

EYE SHADOW

The things to consider when choosing eye color, in the order of importance are: (1) your eye color, (2) your skin depth/tone, and (3) what you are wearing. Please note that what you are wearing is NOT nearly as important as the other two.

EYESHADOWS

All of our eye shadows are either (1) Frosted, (2) Shimmer, (3) Satin, or (4) Matte. A list is attached as to which category each shade fits, and whether it is considered a highlight, a midtone or an accent color. The list shows whether each color is best used on ivory/beige toned skin or on bronze/ebony skin. Some colors are on both lists.

A highlight color “comes out at you”. A highlight is applied on the browbone and on the lid of the eye. Shimmery highlights are more dramatic than satins or mattes. A midtone color is the most “normal” shade and should be applied the entire crease, starting in the outer edge of the crease and going inward so the color is most intense at the outer edge. An accent color is the most bold, and should be applied in a sideward “V” shape with one side of the “V” being along the upper lashline and the other following the crease partway in. The placement of each of these, the highlight, the midtone and the accent are slightly different on different eye shapes.

A note that should be included here, there are not many colors that are true frosted colors, but those that are should only be used on someone with young-looking skin and NOT be used on someone with wrinkled eyelids. This is because the frost will accentuate the wrinkles. But, it is okay to use shimmers, satins or matte finish on anyone, because they don't accentuate the wrinkles.

Eyesicles cream eye shadows are all considered shimmers.

All eye shadows can be applied “wet” with a damp sponge-tip applicator for more “drama”. Some people who wear contacts like to do this so there isn't any eye shadow “dust” floating around.

Some people are allergic to some types of red dye, and they can't use eye shadows of ANY brand that are in some color categories because they cause their eyelids to burn and itch. So, if someone says the eye shadow irritated their eyelid, see if it is a color that would have any red dye.

Some people are also allergic to the mica in the frosted and shimmer products. This allergy will usually show up as very watery eyes when they use a frosted eye shadow.

IVORY / BEIGE

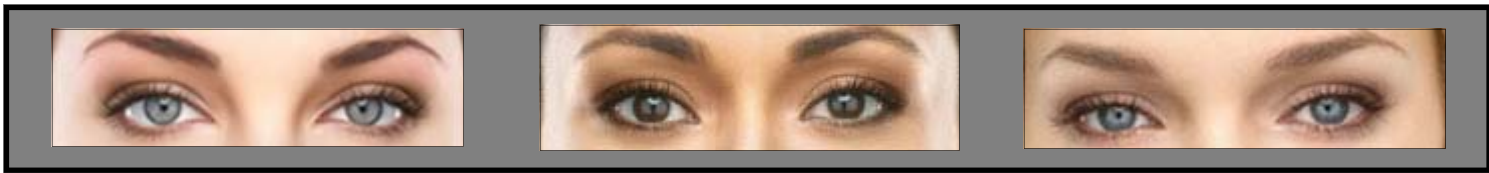
Highlight	Midtone	Accent
spun silk - shimmer copper beach - shimmer white sand - matte crystalline - frost sheer pink - frost goldenrod - shimmer fig (light) - shimmer jade (light) - shimmer safari sunset (light) - shimmer cotton candy (pink) - frost cotton candy (blue) - frost tutti frutti (pink) - shimmer tutti frutti (peach) - shimmer bamboo - matte tropical sun - matte lagoon (light) - shimmer jungle (light) - shimmer blue moon (light) - shimmer	hazelnut - matte whipped cocoa - matte rose mist - shimmer java (light) - matte double espresso (light) - matte woodland (light) - matte	vintage gold - shimmer lucky penny - shimmer cinnabar - matte gold leaf - shimmer sugarplum - frost virtual violet - shimmer currant craze - shimmer storm - matte cranberry ice - shimmer java (dark - matte fig (dark) - satin jade (dark) - shimmer onyx (light) - shimmer onyx (dark) - shimmer periwinkle - matte rain forest - matte double espresso (dark) - matte lagoon (dark) - shimmer blue moon (dark) - shimmer

