

Inner Corner (A)

The inner corner includes just the innermost corner of the eye near the nose. Selecting color here that is lighter than your skin tone will brighten up the eye making it appear open and awake. The color can be matte or have a little shimmer to it such as Lingerie or Lily. Using a pale, colorful eye shadow on the inner corner such as Milk Shake, Angelic Pink or Pink Champagne is also very pretty. If your eyes are close together, highlighting your inner corner will make them seem farther apart.

Lid (B)

Your eyelid can be divided into as many portions as you please depending on the look you're going for. For a basic lid placement, use one color all the way across. You can also use a light color on the inner half of your lid and a darker color on the outer half. This will add dimension to your eyes and can make them appear larger.

Outer (C)

The outer V is basically the outer corner of your lid. To apply color here, you'll start at the outer corner of your eye (or outer upper lash line) and create a V up and into your crease. Applying a dark eye shadow to your outer V creates a smokey eye.

Crease (D)

Your crease is just above your lid and just below your brow bone/optical bone. If you look down into a mirror while keeping your head straight, your crease is the indentation right above your lid. Applying color here adds dimension to the overall look you're going for.

Brow Bone (E)

Right above your crease is your brow bone. This is the area where your lid and crease colors blend into the highlight color. Pretty much any color can be used here that complements the rest of your eye shadow colors. In this area it is better to go darker in color than lighter. This allows your brow highlight to pop and your main lid/crease colors to blend better.

Brow Bone Highlight (F)

Your brow bone highlight should be applied just below your brow. Shadows such as Lily, Lingerie, Cream Glow, or Bisque make great highlighting shades. You can choose either a matte shade or a shadow with a shimmer.

Bottom/Lower Lash line (G)

The bottom lash line is the lower portion of your eye where the lashes begin. You can use eyeliner pencil, or eye shadow, or both for long-lasting wear. Thicken the color you place here for a smokey look. Depending on the look you are going for, you can also skip this area altogether. You will find by adding color to the lash line your lashes will appear darker and your eye will look more defined.

Top/Upper Lash line (H)

The top lash line, like the bottom, is where the lashes begin. Smudging a dark eyeliner pencil or eye shadow using the angle brush along your top lash line can make your lashes appear thicker. Also, it's always best to get your liner as close as possible to your lash line, where your lashes meet the skin.

Waterline (I)

The waterline is the part of your eye directly above your bottom lash line, closest to your eyeball. For a smokey look, use a dark eyeliner pencil or eye shadow such as Tornado. To brighten your eyes, use the white pencil. If you have small eyes, do not use anything dark on the waterline since it will make your eye appear smaller. If you have sensitive eyes, you may choose to avoid this area altogether.

