

Make Up Do's and Don'ts



CONCEALER

- Don't apply concealer from the tube. This will cause undo wear and tear of the delicate eye area. Rub concealer on your ring finger then gentle "stipple" under eye area.
- If someone is extremely dark around the eye area, apply concealer under and over makeup foundation for better coverage.

LIQUID MAKEUP

- 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 makeup over eyelids to hide tiny imperfections and also so eye shadow stays on longer.

BLUSH

- Apply blusher at least two fingers away from the nose. Blend edges of blush with makeup sponge.
- Never put blush on the nose unless you want the nose to look larger. Lift the face by sweeping blush up onto temple area and slightly over to the arch of the eyebrow.

EYESHADOW - EYE LINER – MASCARA - EYEBROWS

- Always use a highlighter. It helps to open and lift the eye and it makes the whites of the eye whiter.
- 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 the eye is small, avoid using black eyeliner pencil and black mascara. Black is a reducing color and can make eyes look smaller. Try Navy or Eggplant instead.
- Never just use eyeliner on the lower eyelid. This will make your eye 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 shadow to accentuate.
- If the eye is small, use lighter shades to open up the eye.
- If eye is big or bulging use darker shades to set back and define.
- Avoid using brown eye shadow if you have brown eyes. The look is too muddy.
- Green eyes look great with gray, purple or navy shadows.
- Blue eyes look best with brown, smoke, or rose tones.
- For brown eyes khaki, pine, smoke and violets with a blue undertone look best.
- For a softer more natural look, use the angle brush with eye shadow to line eye.
- 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 affect.
- In general powder brush on brow looks more natural than pencil.

