



module 1

find out  
about  
you

lesson  
105

# how to find your perfect eye- shadow colour

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## How to find your perfect eyeshadow colour

Forget fads, trends and the latest gimmicky sales techniques, when picking the right eyeshadow colour all that really matters is what your eye colour is.

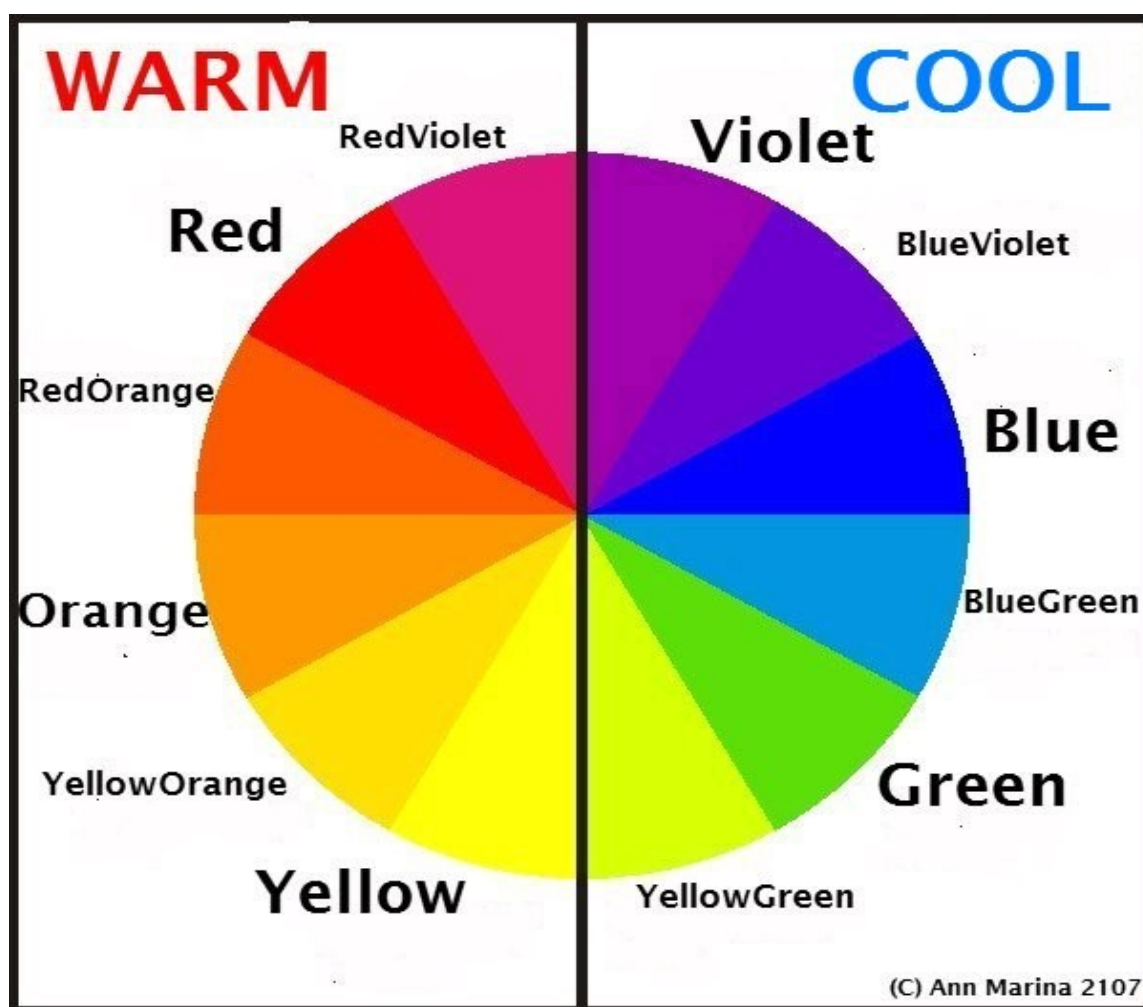
How it works is something that artists and photographers have known about all along – The Colour Wheel.

