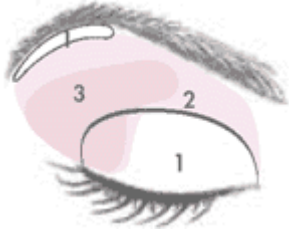


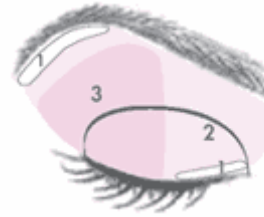
# Application Tips for 5 Different Eye Shapes

## Wide-Set Eye Shape



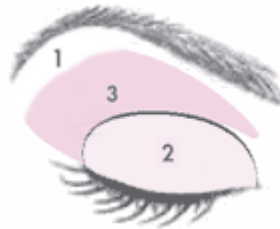
1. **Highlighter Shade:** Apply to browbone and lid.
2. **Midtone Shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of the eye. Deepen the color on the inside corners to help the eyes appear closer together.
3. **Accent Shade:** Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of your eye. Sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.

## Hooded Eye Shape



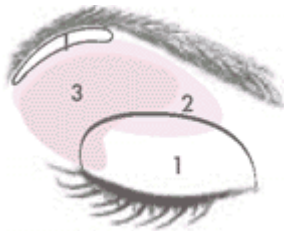
1. **Highlighter Shade:** Apply to browbone and along the upper lashline and inner corner of lower lashes.
2. **Midtone Shade:** Apply color from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent Shade:** Apply from the base of the lashline and over the entire hooded area to help it appear to recede. Blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes benefit from a well-defined lashline, upper and lower.

## Standard Eye Shape



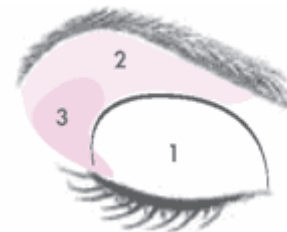
1. **Highlighter Shade:** Apply under browbone.
2. **Midtone Shade:** Apply over the entire eyelid.
3. **Accent Shade:** Apply in the crease of the eye.

## Close-Set Eye Shape



1. **Highlighter Shade:** Apply to lid and browbone. Apply to inside corners of the eye.
2. **Midtone Shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner but not all the way to the nose.
3. **Accent Shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Apply under the lower lashline, except for the inside corners.

## Deep-Set Eye Shape



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