly blended.

POWDER APPLICATION:

Only use a translucent, sheer finish powder, preferably one with a soft focus finish.

Avoid HD powders, as they create a white flashback on camera.

Avoid powders with talc or mica as they create an ashy cast to the skin.

- Apply the powder with a large fluffy bronzer brush, and lightly swirl the powder onto the skin.
- For oily skin, use a large powder puff to apply the powder to the T-Zone, focusing on oil control.
- Be sure to set any concealer around the nose with the translucent powder, applying either with a small brush or powder puff.
- For more mature skin, use setting powder sparingly and only to delicately control the oil in the T-Zone. The powder can settle into fine lines, and enhance any drying in mature skin. You want the skin to look fresh and radiant.

FOUNDATION

Match the neck/jawline when choosing a foundation shade.

- Make the decisions about coverage, texture, and undertone before determining shade.
- Foundation should perfect the skin, not mask it.
- Use where needed. You do not need to apply foundation over the entire face, every time.

CONCEALER

- Use peach to correct for purple/blue under-eye discoloration and use orange for darker skin tones.
- Use a pink to correct dark brown discoloration on light to medium skin tones.
- On areas with puffiness use a warmer shade to recede the puffy area, and a lighter shade underneath the visible area of puffiness.

POWDER

Powder is used to set the foundation.

- Avoid applying too much powder onto dry skin, as it will make it appear dry or flaky.
- Lightly powdered skin makes for easier application of other powder products (such as eyeshadow and blush) without grabbing the skin and becoming blotchy.
- Shake off excess powder from brush before applying.
- Avoid HD powders for photography.
- Use a soft focus filter translucent powder for all skin types.
- Use a mattifying pressed powder for oily skin.

CONTOUR / HIGHLIGHT

Basic principles – dark colors recede, light colors highlight.

- May be used to create balance in the face and eyes.
- May be used to hide imperfections or sagging in the neck, or jowl areas.
- Never use to reshape the face, or change the natural contours of a face.
- Blending is essential for a natural look.
- Natural areas of contour are: hollows of the cheeks, temples, eye crease, sides of nose, under chin/neck.
- In body makeup areas of contour are: abs, areas of defined muscles.
- Natural areas of highlight are: apples of the cheeks, eyelids, under eyes, bridge of nose, brow bones.



THE MAKEUP BASICS

Brushes

Make sure you have the correct brushes on hand, as they make your application more manageable, and create a smooth and professional finish. You can buy some gorgeous brush sets wholesale. But if you are building your brush kit all you need to start is the basics (see below):

Make sure not to rush through your application.

When applying your eyeshadow, use small circular motions to ensure that you are blending the shadows and deleting any harsh lines or colors. Blending is the key to eyeshadow application. Try to refrain from applying your eyeshadow in short, speedy brush strokes, as this will provide an uneven finish and overdone look. To make sure your eyeshadow is blended, and that the color is diffused, use a large eyeshadow blending brush without any eyeshadow and blend using soft circular motions.



Flat Brush

For color placement, over the entire lid, a stiff flat brush. This brush is perfect for the application of your base color.

Soft Dome Brush

For applying color to the crease, you will want to use a soft dome brush that will give a smooth and silky application of the darker crease color.

Pencil/Eyeliner Brush

For your darker colors on the outer corner of the eye, have a pencil/eyeliner brush. This brush is a makeup artist favorite because they are smaller and thinner than the regular brush, and can be used on both the upper and lower lash line.

Eyebrows

- Brows define the eye area, provide expression, and frame the eye. It can create focus and drama to the eye area.
- When drawing in brows, use short strokes to simulate real hair.
- Use pencil or shadow color that is close to the real hair.
- Pencil will add volume to a brow.
- Shadow will add depth to a brow.
- Leave some skin visible so as not to create a drawn-on look to the brow.

Eyes

- When lining the eye use short controlled strokes to maintain a clean line.
- When applying mascara, start with a small amount on the brush.
- Apply precisely, taking the time to reach the base of the lash through the tips.
- Hold the eyelid taught and look down at the mirror while applying mascara.
- Move the mascara wand side to side, and wiggle up the lash to create thicker, more complete coats.

Bronzer

- Use bronzer sparingly.
- Bronzer should be used to create natural sun-kissed effect.
- Avoid using bronzer to darken the entire skin tone, as this will create a “muddy” effect.
- Use only on areas of skin/face that would be hit by sun for most realistic effect.
- Matte bronzers should be used when a natural bronzed effect is desired.
- Only use shimmers or sheens when using a bronze on the eyelids, lips, or body.

Touching Up

- Touch-ups need to be done strategically and only when necessary to change a look, or control shine.
- For longer shoots, continuity needs to be considered when touching up to meet original effect.
- Blotting tissues and anti-shine products are more effective than continuously applying powder.
- Reapplication may be a better option in some cases where touching up may add too much product to the skin.
- Keeping a makeup remover wipe on hand can make this an easy process.



Match your foundation to your skin tone and remember all the same rules apply to eye shapes and contour regardless of skin tone.

A great tip for darker skin tones is to keep your foundation and your eye shadow tones warm and golden, as cool tones often turn ashy. The same applies to lighter skin tones, keep those makeup tones cooler.

WE *are every*
PANTONE
color
in the
world.

