

Great Tips for Gorgeous Eyes

All of your customers are different. And that's part of what makes them beautiful. These diagrams were developed so you can help your customers get the perfect look for their eyes using highlighter, midtone and accent shades. So first let's look at the eye color definitions.

Highlighter

- The lightest shade used in an eye look. It enhances eye features such as the brow bone and inner corner of the eye.

Midtone

- The medium shade used in an eye look. For a day look, this shade is usually neutral.

Accent

- The darkest shade used in an eye look. It adds a pop of color and depth to the eye.

For Wide-Set Eyes: Eyes that are more than one eye width apart.

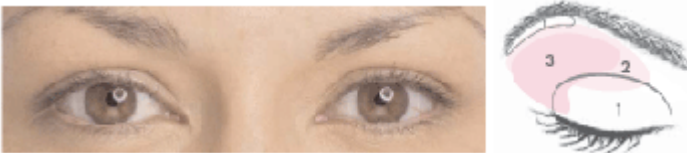


1. **Highlighter Shade:** Apply to brow bone.

2. **Midtone Shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of the eye. Deepen the color on the inside corners and lid 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 the eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.

For Close-Set Eyes: Eyes that are less than one eye width apart.



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

2. **Midtone Shade:** Starting at the outer corner of the crease, bring the color toward the inside corner to the brow but not all the way over to the nose.

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 Eyes: 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 and to brow bone.
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 lashline, then up onto the corner of the brow bone. Sweep the accent shade underneath the lower lashline for definition.

For Hooded Eyes: Eyes that are set so the natural crease in the eyelid is not readily seen.



1. **Highlighter Shade:** Apply to brow bone and along the upper lashline and inner corner of lower lashes.
2. **Midtone Shade:** Apply 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 well-defined lashlines — upper and lower.

For Asian Eyes: Eyes that appear as a flat surface when closed due to a lack of a natural crease. Also known as a single or vanishing eyelid.



1. **Highlighter Shade:** Apply to brow bone starting at the inner corner of the eye and sweeping out. Apply along lower lashline.
2. **Midtone Shade:** Apply to the entire lid, blending into the highlighter shade.
3. **Accent Shade:** Apply in the crease starting at the outer corner of the eye and finishing two-thirds of the way toward the inner eye. You want to keep the inner eye area lighter and emphasize the crease with a darker shade to help create the illusion of more of an eyelid.

For Standard Eyes: Eyes that are set about one eye width apart.



1. **Highlighter Shade:** Apply on brow bone, lid and along inner third of lower lashes.
2. **Midtone Shade:** Apply in crease starting at the outer corner and blend.
3. **Accent Shade:** Apply and blend along top lashline and into outside half of crease. Apply along lower lashline.