

## Advanced MakeUp Tips by Kathy Whittington

### Applying Eye Shadow

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.

#### Almond shaped eyes:



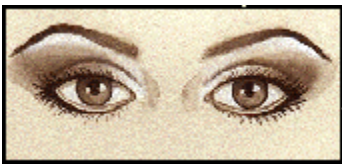
Almond shaped or 'Asian Eyes' are the ones with little or no natural crease in the lid.

**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.

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#### 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.

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### **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.

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### **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.

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### **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.

**Technique:** To make your eyes appear larger, thin out your eye brows. Use eyeliner on the outer third of the top and bottom lids. Brush a light shadow over the entire lid from lashes to brow bone. Stroke deep shade horizontally, starting from the inner corner, along the lid crease. Stroke highlighter under the brow line. Apply mascara generously on top lashes and lightly on lower lashes.

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**Eye Pencil:** To apply eye pencils, have the client look halfway down into a mirror, this naturally stretches the eyelid over the eye, providing a smooth surface for the pencil to glide onto. Instruct to sketch a very thin line of color along the upper lash line. It is best to apply the liner only to the outside of the eye, using the inner side of the pupil as a guide.

Have the client draw a thin line along the lower lash line from the inside of the pupil along the lower eye and up to meet the upper angle, thus wrapping the outside corner of the eye. Point out how different angles of this application change the shape of the eye, drawing the eye shape up or down, depending upon the slant of the line. Use the opposite end of the Arbonne pencil to smudge or blend the liner so that it has a smooth appearance.

The easiest way to visualize this is to think of it as a frame on the outside of the eye. <ô ô>  
If you draw a circle all the way around the eye, the eye will appear smaller and you can get that raccoon look.

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**Eyeglasses:** If you wear eyeglasses, get lenses with a non-reflective glare, allowing others to see your eyes. If you have thick lenses that make your eyes look larger, go easy on the mascara; if the lenses make your eyes look smaller, be sure to line your eyes to bring them out. Your eyebrows, not your eyeglass frames, should define your face, so make sure to keep them well groomed. Are your glasses a strong color? Then keep your shadow neutral and concentrate color elsewhere on your face.

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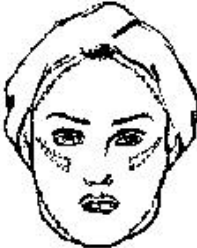

**Photographs:** If you have an important event coming up, this is not the time to try something new. If you want a new look, try it out a few months ahead of time, to give you and others a chance to get used to it. To keep your eyes from fading in photographs, you want your eyebrows cleaned up, well defined and completely filled-in. The same goes for your eyelashes. Use a curler if necessary, one coat of "Thick-It Lash Enhancer" and one to two coats of Arbonne mascara. For shadow color, don't use pink, light blue or frosts; they'll make you look tired. A natural look is your best bet. The more comfortable you feel with your eye make up, the more confident you'll be in any situation.

# Cheeks

Did you know that blush is the most misused cosmetic, accounting for more than 70% of makeup mistakes? Don't become a statistic – use these tips to become an application pro!

Blush can become confusing when trying to apply it based on the shape of the face... round, oval, heart, diamond, etc., etc. Keep it simple. This tip is from Cindy Larson - When in doubt, simply apply the blush in a backwards "C" around the eye. Frame the eye so that you don't see the blush, you see the eyes. Blush is placed directly on the cheekbones, and blended out and up from there, back toward hairline. Never bring blush closer to the nose than the outer rim of your iris or below an imaginary line from nostril base to edge of face. Choose colors that match your eye shadows or that have a slight reddish pinky color to them.

For those of you who are concerned with the shape of the face...