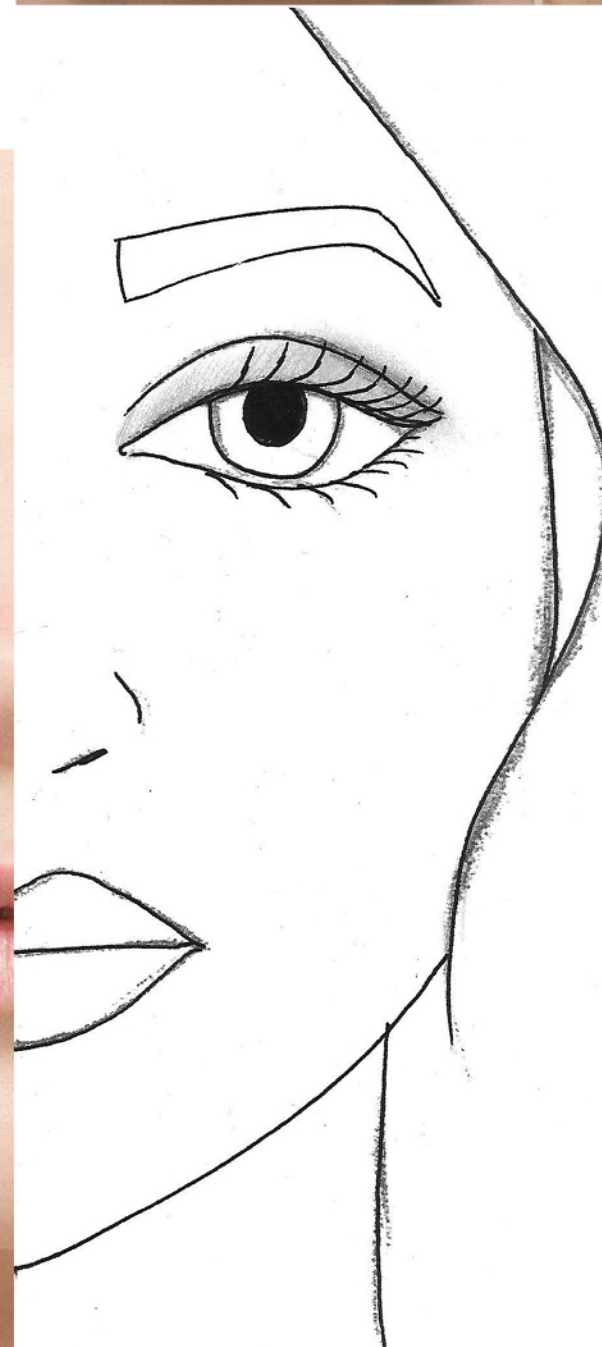
Although some of these steps may seem repetitive, that is actually the beauty of these looks.

The makeup looks below are created to give you an easy-to-follow routine that can produce a stunning array of looks. It is in the simplicity of the steps, and continuous use of a few basic colors and products that make these looks accessible for everyone. From the “Hollywood” makeup look to the “Bronzed & Blended” every woman will find a look that makes them feel glamorous, gorgeous, and like the most beautiful version of themselves.



LIGHT CONTOUR

Use this for a clean, no-makeup look that subtly defines the features and creates a beautifully natural finish.



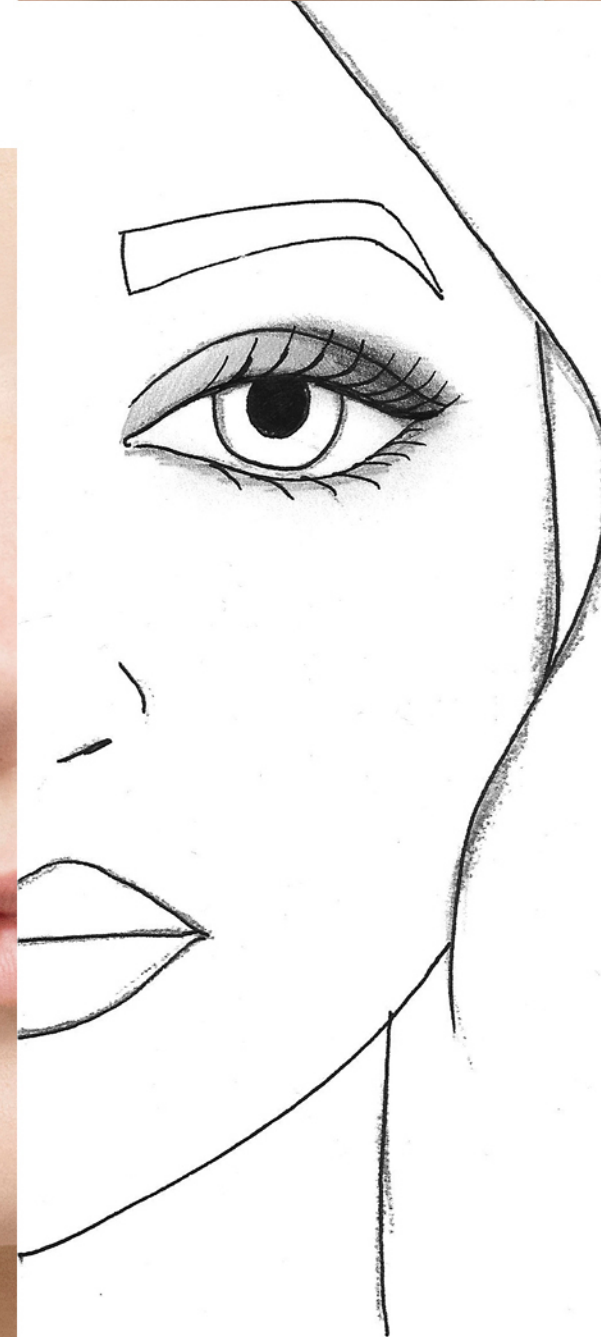
LIGHT CONTOUR STEPS

- 1: Apply a light matte cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte cream shadow completely, fading the color up to the brow, with the most intense highlight of the shade near the lashes and inner corner.
- 3: Use a medium neutral brown eyeshadow color in the crease of the eye, blending from the outer corner of the eye toward the inner edge of the eye, following under the brow bone/crease.
- 4: Blend entirely so that the neutral brown blends seamlessly with the highlight.
- 5: Apply false eyelashes, making sure that the lashes are void of a dark strip.
- 6: Keep the look free of eyeliner.
- 7: Finish with a light dusting of pink blush on the apples of the cheeks. Keep this color very subtle.
- 8: Apply a neutral lip color.



