



The Eyes Have It:

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It is said that the eyes are the windows to the soul.

They are my favorite feature to accentuate, and I'm excited to share the techniques I've learned in over a decade in the beauty industry!

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Master the Basics:

1

Eye
Shapes

2

Color
Theory

3

Brushes +
Tools

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TECHNIQUE:

Mastering Eye Shapes

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There are no “rules”

- Don't let anyone tell you that you can't wear a certain color or texture because of your age or eye shape.
- If you love it and feel confident, go for it!
- Makeup is all about self expression & creativity
- These are only guidelines for the most flattering look

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hooded + monolid

- highlight inner corners
- place color higher above the crease, so it is visible when eyes are open
- place darker colors at the lash line, and blend upward for a gradient/ ombré affect

mature / loose skin

- highlight inner corner
- focus on matte shades, but don't be afraid to use a subtle shimmer just in the center of the lid
- angle outer corner color upward to lift eyes

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close set

- highlight inner corners
- keep darker shades toward the outer corners
- blend color upward & outward to lift eyes

wide set

- blend a medium shade towards the inner corner to pull eyes closer together
- avoid highlighting the inner corner too much- this can emphasize the width

downturned

- apply lighter shades to the outer two thirds of the upper lid
- keep darker shadow to the outer third
- avoid any shadow on the lower lash line, or just keep it in the outer corners blending upward

upturned

- this shade can benefit from more intense color on upper and lower lids
- add a smoky wing to further emphasize the shape

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deep set

- apply a lighter shade all over the lid to bring eyes forward
- push the brow bone back by using

prominent

- apply a medium shade all over with a darker shade in the middle of the lid
- avoid rimming the entire eye with color

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OMBRE



WASH



DEEP
CREASE



WINDSHIELD
WIPER

Majkara

EYESHADOW DIAGRAMS

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HALO



SMOKEY



TWO TONE



LIGHT SHADOW COLOR

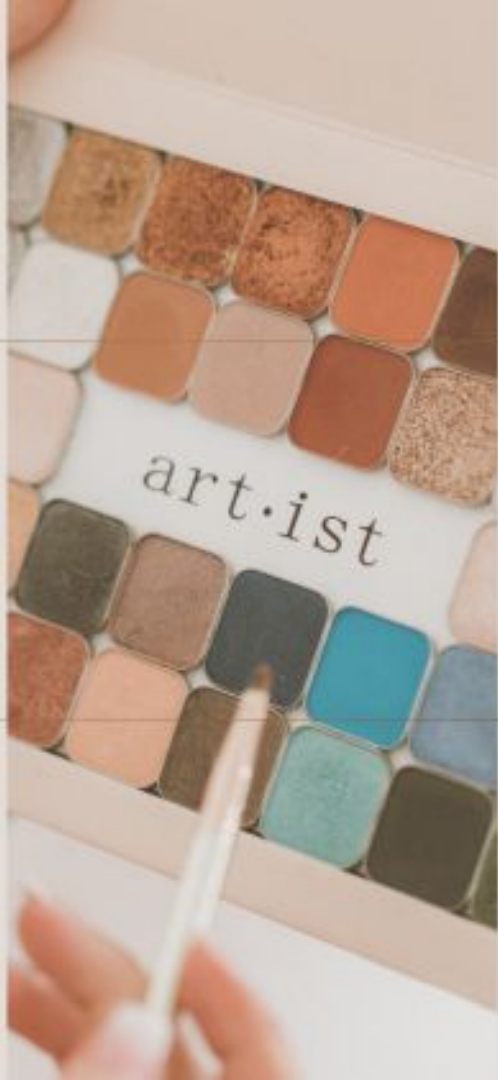


MIDI SHADOW COLOR



DEEP SHADOW COLOR

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COLOR THEORY

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COLOR THEORY



 THE COMPLETE RED	 GOLD DALLER	 BROWN
 FULL	 BEANING	 BEAN AND OUP
 AS THE WIND	 KAROLZ AND	 GRI
 STYLER	 PERRY	 GRETHER
 JAY	 CREAM	 REDGAMP
 JAY	 PUPPI	 GRABBY
 POLLYBUSH	 SHES WAP	 AREYLOHAW

don't hesitate to experiment
with different tones

do you want to
emphasize, brighten or
contrast?

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COMPLEMENTARY COLORS



One of a pair of primary or secondary colors opposed to the other member of the pair on a color wheel

ANALOGOUS COLORS



Analogous colors are groups of three colors that are next to each other on the color wheel, sharing a common value, with one being the dominant color, which tends to be a primary or secondary color, and a tertiary

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TOOLS OF THE TRADE

make the most of the techniques you've learned by using the correct tools!



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I Shadow Everything:

- best for beginners
- fluffy end makes blending a breeze
- small end is great for detail work or to smudge lash line



Blend & Tap:

- flat end great for quick lid application
- domed end is great for building color in the crease / outer corners



Multitasker:

- small end works well for more precise lines
- flat end great for shadow primer, dense color, or pressing glitter onto lids

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Pro tip: use Stay spray +
the Hotline brush
to tightline!

dampen brush, swipe in a dark
shadow, stamp in between
upper lash roots for a clean,
defined lash line

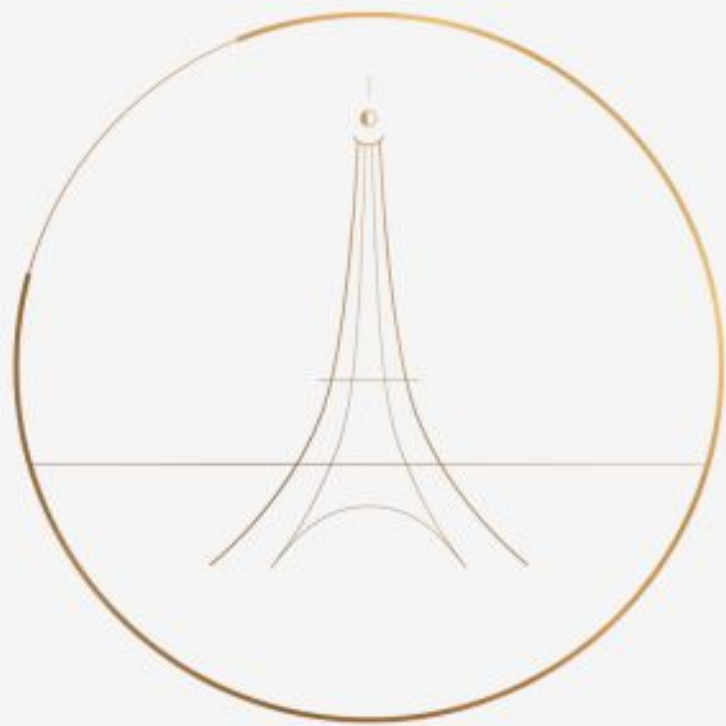
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A close-up photograph of a woman's hair styled in a crown. The crown is made of a dark, possibly black or dark brown, material with several pointed, upward-curving spikes. Each spike is decorated with small, light-colored, round stones or beads. The hair is a light brown or blonde color and is styled in a way that frames the crown. In the background, there are soft, out-of-focus light spots, suggesting a bokeh effect from a light source. In the top left corner, there is a thin gold circular outline containing the word "reign" in a cursive, lowercase font.

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Shalika