BRONZE/EBONY

Highlight	Midtone	Accent
copper beach - shimmer goldenrod - shimmer spun silk - shimmer moonstone - shimmer rose mist - shimmer gold leaf - shimmer sugarplum - frost safari sunset (light) - shimmer java (light) - matte jade (light) - shimmer bamboo - matte tropical sun - matte tutti fruiti (pink) - shimmer tutti fruiti (peach) - shimmer double espresso (light) - matte lagoon (light) - shimmer jungle (light) - shimmer blue moon (light) - shimmer	cinnabar - matte whipped cocoa - matte java (dark) - matte onyx (light) - shimmer woodland - matte	storm - matte currant craze - shimmer virtual violet - shimmer lucky penny - shimmer cranberry ice - shimmer vintage gold - shimmer safari sunset (dark) - shimmer onyx (dark) - shimmer jade (dark) - shimmer fig (dark) - shimmer double espresso (dark) - matte lagoon (dark) - shimmer jungle (dark) - shimmer blue moon (dark) - shimmer rain forest (dark) - matte

Eye Color Chart

<u>Eye Colour</u>	<u>Eyeliner</u>	<u>Eyeshadow</u>
Blue	Sable Bronze	Hazelnut Whipped Cocoa Taupe Gold Leaf Persian Spice Vintage Gold
Green	Bronze Sable Violet Plum	Hazelnut Whipped Cocoa Taupe Adobe Lucky Penny Vintage Gold Virtual Violet Cinnabar Mirage
Brown	Sable Violet Bronze Charcoal Plum	Hazelnut Whipped Cocoa Taupe Adobe Safari Sunset Vintage Gold Fig Cinnabar Currant Craze
Grey	Sable Violet Slate Charcoal Plum	Hazelnut Whipped Cocoa Java Sugarplum Onyx Virtual Violet Storm



HIGHLIGHTERS Ivory/Beige (Use under the brow bone and on the inside half of the lid)



Copper Beach *



Crystalline †



White Sand**



Moonstone *



Sheer Pink †



Spun Silk *



Bamboo **



Tropical Sun **



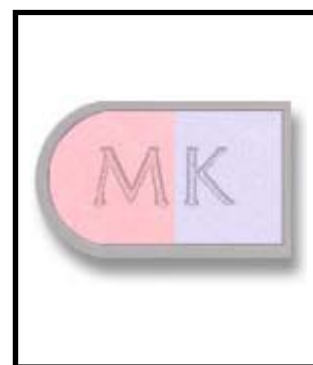
Goldenrod*



Jade (light) *



Safari Sunset (lt) *



Cotton Candy †



Tutti-Frutti *



Lagoon (lt) *



Jungle (lt) *

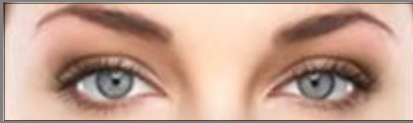


Blue Moon (lt) *

† Frost

* Shimmer

** Matte



MIDTONES Ivory/Beige (Used over the outer half of the lid and in the crease)



Hazelnut †



Whipped Cocoa †



Rose Mist *



Java (light) †



Double Espresso (lt) †



Woodland †

MIDTONES Bronze/Ebony (Used over the outer half of the lid and in the crease)



Cinnabar †



Whipped Cocoa †



Java (dk) †



Onyx (lt) *

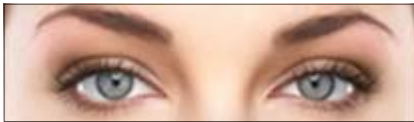


Woodland †

† Matte

* Shimmer

All midtone colors can be used as accent colors depending on skin tone.



