

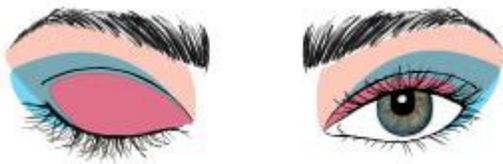
# Custom Color Looks



**Every woman has been gifted with her own unique brand of beauty.** This new selection of product and shade suggestions for eyes, cheeks and lips will help create a customized look that enhances not just one's eyes, but also their natural beauty as a whole.

**Eye Shapes:** The way you apply eye color is just as important as the colors you choose. By using these great tips, you can create flattering, customized looks. Just start with the Standard Eye application and make the tweaks suggested for the specific eye shapes.

- **Standard Eye:**



**Eyes that are about one eye width apart.**

Apply Shade 1 to the brow bone, Shade 2 on the eyelid, and Shade 3 at the crease. Remember to blend shades seamlessly while maintaining the definition created by the three shades.

- **Wide-Set Eye**



**Eyes that are more than one eye width apart.**

To help eyes appear closer together, apply Shade 3 to inner corner of the eye instead of the outer corner and extend up to the eye brow. Then apply the same shade to the entire lower lashline.

- **Close-Set Eye**



**Eyes that are less than one eye width apart.**

To help the eyes appear further apart, apply Shade 3 to the outer corner of the eye in a softly blended triangle shape. Blend the same shade along outer lower third of lashes.

- **Hooded Eye**



**Eyes with an eyelid that is not readily seen.**

To add dimension to the eyes and give the illusion of a deeper eye crease, apply Shade 3 along the top of the entire length of the eye crease and blend upward almost to the brow. Then apply Shade 2 along brow bone instead of the eyelid.

- **Deep-Set Eye**



**Eyes that are set deep with a prominent brow bone**

Trace a line from inner corner of the eye crease to the brow bone with Shade 2. Continue applying along brow bone and finish by applying under outer lower third of the lashline. Then apply Shade 3 to the crease, focusing on the outer corner of the eye.

- **Single Eyelids**



**Eyes with a single eyelid, commonly appearing in Asian eyes, appear as a flat surface when closed due to a lack of a natural crease.**

To create the illusion of a larger eyelid, apply Shade 3 in a large sideways 'V' shape, starting from the inner eye corner, just above the eye crease and sweeping back to outer third of upper lashline. Then sweep the same shade along the outer third of the lower lashline. Finally, apply Shade 2 along the brow bone.

**TIP:** Set it and forget it! As a final step for each of these looks, *Mary Kay*<sup>®</sup> **Makeup Finishing Spray** by **Skindinavia** keeps makeup looking freshly applied for hours. It works on any skin type.