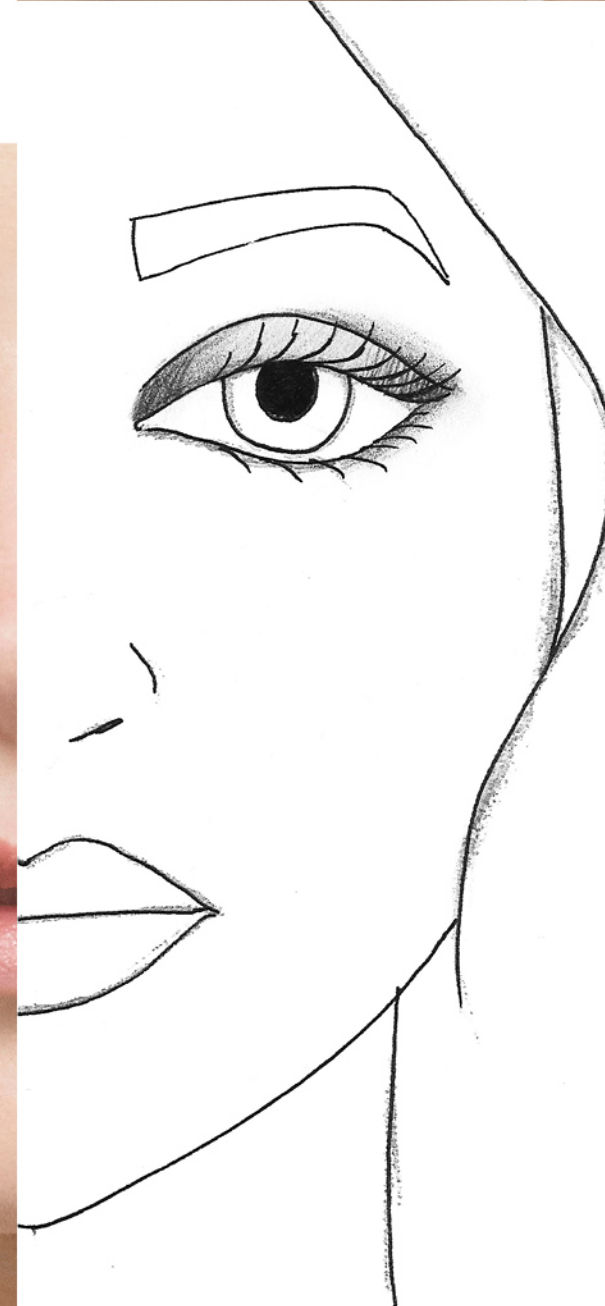
MEDIUM CONTOUR

For mature faces or simple beauty shots. This is a stunning look if you rarely wear makeup, but want to feel made-up and have a more refined, chic appearance.



MEDIUM CONTOUR STEPS

- 1: Apply a light matte cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte cream shadow completely, fading the color up to the brow, with the most intense highlight of the shade near the lashes and the inner corner of the eye.
- 3: Use a medium to dark neutral brown eyeshadow in the crease of the eye, blending from the outer corner of the eye toward the inner edge of the eye, following under the brow bone/crease.
- 4: Blend entirely so that the neutral brown blends seamlessly with the highlight.
- 5: In the shape of an inverted/sideways V (such as >), add more of the dark neutral brown eyeshadow to the outer edge of the eye. Make sure to blend this darker shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade it into the crease.
- 6: Add a black or brown kohl eyeliner as close to the upper lash line as possible, creating a thin, elegant line that blends into the lashes. For a more natural application, dot the eyeliner into the lashes, connecting the "dots."
- 7: Apply false eyelashes, making sure that the lashes are void of a dark strip.
- 8: Finish with a light dusting of pink blush on the apples of the cheeks. Keep this color very subtle.
- 9: Apply a neutral lip color.



DARK CONTOUR

A softer version of the smokey eye. It is a foolproof look for glamour shots or to create a sensational evening makeup look that enhances and doesn't overpower the eye.

DARK CONTOUR STEPS

Start by following steps 1 & 2 under Medium Contour Page 19.

- 1: Use a dark neutral brown eyeshadow in the crease of the eye, blending from the outer corner of the eye toward the inner edge of the eye, following under the brow bone/crease.
- 2: Blend entirely so that the dark brown blends seamlessly with the highlight. Avoid any harsh edges. You want the look to fade from dark to light.
- 3: In the shape of an inverted/sideways V (such as >), add more of the dark brown eyeshadow to the outer edge of the eye. Make sure to blend this darker shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease, focusing on darkest of the color from the middle of the eye to the outer corners.
- 4: Apply the dark eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines. Push the shadow "up" into the lower lash line.
- 5: Add a black or brown kohl eyeliner to the upper lash line, focusing most of the color near the outer edges of the eyelash. Your goal is to create a smudged, elegant line that blends into the lashes.
- 6: With the eyeliner brush, blend a touch of the dark brown eyeshadow into the kohl eyeliner to create a darker and more blended look.
- 7: Apply false eyelashes, making sure that the lashes are void of a dark strip.
- 8: Finish with a light dusting of pink blush on the apples of the cheeks. Keep this color very subtle. Apply a neutral lip color.



BRONZED & BLENDED

This is the only look where we suggest using a shimmer eyeshadow for the eyes. For all other looks, we recommend using matte eyeshadows and products.



