

*Color  
Appointment  
Tips  
And  
Designs*



# DASH OUT THE DOOR



Might You Benefit a Bit From  
Minimizing Morning Madness?

Creamy Eye Color just on the lid

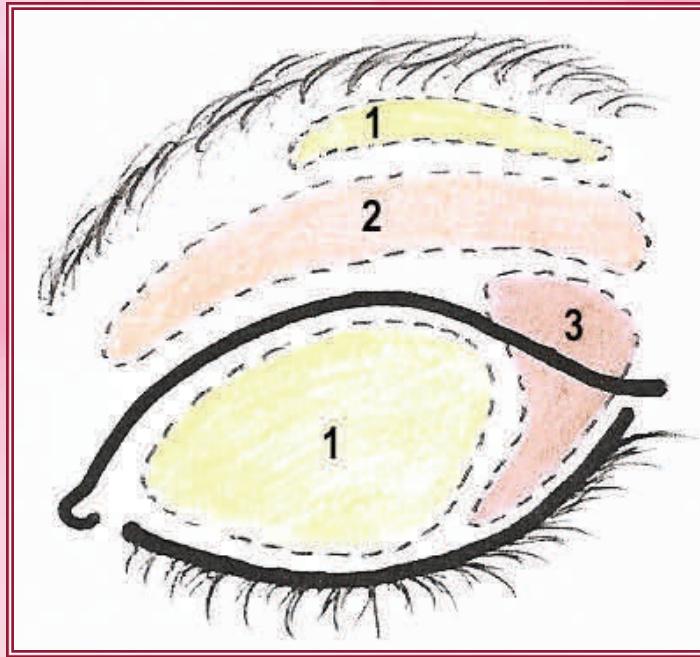
One to Two Coats of Mascara

Creamy Cheek Color on the cheek  
bone not the apples of your cheek

Lip Gloss



# CLASSIC EYE APPLICATION



**Primer- begin with MK eye primer (colorless) or one of the Creamy Eye Colors (9 color options)**

**1 is a light to medium eye color. Wash the entire eye with this color. Creamy Eye Color is a great option.**

**2 is a medium to dark eye color. Best to use a matte color. Rainbow on the brow bone over but not in the crease. Start on the outside and fade in toward the nose in a rainbow arch.**

**3 is a medium to dark eye color or use a vibrant color. Create a “wedgy” of color in the outer corner. Smudge a bit of this under the bottom lashes.**

**Finish with Eye Liner and Mascara.**

# BLOCK Party

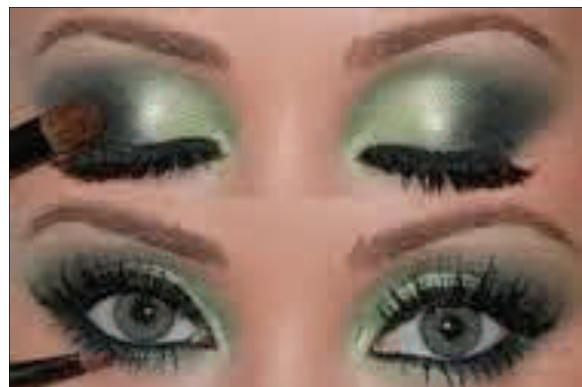


## TWO EYE COLOR OPTIONS—SIMPLE AND FAST!

**Start with the darker or more vibrant of the two colors. Working under the brow bone, start on the outside and brush the color halfway across the lid. Smudge some under the outside bottom lashes.**

**Lighter color is then applied from the inside of the eye and blends into the darker color. Smudge under the inside bottom lashes.**

**Liner is optional. Mascara is not. Always pay attention to your brows so they frame your eyes.**



# EYE LINERS

## EYE LINER 101

### EYELINER EFFECTS

**For the Appearance of Eyes that are Closer Together**



Add your liner to your top lash line and make the liner thicker towards the inner corner of your eye.

**For the Appearance of Oval Eyes**



Apply your liner to the top lash line and thicken in the middle.

**For the Appearance of Eyes that are Farther Apart.**



Use liner to make the line thicker towards the outer corner of your eye.

**For the Appearance of Rounder Eyes.**

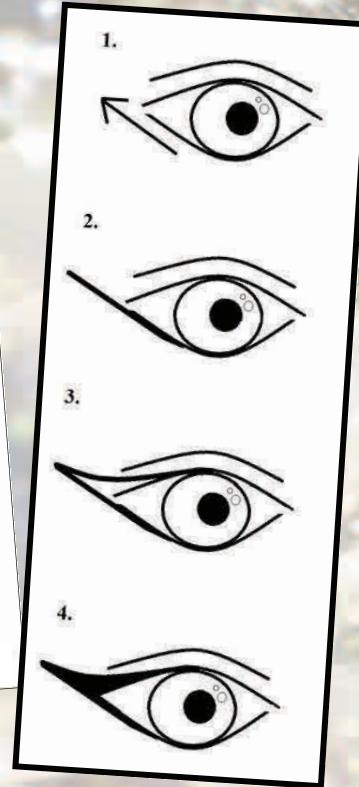


Apply eye liner to the top and bottom lash lines and connect at the corner. Make the outside corner thicker, and make the line thinner towards the inner corner of your eye.

**For the Appearance of Larger Eyes.**



Apply eyeliner to the top and bottom lash lines using a lighter color of liner.



### Mary Kay options:

**Eye Liner:** Long-wearing, ultra-creamy formula glides on for waterproof, smudge-proof and fade-resistant wear. Shaper included in cap. 7 color options

**Eye Color:** Use with an Angled Brush to get a subtle line definition in a variety of colors

**Gel Eye Liner with Brush:** The precision of a pencil meets the intensity of a liquid in one smooth gel eyeliner formula. Foolproof and easy-to-apply, create beautiful fine lines for a daytime look or intensify with ease for a more dramatic look. Lightweight formula glides on without tugging or pulling. Dries quickly, delivering an intense color payoff. Long-wearing and smudgeproof. Black only.

# Applying Blush



## ROUND

**Avoid applying blush to apples! Instead, contour the face by sweeping blush on the cheekbones. This will highlight and lift the cheek bone.**



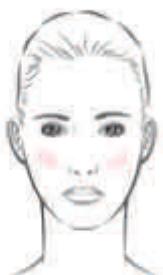
## SQUARE

**Blush should be applied below the cheekbone and straight back toward the ear to help soften the angle of the face.**



## HEART

**Avoid blush right to apples and blend toward the ear. This will help to “square” the face shape.**



## OVAL

**Oval faces are the most even shape and best to apply blush to the cheekbones. Only apply to the apples if face is too thin.**

## Mary Kay options:

**Mineral Powder Blush: Apply with a Brush. 10 colors options.**

**Creamy Cheek Color: Apply with fingers. 2 color options.**

# Two of my Favorite Things

Flawless Face Application Tips



A woman is shown applying makeup to her face with a brush. To her right is a tube of makeup, likely foundation or concealer.

## NEW MARY KAY MAKEUP FINISHING SPRAY BY SKINDINÄVIA

- Gives your makeup up to 16 hours of staying power
- Feels completely breathable and works on any skin type, even oily skin.
- Works as a refresher any time of the day to keep your face feeling cool.

