

## CONCEALER

- The under-eye area needs concealer to help disguise pigment discolorations and surface veins which can make this area look dark, dull and tired.
- Remove the wand from the tube and gently swipe concealer in a small arc around the inside corner of the eye concentrating the largest amount over the darkest areas. Using your ring finger, pat and blend concealer gently onto the skin.
- Do not rub into skin, which can wipe concealer away.

## FOUNDATION

- Did you know that 70% of makeup users wear the wrong shade? For accurate color matching, always test makeup on the jaw line or forehead, never on the hand. It's better to go a little deeper than too light when selecting a shade. Too light of a shade will make lines and pores look more obvious.
- Blend over eyelids to hide tiny imperfections and to help eye shadow last longer.
- Don't apply foundation with your fingertips. Use a sponge or makeup brush.

## BLUSH

- Apply blush at least two fingers away from the nose. Blend out edges with a makeup sponge.
- Never put blush on the nose, it may make your nose appear larger.
- Lift the face by sweeping blush onto temple area and slightly over to the arch of the eyebrow.



## EYE LINER

- If your eyes are small, avoid using heavy black eyeliner. Black is a reducing color and can make eyes look even smaller; opt for brown instead.
- Never just use eyeliner on the lower eyelid. This will make your eyes look unbalanced. Line both upper and lower lids or just line the upper lid. If eyelid is too small, just gently line outer half of lower and upper lid with eye shadow to accentuate.
- For a softer, more natural look, use the angle brush with eye shadow to line eye instead of a pencil.

## EYESHADOW

- In general, it's better to use a shadow color that is opposite of your eye color. By using a contrasting shade, the eye will open up and look bigger.
- If eyes are smaller, use lighter shadow shades to open up the eye area. If eyes are larger, use darker shades to define and draw attention away from the size.
- For brown eyes, khaki, pine, smoke and violet shadows with a blue undertone look best.
- Green eyes look best with gray, purple or navy shadows.
- Blue eyes look best with brown, smoke or rose tones.

## EYEBROWS

- Well-shaped eyebrows can take years off the face. For best results, use a shade slightly lighter than the hair color. Use short, feathery strokes for the most natural effect.
- In general, powder brushed on brow looks more natural than pencil.
- Use concealer to even out the tops and bottoms of your eyebrows and help fix any errors.