

Personalizing your Eye Application Techniques

Great Tips for Gorgeous Eyes!

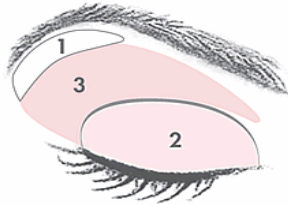
Standard Eyes

Eyes that are about one eye width apart.

1

2

3



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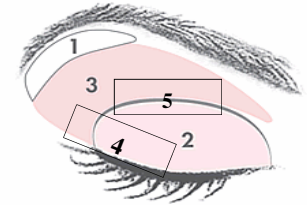
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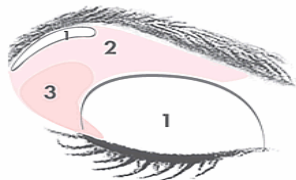
Deep-Set Eyes

Eyes that are set deep, making the browbone appear more noticeable.

1

2

3



MARY KAY®

Great Tips for Gorgeous Eyes!

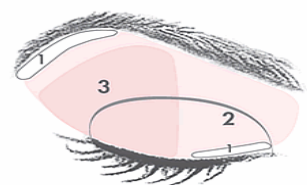
Hooded Eyes

Eyes that are set so that the natural crease in the eyelid is not readily seen.

1

2

3



MARY KAY®

It's all about the Eyes — we want OPEN & LIFT!!!

Color 1 is the lightest (wash/base) shade. Apply it over the full eye, lashline to brow.

Color 2 is the middle (midtone) shade. Usually a neutral/brown/skin toned color (although color is back in, BIG, and we are 'allowed' to have fun and play with color if we have the confidence!). It is applied on/above the actual crease (the deeper set must be sure to apply this ABOVE the crease, as you DO NOT want dark shades on your lid because that will hide/recede the eye more and make it look smaller & deeper). Can go from the inside of the beginning of the eyebrow itself, or just the center of the eye. **Color 3** is the darkest (accent) shade. For an advanced technique,

Color 4 is also a color/dark accent, and **Color 5** is usually a color touch of highlighting shade!

- Using darker shades & lighter shades **IN THE RIGHT PLACE** is key!
- **DARK** eye shades recede the area and makes that area look smaller
- **LIGHT** eye shades bring forth the area and makes that area look bigger
- **EYELINER**—makes the base of the lashes look thicker, therefore longer! Also brings out the **WHITE** in the eye, thus making the eye look bigger!
- **MASCARA**—use several coats—for a **MINK** look use **BlkBrown** **FIRST**, then **Black!!!**