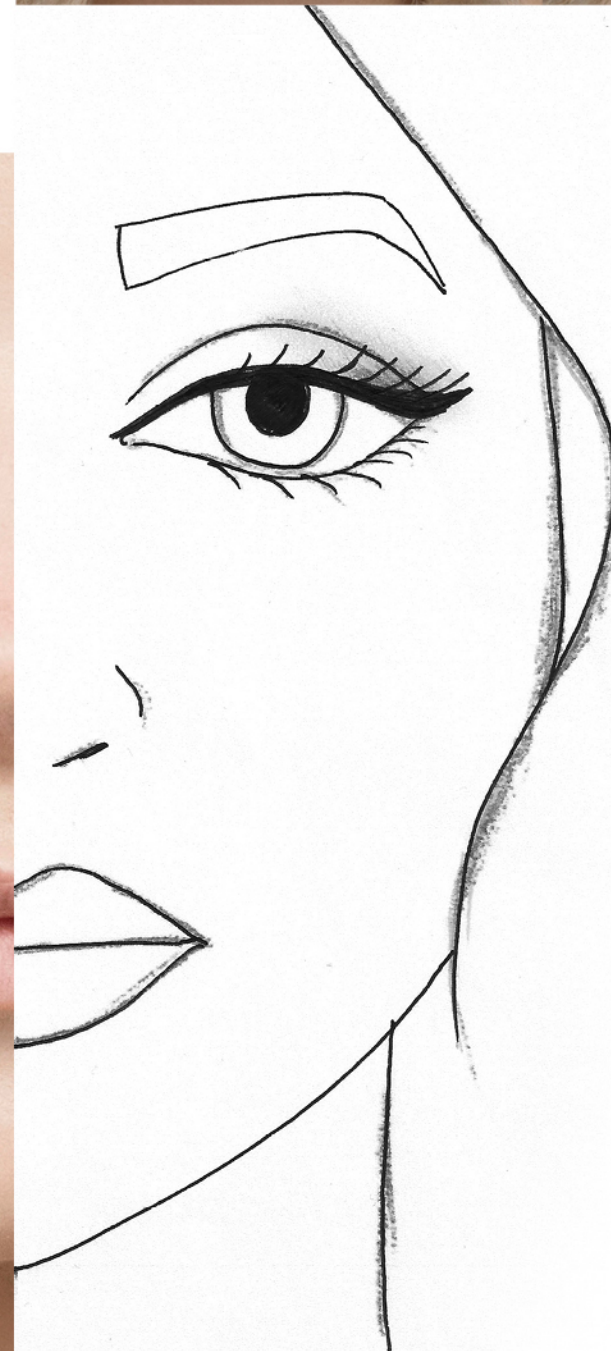
BRONZE & BLENDED CONTOUR STEPS

- 1: Apply a light matte, cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte, cream shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: Use a warm bronze eyeshadow color in the crease of the eye, blending from the outer corner of the eye toward the inner corner of the eye, following under the brow bone/crease.
- 4: Blend entirely so that the warm bronze blends seamlessly with the highlight.
- 5: In the shape of an sideways V (such as >), add a warm dark brown or dark bronze eyeshadow to the outer edge of the eye. Make sure to blend this darker shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease toward the middle of the eye.
- 6: Apply the warm bronze eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines. Next, for added dimension, add the dark brown or dark bronze eyeshadow to the outer corner of the lower lash line with the eyeliner brush.
 - Apply false eyelashes, making sure that the lashes are void of a dark strip.
 - Keep the look free of eyeliner.
 - Keep the look free of blush.
 - Apply a neutral lip color.



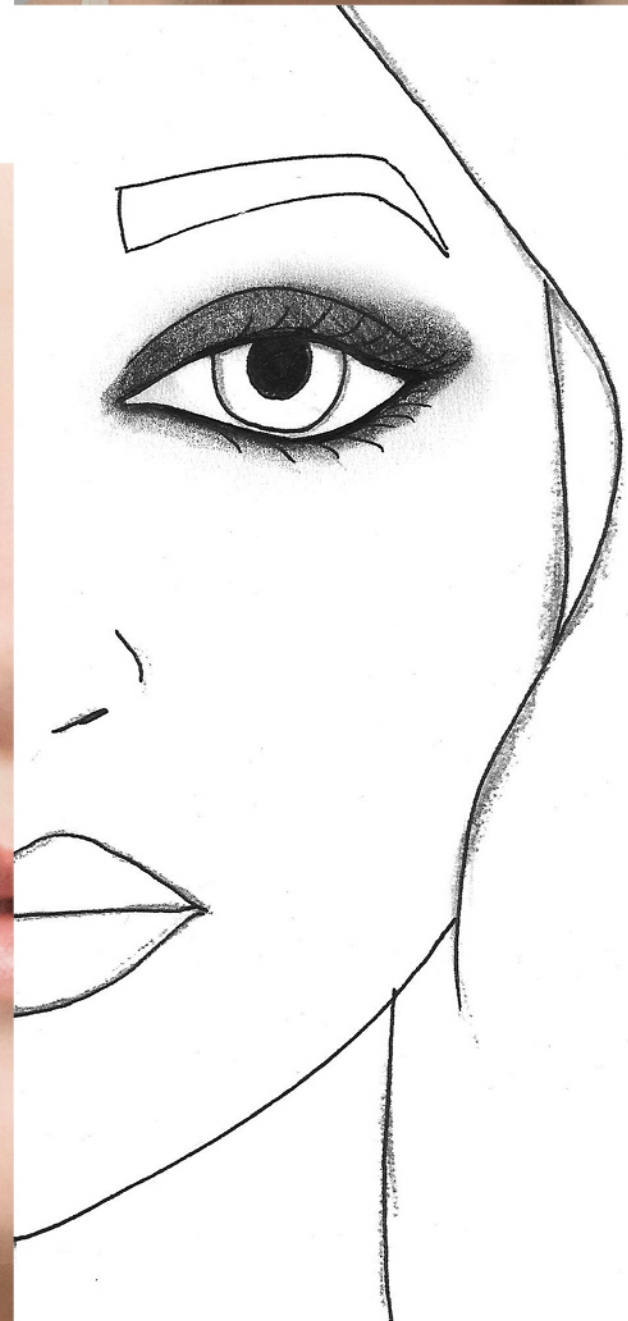
HOLLYWOOD EYE

The Hollywood eye can be used on any type of eye shape, and instantly makes your client feel like Hollywood royalty. This look creates an elegant and classic appearance that can be used with or without the signature red lip.