Diamond	Heart	Round	Square	Oval
				
<ul style="list-style-type: none"> <li>■ Narrow forehead.</li> <li>■ Narrow Chin</li> <li>■ Wider cheeks than jawline</li> </ul>	<ul style="list-style-type: none"> <li>■ Widest across forehead</li> <li>■ Tapers down to cheeks, then down to narrow, sometimes pointed chin.</li> <li>• Jawline is not prominent</li> </ul>	<ul style="list-style-type: none"> <li>■ Width about same as length</li> <li>■ Short forehead</li> <li>■ Wide cheeks</li> <li>• Roundness through jaw</li> </ul>	<ul style="list-style-type: none"> <li>■ Width of cheeks and forehead are similar</li> <li>■ Width of jawline and forehead are similar</li> <li>■ Prominent jawline</li> <li>■ Angular overall appearance</li> <li>■ Rectangular face is longer than it is wide</li> </ul>	<ul style="list-style-type: none"> <li>■ Equal distance from hairline to eyebrows, from eyebrows to tip of nose and from nose to chin</li> <li>• Wider forehead than jawline</li> <li>Prominent cheekbones gently taper to oval chin</li> </ul>
<ul style="list-style-type: none"> <li>• Apply regular foundation before contouring makeup Apply lighter shade of foundation at angle on both sides of forehead.</li> <li>■ Apply lighter shade of foundation at angle from middle to bottom of jawline.</li> <li>■ Apply blush on the ball of the cheek in a crescent shape. Blend outward out toward hairline.</li> </ul>	<ul style="list-style-type: none"> <li>■ Apply regular foundation before contouring makeup</li> <li>■ Apply darker shade of foundation on either side of forehead</li> <li>■ Apply lighter shade of foundation at either side of jawline</li> <li>■ Apply blush starting under the ball of the cheek</li> <li>• Blend away toward the center of the ear</li> </ul>	<ul style="list-style-type: none"> <li>■ Apply regular foundation before contouring makeup</li> <li>■ Apply darker shade of foundation in an arc on either side of forehead</li> <li>■ Apply darker shade of foundation on either side of jaw up to tip of ear. This will eliminate fullness in these areas</li> <li>• Apply blush on the ball of the cheek beginning at point just outside of center of eye. Extend to temples near hairline.</li> </ul>	<ul style="list-style-type: none"> <li>■ Apply regular foundation before contouring makeup</li> <li>■ To make forehead appear more oval, apply darker shade of foundation on either side of forehead and blend</li> <li>■ To make jaw appear more oval, apply darker shade of foundation on either side of jawline and blend</li> <li>■ Apply concentration of blush directly on the ball of the cheek. Blend toward the top of the ear for a square face and middle of the ear for a rectangular face</li> </ul>	<ul style="list-style-type: none"> <li>■ Apply blush just under the ball of cheekbone, directly below the outer part of the iris</li> <li>• Extend in smooth arc, fading toward top of ear</li> </ul>

# Lips

## Application of Lipsticks and liners:

To apply lipstick to your client(s), remove a small amount of lipstick with Arbonne's small spatula and instruct the client to apply the color with the disposable lip brush. This keeps your product(s) sanitary.

When using the lip liner, it is important to sharpen the pencil between each client. This will keep the product sanitary as well.

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Step 1.) Apply a coating of foundation to smooth and soften lips. This step helps to fill in the lines and smoothes the surface of lips. Also helps lipstick to last longer. Dust with loose powder.

Step 2.) Use a lip liner that matches or is slightly darker than your lip shade (if you want to make lips appear to be larger.). Line lips starting at one corner of your upper lip tracing around your lip line to the other corner. Repeat for bottom lip. Do not go right to the corners. The top and bottom liners should not meet or you may get the "circle" look. Fill in lips using your lip liner to prevent a ring being left behind when your lipstick wears off. This step will also help lipstick stay longer. Smudge liner slightly.

Step 3.) Apply lip color with a lip brush to avoid disturbing liner. Swipe the brush over the lipstick a few times. Starting at the center of lips, work the color outwards. Be sure to line color where lip liner ends at the corners of your mouth. Brush lips one more time with another coat of lip color. Repeat a third time if a more intense pout is what you desire. Blot excess off.

Step 4.) Optional- Apply Sheer Shine lip gloss or Arbonne Lip Protector with SPF 15 to give a nice shine to lips

## Lip Tips:

- By applying foundation before lip liner and stick, you will achieve a longer, lasting coverage.
- Lessen the color of a dark or bright lipstick or lip pencil with an overcoat of lip gloss
- If you want to make lips appear smaller, use concealer over natural lip line. Line just inside natural lip line. Fill in new lip shape with lipstick.
- If you want to make lips appear fuller outline lips just outside natural lip line. Fill in lips with pencil lipstick.
- If one lip is thinner and you want to make lips appear balanced, outline thinner lip just outside natural lip line. Line fuller lips along natural lip line. Fill in new lip shape with lipstick.
- Use moisturizer throughout the day or at night.