

The Magic of Eyes!



Eyebrows, Eyeliner & Eyelashes

Eyebrows

- Do not be overzealous in tweezing. Big mistakes are hard to camouflage and sometimes an over-plucked eyebrow won't grow back.
- The inside of your brow should start above the inside corner of your eye, and if you drew a diagonal line from under your nose to the outer corner of your eye, that's where it should end (See Eyebrow Shape on back).
- For a natural look, use a pencil close to or slightly lighter than your brow. Define and fill in sparse areas with short feather-like strokes, then brush to blend.
- Never tweeze along the upper edge - it ruins the natural line and encourages growth in unwanted areas.
- Having your eyebrows waxed can help provide a clean line for you to follow, but it's best to have this done by a professional.
- Brush the brows upward then hold them in place with brow gel. It's a trick makeup artists use to take away that tired look.
- A more pronounced arch makes the face appear longer and can take years off your face. But be careful not to go to extremes!
- The classic brow is the same width as the mouth.
- The classic arch is above the outside edge of the iris (See Eyebrow Shape on back).

Eyeliners

- When lining your eyes, open your mouth slightly to relax the eye muscles - it will make lining a lot easier without having to pull or tug at your lid.
- Substituting eye shadow for liner can give great results with less effort. You can apply the shadow wet or dry with a sponge tip or a firm angled brush. Apply close to lashes and then smooth, if needed. No need to be precise because the overall effect is a smudged look.
- While cake and liquid eyeliners last longer, you can give a pencil liner more staying power by tracing over the line with powder eye color in a similar shade.
- Eyeliner can be used to redefine your eyes. For example, to make close-set eyes look more balanced, line only along the outer half of the lid to draw attention there. And to make round eyes appear more elongated, thicken the line as you go from the inner corner to the outer corner. A wide line along upper lashes makes a prominent eye appear smaller. To make eyes appear larger, apply liner to the outer 2/3 of the upper and lower eyelids at the lashline and then smudge.
- If you have trouble drawing a straight line, try using a series of short strokes as close together as possible, as close to the lashes as possible. And then soften by smoothing with a sponge-tip applicator or cotton swab.
- The two ends of the liner should not be brought together at the outside corner of the eye. The small open space at the outer end of the eye makes it look larger. When the eye is entirely surrounded by a rim of liner, the eye will appear smaller and the makeup might appear too harsh or dramatic.
- Lining the eyes before you apply shadow allows mistakes to be fixed easily.



Eyelashes

- When eyelashes have no natural curl, an eyelash curler is a must-have.
- Always use an eyelash curler before mascara is applied to avoid damage to your lashes.
- Position the eyelash curler on the top lashes close to the base. Press gently for 20 seconds (easier on the eye than a quick, hard squeeze). Press and release several times as you walk the curler out along your lashes.
- Be sure to replace mascara every 3 or 4 months to avoid unwanted debris and bacteria.
- It is better to build the thickness of mascara with several light applications than with one heavy coat.
- Holding the wand vertically while applying mascara to the lower lashes helps to avoid undereye smudges.
- To keep your mascara from drying out prematurely, don't pump the wand. Instead, as you pull the wand out, twirl it around inside the tube so it is fully coated with mascara as it emerges.
- After applying mascara, separate lashes with an eyelash comb. Combing through lashes between coats can help give lashes a fuller, thicker look.
- Brown mascara gives the appearance of thicker lashes, while black mascara gives a lengthening effect.

Eyeliner Styles

When you want just a touch of eye makeup, a very fine line may be drawn into the base of the upper lashes. The line is not extended beyond the corner of the eye and no line is drawn on the lower lid.

For the woman who wants a little more eye makeup for daytime wear, a line may be drawn from the inner corner of the eye and extended slightly beyond the outer corner of the eye. The line is lifted at the outer corner to give the eyes a more open look and to make the eyelashes appear thicker.

Eyeliner for evening is applied to make the eyes appear more glamorous. A line is drawn from the inner corner of the eye and is made wider over the pupil of the eye, when looking straight ahead. The line is tapered very thinly as it reaches the outer corner of the eye. A small space is seen between the upper and lower lines. This makes the eyes appear larger and brighter. For evening, some women like a colored liner such as dark green or navy.

The exotic eye is usually almond or oblique in shape. To enhance almond eyes or to make round eyes appear almond shaped, a line is drawn from the inner corner of the eye and becomes wider from the center of the lid to the outer corner of the eye. The upper and lower lines may be extended upward and the space filled in. To achieve a less obvious effect, eye shadow may be used to give a lift to the outer corner of the eyes.