HOLLYWOOD EYE STEPS

- 1: Apply a light matte, cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte cream shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: Use a medium neutral brown eyeshadow color in the crease of the eye, blending from the outer corner of the eye toward the inner corner of the eye, following under the brow bone/crease.
- 4: Blend completely so that the neutral brown blends seamlessly with the highlight.
- 5: Apply the light matte cream eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines.
- 6: Next, for added dimension, add the neutral brown eyeshadow to the outer corner of the lower lash line with the eyeliner brush. Keep this light and subtle.
- 7: Use the light matte cream eyeshadow as a highlight under the brow bone and on the inner corner of the eyes.
- 8: On the upper lash line, use a black liquid eyeliner (preferably with a pointed, "pen" tip) to create a thin line.
- 9: Start at the inner corner of the eye, dotting the liquid eyeliner as close to the lash line as possible. Connect the small dots as you move toward the middle of the lash line on the upper lid.
- 10: As you move toward the outer lash line and lid, slowly start to press down on the tip, creating a thicker line.
- 11: Near the edge of the lash line and outer corner of the lid create a thick "wing tip" with a fine point at the end.
- 12: Again, creating an outline of a small inverted V, and filling it in with the liquid eyeliner (such as >) can help to create a detailed tip and give the illusion of a cat eye.
- 13: Apply a full set of false eyelashes
- 14: Keep the look free of blush
- 15: Apply a red lip color to complete the Hollywood look.



SMOKEY EYE

A powerful makeup look that can be used anytime your client wants to feel sexy. This intense eye look works well with all eye colors and provides the feeling of an instant makeover. This look is perfect for a picture that needs an impactful focus on the eye.

SMOKEY EYE CONTOUR

STEPS

- 1: Apply a light, matte cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte cream shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: Use a warm bronze eyeshadow color in the crease of the eye, blending from the outer corner of the eye toward the inner corner of the eye, following under the brow bone/crease.
- 4: Blend entirely so that the warm bronze blends seamlessly with the highlight.
- 5: In the shape of an inverted/sideways V (such as >), add a warm dark brown or dark bronze eyeshadow to the outer edge of the eye. Make sure to blend this darker shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease toward the middle of the eye.
- 6: Apply the warm bronze eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines. Next, for added dimension, add the dark brown or dark bronze eyeshadow to the outer corner of the lower lash line with the eyeliner brush.
- 7: Apply false eyelashes, making sure that the lashes are void of a dark strip.
 - Keep the look free of eyeliner.
 - Keep the look free of blush.
 - Apply a neutral lip color.



EXOTIC EYE

If you have a dark skin tone, this makeup look emphasizes the eye color and creates a dramatic frame for the eyes. This is a wonderful alternative to the smokey eye if you have a dark skin tone.



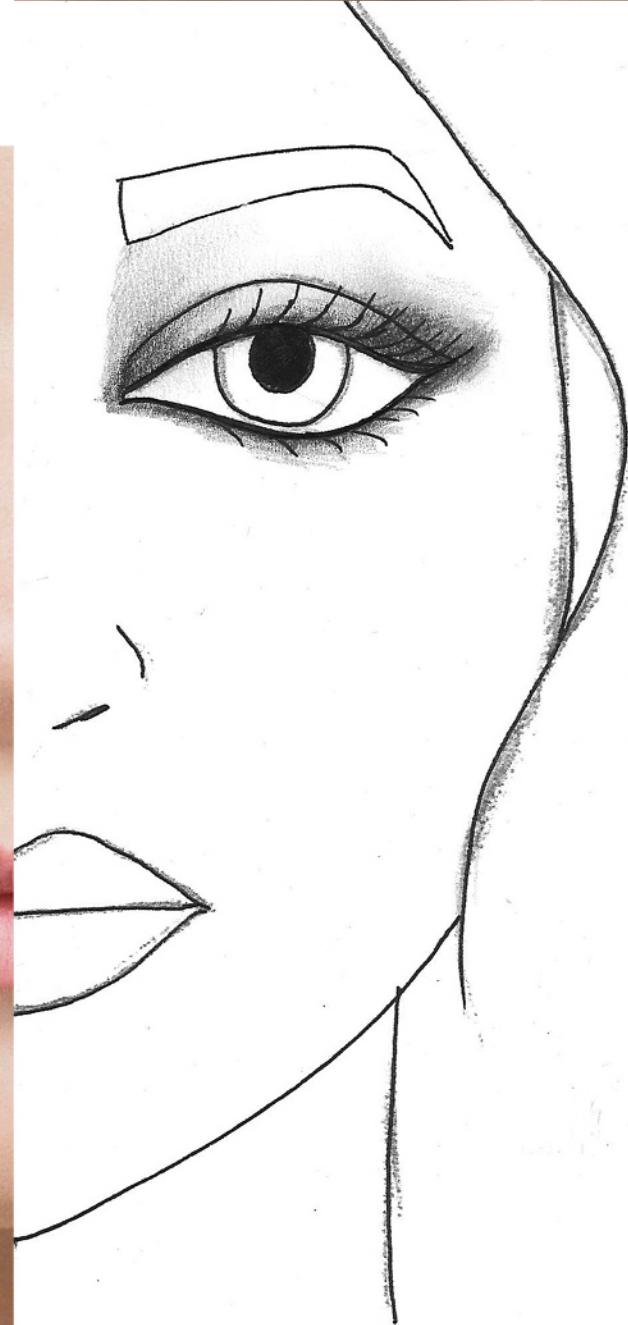
EXOTIC EYE CONTOUR STEPS

- 1: Apply a light matte cream-colored eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte cream shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: Use a warm bronze eyeshadow color in the crease of the eye, blending from the outer corner of the eye toward the inner corner of the eye, following under the brow bone/crease.
- 4: Blend entirely so that the warm bronze blends seamlessly with the highlight.
- 5: In the shape of an inverted/sideways V (such as >), add a warm dark brown or dark bronze eyeshadow to the outer edge of the eye. Make sure to blend this darker shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease toward the middle of the eye.
- 6: Apply the warm bronze eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines. Next, for added dimension, add the dark brown or dark bronze eyeshadow to the outer corner of the lower lash line with the eyeliner brush.
- 7: Apply false eyelashes, making sure that the lashes are void of a dark strip.
 - Keep the look free of eyeliner.
 - Keep the look free of blush.
 - Apply a neutral lip color.



