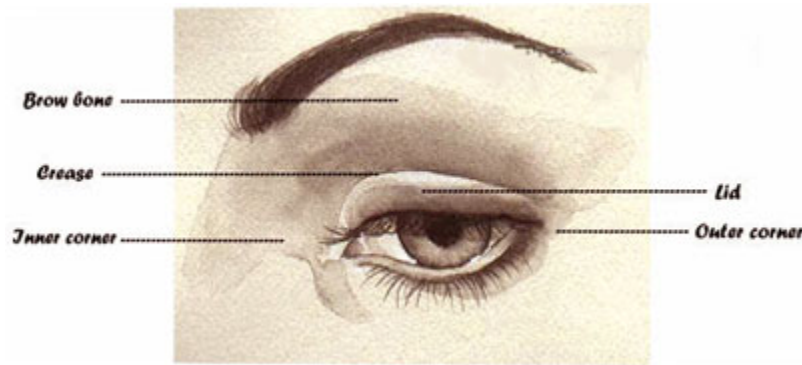


EYE MAKEUP TECHNIQUES

Eyes are the windows to your soul. The right make up can add to the beauty of your eyes if you know how to accent the positive and minimize any negatives.



Perfect eye makeup for your eye shape

Almond shaped eyes:



Almond shaped or 'Asian Eyes' are the ones with little or no natural crease in the lid.

Goal : To create contrast between eye, lid and brow bone.

Technique: Line upper and lower lids, keeping line close to lashes. Use a light shade of eye shadow from your lashes to the brow, a medium shade on your lid, and a darker shade on the outer third of your eyelid. Apply mascara generously to upper and lower lashes.

Close-set eyes:



Close-set eyes are ones that are less than one eye-length apart.

Goal: To create an illusion of width between the eyes by emphasizing the outer edges of the eye.

Technique: Line the outer half of your lids, top and bottom, keeping colour most intense at the far corners of the eyes. The bottom line can even be extended just beyond the eye if you like. Apply a light-coloured eye shadow from the lashline to the brow, over the entire eye area. Stroke your

deep shade from the outer third of the lid to extend just beyond the eye's edge. Brush a little highlighter on the brow bone to accent. Apply mascara on top and bottom lashes, with a few extra coats on the outer corners, upper and lower.

Deep-set eyes:



Deep-set eyes are recessed or shadowed by a prominent brow bone. Lids may be hidden and eye brows appear close to the eyes.

Goal: To make the eyes look more open and less recessed.

Technique: Use eyeliner on both, upper and lower eyelids evenly, remembering to smudge and soften the line. Use a light shade of eye shadow from the lash to the brow line, making it slightly darker above the crease. Blend lightly at the edges to soften. This brings the lid portion 'forward' optically. Brush a little highlighter in and along the lid crease, without blending. Use mascara lavishly on both, top and bottom lashes.

Wide -set eyes:



Wide set eyes are ones that are more than one eye-length apart.

Goal: To make the eyes look closer by emphasizing the inner third of the eye.

Technique: Starting at the inner corners, line the eyes completely, top and bottom. To make your eyes appear closer, begin by using a light shadow over the entire lid. Use a darker shade in the inner corner, blending up and out. Apply a little highlighter just under the brow in the middle of the eye. Focus mascara on the inner corner of the eye.

Round eyes:



These eyes are shaped almost perfectly oval.

Goal: To make the eyes appear slightly elongated.

Technique: Apply eyeliner on the top and bottom lids, extending it just beyond the outer corners. Focus light colour on the outer section of the brow bone, brushing outward to elongate the eye. Cover area from brow line to lid cease. Overlay a little highlighter on the highest edge of the brow bone. Concentrate mascara on the top lashes, especially on the outer corners of the eyes.

Prominent eyes:



These are large eyes that appear to buldge, with prominent upper lids.

Goal: To make the eyes appear smaller.

Technique: Line the upper and lower lids, with a slightly wider band of liner along the lashes of the lower lid. Sweep light shadow horizontally across the brow bone to take the focus off the lid area. Sweep a horizontal band of deep shadow across the whole lid, extending from the inner corner to just beyond the outer edge of the eye. This subtly elongates and minimizes prominent lids. Add a dot of lighter below the arch of the brow. Apply a light coat of mascara on the top lashes, concentrating more colour on the lower lashes.

Small eyes:



Small eyes are smaller than average or appear small as compared to the rest of your features.

Goal: To make the eyes look larger.

