

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 into the skin. Do not rub into skin so concealer is not wiped away.

FOUNDATION 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 onto temple area and slightly over to the arch of the eyebrow.



EYE LINER

- Always use a highlighter. It helps to open and lift the eye and it makes the whites of the eye whiter.
- 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.
- For a softer more natural look, use the angle brush with eye shadow to line eye.
- 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.

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 the eye is small, use lighter shadow 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.
- 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.