LONG ALMOND EYE

This is the signature eye look that so many people love. It looks stunning on every shape, and creates the illusion of an elongated and wide eyed look. Consider this makeup look one of your staples, as it works well with beauty, glamour, or fashion photography.



LONG ALMOND EYE CONTOUR STEPS

- 1: Apply a light matte beige eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte beige shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: The key to this look is to create the illusion of an elongated "almond-shaped" eye.
- 4: In the shape of an inverted/sideways V (such as >), add a dark brown matte eyeshadow the outer edge of the eye. Make sure to blend this dark brown matte eyeshadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease focusing on darkest of the color from the middle of the eye to the outer corners.
- 5: Next, follow the same steps above, in the inner corner of the eye. In the shape of an inverted/sideways V (this time <), add dark brown matte eyeshadow the inner corner of the eye. Make sure to blend this shadow seamlessly into the crease color. Keep the darker color close to the lash line and fade into the crease focusing the darkest of the color from the inner corner of the eye to the middle crease.
- 6: Make sure to keep the darkest color on the inner corner and the outer edge of the eye, leaving the middle of the eye and crease softer and lighter. This creates the look of elongation.
- 7: Apply the dark brown matte eyeshadow under the lower lash line with a small eyeliner brush. Keep the shadow as close to the lower lash line as possible, blurring the shadow and preventing any harsh lines.
- 8: Add a black or brown kohl eyeliner to the upper lash line, focusing the most color near the outer edges of the eyelash. Create a smudged, elegant line that blends into the lashes.
- 9: Add the black or brown kohl eyeliner the lower waterline and lower lash line, focusing the eyeliner as close to the lash line and waterline as possible.
- 10: With the eyeliner brush, blend the kohl eyeliner with a touch of the dark brown matte eyeshadow to create a darker and more blended look.
- 11: Apply a full set of false eyelashes:
 - Keep the look free of blush.
 - Apply a neutral lip color.



CHARCOAL EYE

This retro look is perfect for fashion photography and is an extreme version of the Hollywood eye. Reminiscent of Studio 54, this eye look is full of impact and creates a bold focus on the makeup.



CHARCOAL EYE CONTOUR

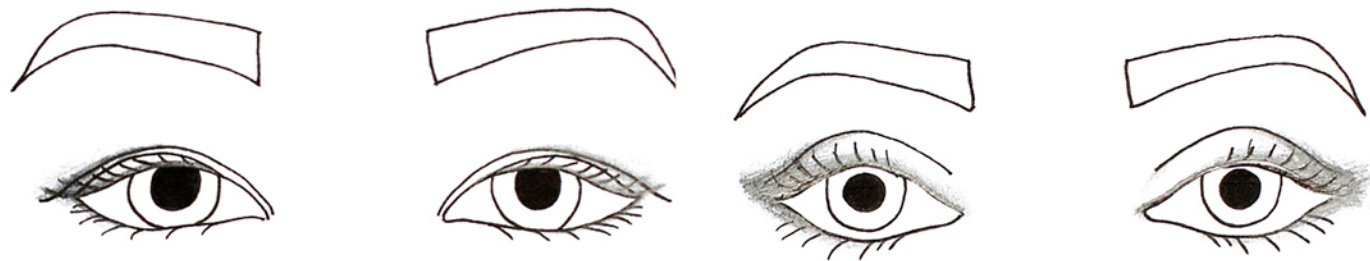
STEPS

- 1: Apply a light matte beige eyeshadow all over the lid, from lash line to brow.
- 2: Blend the light matte beige shadow completely, fading the color up to the brow, with the most intense highlight of the color near the lashes.
- 3: The key to this look is to create a thicker, more intense version of the classic "cat eye."
- 4: Using a black kohl eyeliner, outline a thick block of color starting from the inner corner of the eye.
- 5: Follow the natural crease of the eye, under the brow bone. Create the look of an upside down half moon.
- 6: Near the outer corner of the eye create the outline a sideways V (such as >) with the edge of the point flipping upward toward the end of the eyebrow.
- 7: Connect the outline to the end of the upper lash line.
- 8: Using a black kohl eyeliner, draw a thick line along the upper lash line, making sure to blend the eyeliner into the lashes.
- 9: Fill in the outlined shape with a matte black eyeshadow.
- 10: Darken and blend the shape and outline with a stiff eyeshadow brush.
- 11: On the outer corner and "flip" use an eyeliner brush with the black matte eyeshadow to clean up any edges and create a clean line.
- 12: Avoid eyeliner or eyeshadow on the lower lash line or lid.
- 13: Apply a full set of false eyelashes.
 - Keep the look free of blush.
 - Apply a neutral lip color.

EYE MAKEUP

FOR EVERY EYE SHAPE

Here we've rounded up the various eye shapes, and how you can work with your natural silhouette to maintain a brighter, more flattering look for your lids.



ASIAN OR MONOLIDS

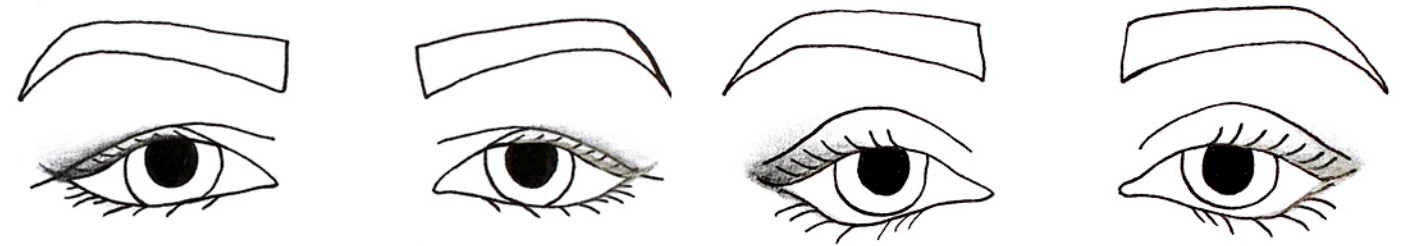
When it comes to monolids, you have little to no visible crease and no significant orbital bone. The main goal for monolids is to make your eyes appear bigger. The basic makeup steps for monolids are:

- 1) Start by focusing on the inner corners of the eyes, extending to the middle of the eyelid.
- 2) Next, use a medium neutral matte eyeshadow from the outer edge of the lashline to the top of the crease. This creates the illusion of roundness on the eyelid.
- 3) Your best friend will be an eyeliner, which will complete the look. Create a thin line starting at the inner upper lash line, and continue the line making it thicker toward the end of the lash line and outer corners.