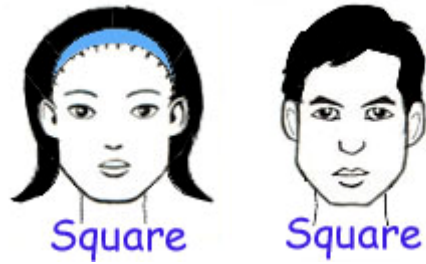
EYE MAKEUP TIPS



- 1) For **everyday makeup**, you must develop an uncomplicated routine. You could use a black or brown shimmer pencil to define your eyes. You could apply transparent mascara followed by a black or brown one.
- 2) To give your eyes a **dreamy or mysterious look**, apply a pencil liner of medium thickness and smudge it with your fingers.
- 3) To make your eyes look **bright and funky**, go in for liners in bright colours. Try royal blue, sea green and different shades of pink and orange.
- 4) **Before using an eyeliner pencil**, always sharpen it to remove any bacteria that may have built up.
- 5) **Eye shadow application after 40** – You might notice a tendency for your lids to appear somewhat crepey. This makes eye shadow application difficult. To counteract this, stay away from bright colours as softer colours are far more flattering and less aging.
- 6) **Eye shadow colour** – Consider soft browns and tans with sandy or pink undertones for blue eyes. Wear khaki and brown shades with yellow undertones for green eyes. Accent dark brown and black eyes with brown and charcoal shadows.
- 7) **Experiment and practice with liner** before you go out for a big event. Eyeliner, particularly the liquid version, can be difficult and messy the first few go-arounds.
- 8) **Mascara smudges** - apply mascara before foundation and concealer so that you can clear up any smudges and don't have to start entirely over.

THE PERFECT FRAME

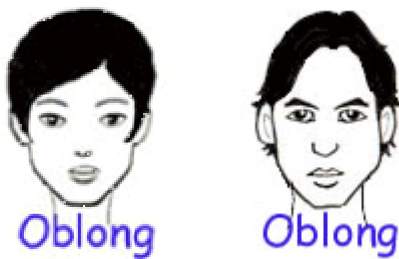
Square face



Frames Recommended: Select rounder frames since they are good for softening the lines of a square face.



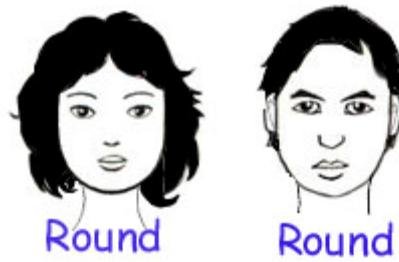
Oblong face



Frames Recommended: Choose frames that cover the center of your face.



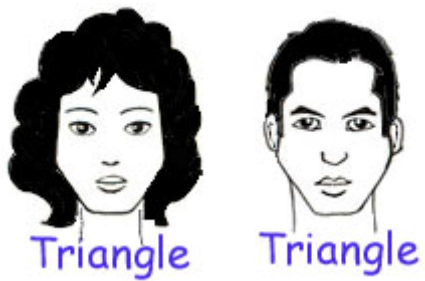
Round face



Frames Recommended: A round face looks best with square frames as they make your face look less 'rounder'.



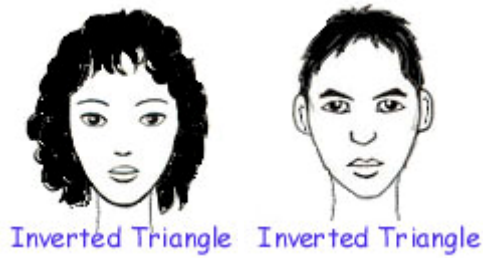
Triangular face



Frames Recommended : These types, with their wide jaw lines, are complemented by cat's eye shapes.



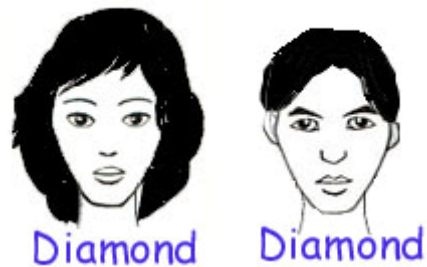
'Inverted triangle' shaped face



Frames Recommended: Choose frames with low temples and lenses that get wider at the bottom. This will add fullness over the lower half of your face.



'Diamond-shaped' frame



Frames Recommended: Round or geometric frames go well with this face cut and minimize the width of the temple area.



Oval face



Oval



Oval

Frames Recommended: Most frames will flatter an oval shaped face as long as the size is proportional to the overall size of your face.

