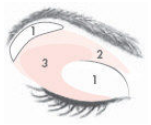
MARY KAY®

America's Best-Selling Brand

Standard Eyes

When eyes are set about one eye width apart, they're considered standard. You can play up the versatility of these eyes by changing the intensity of shade for more or less definition.

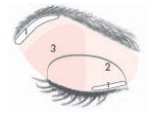
1. Highlighter shade: Apply on brow bone, lid and along inner third of lower lashes.
2. Midtone shade: Apply in crease starting at the outer corner and blend.
3. Accent shade: Apply and blend along top lashline and into outside half of crease. Apply along lower lashline.



Hooded Eyes

You'll notice these eyes are set so the natural crease in the eyelid is not really seen. By creating a well-defined lashline, you can capture the charisma of these eyes while adding dimension to their appearance.

1. Highlighter shade: Apply to brow bone and along the upper lashline and inner corner of lower lashes.
2. Midtone shade: Apply color from the base of the upper lashline and cover 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.

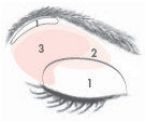


Remember, blend, blend, blend! Eye colors should blend smoothly without looking like streaks of color.

Close-Set Eyes

When eyes are less than one eye width apart, they're considered close set. You can bring out the alluring attributes of these eyes while making them appear farther apart by concentrating the more intense colors at the outer corners.

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 for definition, except for the inside corners.

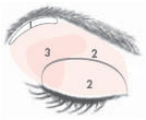


EYE-DENTIFY YOUR SHAPE

Wide-Set Eyes

You can spot these eyes as being more than one eye width apart. They're open and inviting, so try enhancing that quality while making them appear closer together by using stronger shades, particularly at the inner corners.

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 lip 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.

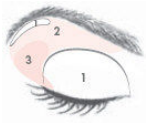


If you are unsure which eye shape you have, use the standard eye shape. It looks great on everyone!

Deep-Set Eyes

Look for this shape when the brow bone appears more noticeable due to the deep setting of the eyes. You can draw attention to the magnetic quality of these eyes while bringing the visibility of the lids forward by avoiding dark shades in the crease.

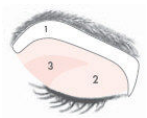
1. Highlighter shade: Apply to the eyelid and along the inner corner of lower lashes and to brow bone.
2. Midtone shade: Bring the color up above the crease and sweep it across the brow bone.
3. Accent shade: Apply to the outer corner of the upper lashline, then up onto the corner of the brow bone. Sweep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



Asian Eyes

These eyes are referred to as a single or vanishing eyelid – appearing as a flat surface when closed due to a lack of a natural crease. You can accentuate the exotic beauty of these eyes while adding dimension by emphasizing the lashline and outer corners.

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.



Knowing how to bring out the best from these common eye shapes can mean gorgeous results you will love!