ROUND/PROTRUDING

This eye shape is when the eye gives the appearance of a projecting lid, and when the eye socket is the most prominent feature. The eye shape looks incredible in a dark, deep smokey eye. Look for colors like charcoal, deep mahogany brown, and black to help create a sultry look.

- 1) The first step is to keep the lid blended with muted and darker tones all over the lid. The darker tones help to reduce the look, size and space of the lid.
- 2) Keep any eyeliner thick along the upper lash line, which helps to create the look of depth.
- 3) Apply mascara on both the bottom and the top of the lash line, and keep the eyeliner dark and smokey. Avoid any lighter colors on the lids.



HOODED/MATURE

This type of lid is similar to the monolid, and often creates the issue of smudged eye makeup. Mascara often smears along the brow bone if you are not careful with your application. The main frustration with hooded eyes is due to the extra layer of skin on the lid, which creates the look of puffy lids, and a small, horizontal eye.

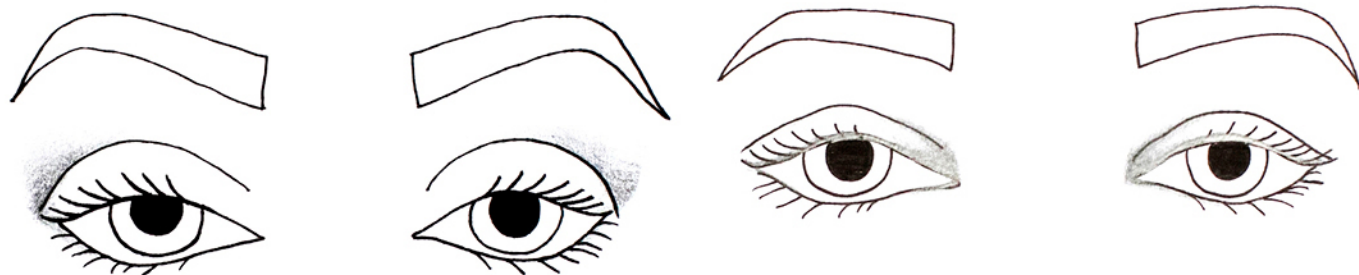
The main goal is to create the look of an up-lifted eye, and to minimize any puffiness.

- 1) Start by applying a light highlighter on the inner corner of the eye. The key is create the look of roundness.
- 2) Next, apply a medium matte toned eyeshadow directly to the hooded part of the eyelid.
- 3) Now, use a dark matte eyeshadow on the crease, creating depth and dimension.
- 4) Use a light matte shadow to highlight the brow bone for even more dimension.
- 5) Finish the look with eyeliner by drawing a line a bit further out on the outer corners of the eye. Use a soft eyeliner brush to apply a dark matte eyeshadow over the liner to smudge and soften the line.
- 6) To prevent any smudging, make sure to use waterproof makeup. Promote the look of a lifted eye by utilizing mascara with a heavy hand on the top lashes, and avoiding mascara on the lower lash line.

CLOSE SET

The goal of close set eyes it to open them up and make them pop! Close set eyes need balance to give the illusion they are further apart. Concentrate light colors on the inner corner and dark colors on the outer corner of the eyelid.

- 1) First, highlight the brow bone and inner corners of the eyes to make them the most prominent feature.
- 2) Apply a medium matte shadow on the lid, in the shape of an upside down half moon. Start at the lash line and move up toward the crease.
- 3) Next, use a dark matte shadow to build the depth of the outer edge of the eyelid. Start at the end of the upper lash line and blend toward the outer edge of the crease.
- 4) Diffuse your colors from the lightest shadow to the deepest color, going from inside to outside. Keep all the darker colors toward to outer edge of the eye.
- 5) Use a highlighter in your inner corners to create a little more visual distance from your nose.
- 6) Complete the look with an eyeliner, and start the line at the center of the eyelid, and extend to the outer corner of the eye. Keep as close to the lash line as possible for an elongated effect.
- 7) Avoid eyeliner near the inner corner of the eye. Also avoid any liner under the lower lash line or in the waterline, which will close up the look of the eye.
- 8) Finish with mascara and, if needed, apply a small set of lashes on the outer corners of the upper lash line.



DEEP SET/ LARGE LID

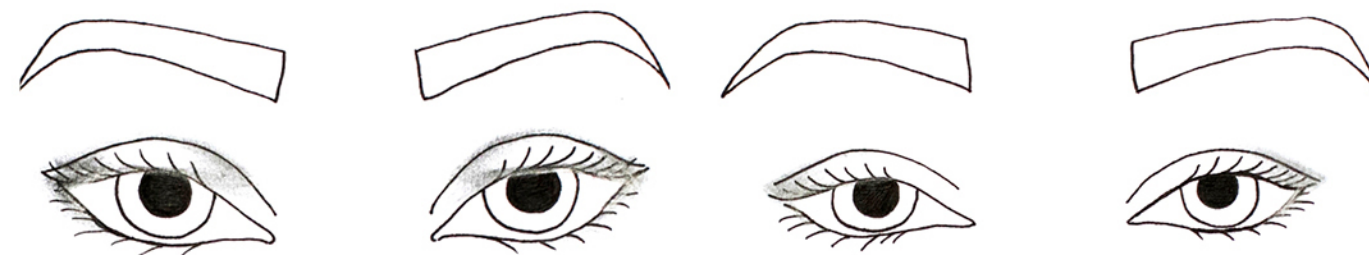
In deep set eyes the brow bone overtakes the lid and the eyes are rooted within the eye socket. The key to working with deep set eyes is to enhance their look. Bring the depth forward with lighter eyeshadow colors. Use light eyeshadow colors on the lid and apply a warm color under the brow bone to create a multi-faceted look and prevent the look of a sunken eye.

