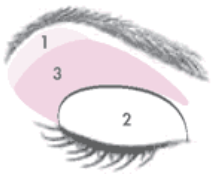


Basic Color Application Tips

Color application for eyes:

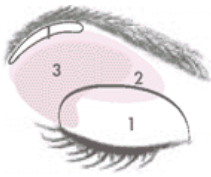
The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color.

1. **Highlighter**
2. **Midtone**
3. **Accent**



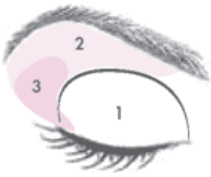
For standard eye color application:

1. **Highlighter shade:** Apply under browbone
2. **Midtone shade:** Apply over the entire lid
3. **Accent shade:** Apply in the crease of the eye



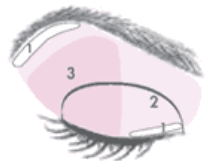
For close-set eye color application:

1. **Highlighter shade:** Apply to lid and browbone. 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 toward the inside corner of the brow but not all the way over to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lashline.
3. **Accent shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.



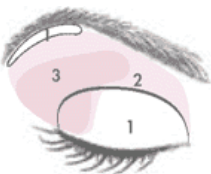
For deep-set eye color application:

1. **Highlighter shade:** Apply to the eyelid and along inner corner of lower lashes.
2. **Midtone shade:** Bring the color up above the crease and sweep it across the browbone.
3. **Accent shade:** Apply to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.



For hooded eye color application:

1. **Highlighter shade:** Apply under browbone and along the upper lashline and inner corner of lower lashes.
2. **Midtone shade:** Apply color from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent shade:** Apply from the base of the lashline 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 lashline, upper and lower.



For wide-set eye color application:

1. **Highlighter shade:** Apply under browbone 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 lashline and into the crease of your eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.