*Always Remember This* - If you take two opposite colours on the colour wheel and place them next to each other, they enhance one another. What this means is, it'll make your eyes POP!!

This rule of thumb can also be used when you're selecting clothes, earrings, jewelry, accessories such as scarves and even your hair colour.

If you have eyes that are a cool colour, pick a warm colour

If you have eyes that are a warm colour, pick a cool colour



## blue eyes (cool):

You can wear Warm Gold, Brown, Copper, Yellow or Burgundy colours.

Try Gunmetal Grey for a smoky eye, concentrating the dark shade around your lashline and Metallic Gold right under the lashline and inner corner of the eye.

Also try some Peaches/Terracotta if you want to be a bit adventurous

You can use a hue that's lighter or darker than your eye colour to make the eyes stand out, but using the exact same tone dulls the effect.

As a general rule, if you have an **intense blue** eye colour, they look best with light shades that cause impact - like taupe, sable, ash, grey, camel or gold.

**Grey-blue** eyes are complimented by dark tones of blue, like teal, midnight blue, kakis, charcoal, copper, lilac and silver.

**Mid-blue** eyed girls or guys should go for browns, heather, moss, camel, charcoal, black and copper.

**Eyeliner:** Taupe, Warm Brown



## Brown Eyes (Warm):

**Dark Brown eyes** - Try Rich Green shades, Purple and grey/blues.

**Medium Brown eyes** - Same as for dark brown eyes plus True Gold to make them appear brighter.

**Light Brown/Amber eyes** - Same as for dark brown eyes plus Copper highlights to make them sparkle.

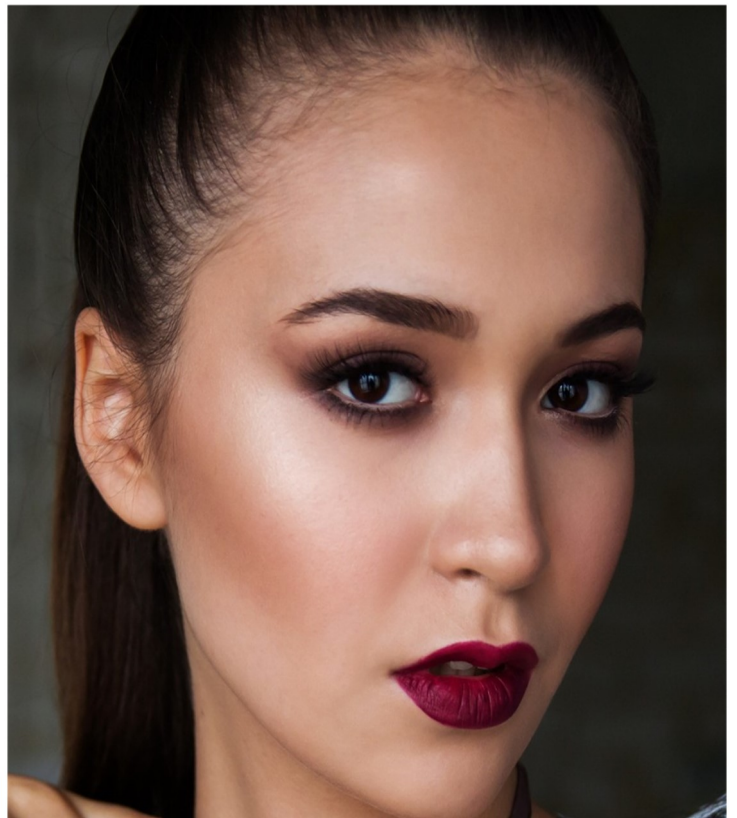
For all of the brown eye shades add some Gold in the inner corners for extra glamour.