- 1) While working with deep set eyes, the goal is to avoid dark eyeshadow colors. Concentrate on lighter, brightening colors that will bring out the natural darkness of the eye socket.
- 2) Start by placing the lightest matte eyeshadow color in the inner corner of the eye.
- 3) Create a darker color on the outer edge of the eyelid, blending in the crease toward the center. The only place to have any darkness is on the edge of the lash line and outer corner.
- 4) Keep blending until the color graduates from the lightest at the inner corner, to a soft warm middle color, to the darkest shade at the outer corner of the eyelid.
- 5) Keep the crease clean and bright with the light matte eyeshadow.
- 6) Apply mascara, but avoid any mascara or liner on the lower lash line.

WIDE SET

This is one of the easiest eye shapes to work with, because you can line or contour the lids in a multitude of ways. Avoid using shimmery eyeshadows in the tear duct or inner corner, which can enhance the look of space between the eyes.

- 1) Concentrate darker shadows near the inner corner of the lid to give the illusion that the eyes are closer together.
- 2) Also, extend the eyebrows at the inner corners to further create the look of narrower eyes.
- 3) Eyeliner needs to be kept shorter and should not extend past the outer lid or eyebrow. Beware of a cat eye. It will enhance the eye shape to look wider.



UPTURNED

Upturned eyes are the perfect shape for a smokey eye, which means you can play around with darker shadows and a smudged eyeliner. Upturned eyes have a natural lift at the outer corner of the eye, with a visible lid area, which is ideal for creating sultry and exotic eye looks. The goal here is to emphasize the upward lift and enhance the symmetry.

- 1) To enhance the lid surface, apply a light shade to the inner corners.
- 2) Apply a medium neutral brown shadow to the outer edge of the lid, starting in the middle of the crease. Blend the crease color, concentrating the darkest color on the end of the upper lash line.
- 3) Line the eyelids near the top and lower lash line, focusing the most color and width of the eyeliner near the outer corners.
- 4) Using an eyeliner brush, go over the liner with a matte deep brown to diffuse the liner and create a softer smokey eye.
- 5) To even out proportions, line the outer corner of the lower lash line with the matte deep brown shadow. Diffuse the color outward toward the end of the lash.
- 6) From the middle of the upper and lower lash line to the inner corners, blend the medium neutral brown shade as close to the lash lines as possible. This prevents the darker color on the outer corners from appearing too harsh.

SMALL

Think lots of lashes, and bright matte shadows! If you have small eyes, it is essential that your eyebrows are not too thick or thin, which can enhance the look of a smaller lid. With small eyes it is critical to forgo dark shades. Use lighter eyeshadows to open and brighten up the eyes and to create the illusion of a larger lid.

- 1) Apply matte light-cream eyeshadow on the entire lid. By using a lighter matte eyeshadow you are enhancing the natural curves of your eye shape.
- 2) Next, apply a neutral matte eyeshadow ABOVE the crease. Blend seamlessly the two colors near the brow bone.
- 3) Using a matte, medium natural shadow, blend the color on the lower lid, which mimics the look of your natural shadow. The helps to naturally sculpt the eye shape. Lightly add the shadow to the lower lash line.
- 4) With a wet, thin eyeliner brush, apply dark grey shadow on the lash line, pushing the color into the lashes. Elongate the eyeliner slightly past the edge of the lash line. Then connect to a lower medium shadow below the outer corner of the lower lash line.
- 5) Elongate the eyebrows at the outside corners, using a sharp eyebrow pencil to help create this effect.

For Mature Skin

Although we suggest using neutrals and mattes for the makeup looks in this guide, there is an exception to the rule when it comes to mature women. For more mature women, here are some tips for makeup and skin care that can create a softer, more youthful appearance:

1 Adding color to the lips and cheeks will create a subtle, yet necessary, light and lift to the face.

2 Look for rose, apricot, and watermelon lipstick colors to add a bright neutral hint of color to aging lips. Avoid nude, or beige lip colors on mature skin.

3 Add a very light dusting of rose or peach blush to the apples of the cheeks
(Never use blush on the upper part of the cheekbones, keep the color as an understated pop of color).

4 Avoid using any powder or matte bronzer around the outer corners of the eyes or upper cheekbones, as this will only accentuate fine lines.

- 1:** When removing your lashes from the case, use tweezers to peel the lashes away starting at the outer edge.
- 2:** Next, with your scissors, trim the lashes starting at the inner edge. Usually, you only need to cut away 2-3 lashes to create the correct size.
- 3:** The lashes should never go too far inward toward the tear duct, as this could irritate the eye. Make sure that the lashes stop 1-2 lashes on the outside of the upper lash line. Having the lashes too far out on the outer corner (over skin and not your natural lash line) will pull the eye down.



LASH APPLICATION

- 4:** When applying the lash glue, dab a thin layer of lash glue from the applicator along the base of the lash. Apply the glue from corner to corner of the lash. Let the glue set for a few seconds before applying.
- 5:** Apply mascara first, which helps the false lashes set and adhere to the lashes easier.
- 6:** When applying the lashes, remember to focus the placement on the outer corners to ensure that the lashes hold their place. Have your client look down, and press the strip lash into the lash line, avoiding gluing the lash onto the skin.
- 7:** Next, carefully use eyelash tweezers or a fine point q-tip to press the false lashes into the natural lash line and bond the two.
- 8:** Last, but not least, curl the lashes and bond the false lash and natural lash together, creating a seamless bond and lift.



ABOUT THE PHOTOGRAPHER

My name is Gina Dinverno and I am a Portrait and Brand Artist located in Macomb, Michigan.

My mission is to show value, strength and God's beautiful design in each person I photograph.

My hope with each session is to create portrait and brand art that will make beautiful memories for you or to help elevate your career.

Let's journey together to make your dreams a reality.



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