Green or Hazel Eye Accent Colors

Recommended Shades

Recommended Eye Liners

Sable Bronze
Violet Charcoal



Hazelnut



Whipped Cocoa



Woodland



Double Espresso



Vintage Gold



Lucky Penny



Cinnabar



Gold Leaf



Safari Sunset (dk) *



Virtual Violet



Fig



Storm †








* Recommended for Bronze/Ebony Skin Only † Recommended as an eye liner.



Brown Eye Accent Colors

Recommended Shades

Recommended Eye Liners

	
Sable	Bronze
	
Violet	Charcoal
	
Steely	Indigo
	
Sage	



Hazelnut



Whipped Cocoa



Woodland



Rose Mist



Vintage Gold



Cinnabar



Lucky Penny



Gold Leaf



Sugarplum



Safari Sunset *

* Recommended for Bronze/Ebony Skin Only † Recommended as an eye liner.



Brown Eye Accent Colors Cont'd

Recommended Shades



Lagoon



Virtual Violet



Periwinkle



Fig



Double Espresso



Current Craze



Cranberry Ice



Jade



Rainforest



Jungle



Storm †



Gray Eye Accent Colors

Recommended Shades

Recommended Eye Liners

	
Sable	Violet
	
Charcoal	Steely



Hazelnut



Whipped Cocoa



Java



Double Espresso



Sugarplum



Onyx



Virtual Violet



Storm †

† Recommended as an eye liner.



Blue Eye Accent Colors

Recommended Eye Liners

-  Charcoal
-  Bronze
-  Sable

Recommended Shades



Hazelnut



Whipped Cocoa



Woodland



Safari Sunset (dk) *



Lucky Penny



Cinnabar



Vintage Gold



Gold Leaf



Double Espresso



Storm †

* Recommended for Bronze/Ebony Skin Only † Recommended as an eye liner.



EYESICLES CRÈME-TO-POWDER EYE COLOR



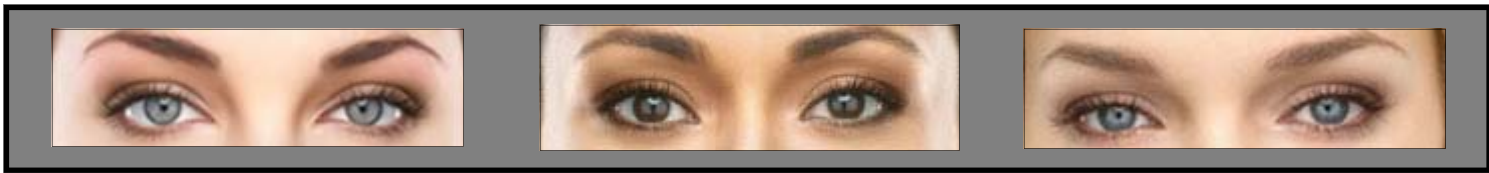
Vanilla



Island Bronze



Pink Frost



HIGHLIGHTERS Beige/Bronze (Use under the brow bone and on the inside half of the lid)



Double Espresso (lt) **



Goldenrod *



Copper Beach*



Moonstone *



Rose Mist *



Java (light) **



Bamboo **



Tropical Sun **



Sugarplum †



Jade (light) *



Safari Sunset (lt) *



Gold Leaf *



Tutti-Frutti *



Lagoon (lt) *



Jungle (lt) *



Blue Moon (lt) *

† Frost

* Shimmer

** Matte



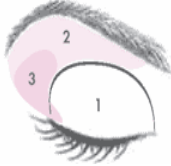
Make-up Application Tips

Color application for eyes

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color.

1. Highlighter 2. Midtone 3. Accent

Deep-set: Eyes that are set deep making the brow bone appear more noticeable.

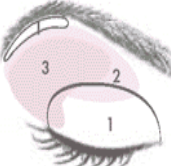


1. **Highlighter shade:** Apply to the eyelid and along the inner corner of lower lashes.