Brown eyeshadow is a neutral colour and can be worn when you want a subdued look but it blends in with brown eyes and tends to make the overall look a bit 'flat'.

If you're in a situation where you want to play down your eyeshadow, at work or a casual day out and don't want to wear bright purple or green -

wear a touch of purple, teal, or green just under the lower lashline or in the waterline to make your eyes pop a bit. This little splash of colour is just enough for daytime without being over the top.

**Eyeliner:** Black, Taupe, Purple





## green eyes (cool):

You can pick warm or cool as you may have different coloured flecks in your eyes that you want to bring out.

Do you want to enhance the blue or brown in them? Pick the opposite colour that you want to enhance:-

**To bring out the Green** - Try Purple, Champagne, Mushroom and Pink Shimmers. Add a shimmery gold to the inner eye corners.

**Green/Blue Eyes** - for blue pick Brown, Gold, Yellow and Peach/Violet

**Green/Brown Eyes** - for brown, use Blue, Silver or Purple

For a natural look, just contour the eyes with taupe.

Even though the rules are to find the opposite colour, don't rule out green shadows, either—just go for one that's either lighter or darker than your eye colour so your eyes aren't washed away and flat, Add some texture and multi-dimensional features.

Something shimmery will always make your eyes stand out. Try a silvery sage that goes on sheer and make your eyes pop.

**Eyeliner:** Taupe, Purple and a Reddish Brown (not too much red as it can make your eyes look tired)



## hazel eyes (warm):

People with hazel eyes find their colour changes depending on what you wear and you may need more than just one colour shadow to emphasise your eyes range of gorgeous hues.

Smoky Dark Olive contours bring out the colours in **Hazel eyes** or choose other colours depending on the tone you'd like to emphasise:-

**Amber** - Play up the amber shades with Pink, Smoky Olive or Berry colours.

**Green** - Try Rich Burgundy around the lashline but not too red as it makes eyes look tired.

**Eyeliner:** Emerald and Gold bring out the green tones. Warm, neutral Browns enhance their richness. Smudge a Green or Chocolate Brown line over the lid. Other colours: Bronze, Olive, Plum.



## grey eyes:

Technically Grey isn't a colour on the colour wheel so you need to look at the underlying colour in your grey eyes which may be blue, green or brown.

Carefully examine your iris in good lighting wearing a white shirt. Do you see hints of blue in your eyes? Or are they more of a brown or hazel? Are they more violet or more green?

Many grey eyes lean towards another hue, and you can choose the best eye makeup by selecting shades designed for blue, green, or brown eyes as detailed for the eye colours previously mentioned.

Another way to choose makeup for grey eyes is by simply treating grey as a neutral. Neutral colours work well with nearly any other colour, but choosing eye makeup colours will depend largely on your skin tone.

If you have warm undertones, pick richer, warmer colours.

If your skin has cool undertones, icy or bright colours will suite you better. See Lesson 102 'What Skin Tone Are You?' from module 1 to find out what skin tone you are.

If you want to compliment the amazing grey of your eyes, try Charcoal Grey, Violet, Purple, Cool Blue, Deep Blue, Light Brown or Black. For more glamour and pop try Silver, Turquoise or fuchsia

**Eyeliner:** Grey, Navy or Black

## NOW...STEP OUTSIDE THE BOX!

If you find the above colours for your particular eye colour too limiting there's nothing to stop you from experimenting and stepping outside the box....why not?

Maybe you have cool tones and you want to wear gold eyeshadow next time you go clubbing or to a party and you want to make a STATEMENT! There are so many gold shades available. Some lighter, darker, warmer, cooler. Find one that suits you. It may not flatter you as much, but it'll still look great.

Remember, you never know what suits you until you try it. So, go ahead and step outside the box!

But do stick to the colour theory rules when it comes to your skin tone and buying foundation, or you'll look like you're wearing a mask..... EEEK!



# contact

If you have any queries, please get in touch, I'm happy to answer all and any questions.



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