2. **Midtone Shade:** Bring the color up above the crease and sweep it across the brow bone.

3. **Accent shade:** Apply to the outer corner of the upper lash line, then up onto the corner of the brow bone. Sweep the accent shade underneath the lower lash line for definition.

Close-set : Eyes that are set close together.

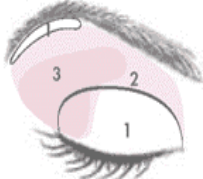


1. **Highlighter shade:** Apply to lid and brow bone. Apply your highlighter shade to the inside corners of the eye to help your eyes appear farther apart.

2. **Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner to the brow but not all the way to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lash line.

3. **Accent shade:** Sweep it across the base of the upper lash line and up into the outer area of the crease. Sweep it underneath the lower lash line for definition, except for the inside corners.

Wide-set: Eyes that are set far apart.

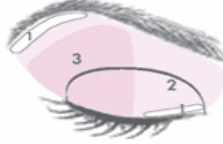


1. **Highlighter shade:** Apply to brow bone and lid.

2. **Midtone shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of your eye. Deepen the color on the inside corners to help the eyes appear closer together.

3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lash line and into the crease of your eye. Also sweep it underneath the lower lash line, being careful not to extend it beyond the outer edge of eye.

Hooded: Eyelids that appear partially closed



1. **Highlighter shade:** Apply to the brow bone and along the upper lash line and inner corner of lower lashes.

2. **Midtone shade:** Apply color from the base of the upper lash line and over the entire hooded area to help the lid appear to recede and blend.

3. **Accent shade:** Apply from the base of the lash line and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined lash line upper and lower.

Standard: Eyes that are symmetrically "evenly" spaced.



1. **Highlighter shade:** Apply under brow bone.

2. **Midtone shade:** Apply over the entire eyelid.

3. **Accent shade:** Apply in the crease of the eye

Perfect Eye Shadow

How To Match Eye Shadow With Your Eye Color.

BLUE EYES

1. **Tried and True:** taupe, gray, violet, purple, deep blue (a darker shade than your eye color makes your eyes really blue), black (mix it with bright blue for a smoky effect)

2. **Funky Favorites:** silver, turquoise, fuchsia (brightens any shade of blue)

GREEN or HAZEL EYES

1. **Tried and True:** brown, apricot, purple, plum, deep khaki or forest green (because they are in the same greenish family, they brighten green eyes)

2. **Funky Favorites:** gold, lime-green, really light green, bright purple (super modern)

BROWN EYES

1. **Tried and True:** copper, bronze, champagne (soft pink with a touch of apricot), brown (for a doe-eyed look), beige, and khaki-green (lighter shades add highlight)

2. **Funky Favorites:** tangerine, royal blue, hot pink, lime-green (contrast adds punch to brown)

Color Application for lips

Color application for thin lips:



1. Erase your existing lip line by applying concealer or foundation.

2. Use your MK Signature™ Lip Liner to draw a line slightly above your natural lip on the top and around the bottom.

3. Fill in lips completely with the lip liner color.

4. Place a dab of light concealer in the center of your top and bottom lip.

5. Apply MK Signature™ Creme Lipstick.

6. Finish with MK Signature™ Lip Gloss applied to the center of your lips over your lipstick to help make lips appear fuller.

Color application for medium or full lips:

1. Line lips with MK Signature™ Lip Liner.

2. Apply MK Signature™ Lip Outliner™ Pencil on the outside of the lips prior to lip color to prevent it from feathering and bleeding.

3. Apply MK Signature™ Creme Lipstick.

4. Finish with MK Signature™ Lip Gloss.

Color application for cheeks:

1. Apply MK Signature™ Cheek Color to your cheekbone area, starting at the back, close to your ear.

2. Sweep the color toward the apple of your cheek then back toward the ear.

3. Go back again in the opposite direction to blend.