

MAKEUP

Masterclass



MK

created by Mariajose Torres for the Driven National Area

CLASS 3

FRAME *it* DEFINE *it*



OVAL FACE

- Apply contour under your cheekbones to sculpt and define your bone structure
- Apply blush on the apples of your cheeks, and sweep toward your temples.
- Create symmetry in your proportions by applying highlighter to your forehead and chin.



ROUND FACE

- Elongate your face by applying contour along your temples, under your cheekbones and along your jawline.
- Sweep on blush at a 45-degree angle from your cheeks toward your temples.
- Apply highlighter to the center of your forehead and the tip of your chin



HEART-SHAPED

- Sweep contour along the corners of your forehead and in the hollows of your cheekbones to emphasize bone structure. Add a touch of contour beneath your chin to make it appear softer.
- Apply blush to the apples of your cheeks.
- Apply highlighter to the center of your forehead and on top of your cheekbones and the center of the chin.



LONG FACE

- Apply contour to the tip of the chin and along hairline to create balance at the longest part of your face.
- Apply blush in horizontal swipes to widen the look of your face.
- Sweep highlighter in the middle of your forehead, the tops of your cheeks and under your lower lip



SQUARE FACE

- Apply contour on both sides of your forehead, along the corners of your jawline and under your cheekbones to elongate your face.
- Soften your jawline by applying blush in small circles, focusing on the apples of your cheeks.
- Sweep highlighter in the center of your forehead, the tip of your chin and atop your cheekbones

CHEEK BRUSH CHEAT SHEET



HIGHLIGHTER



BLUSH



CONTOUR

EYELINER

- Use a pointed cotton swab dampened with Oil Free Eye Makeup Remover to clean up the edges of your eyeliner. This creates that super sharp, precise look.
- Imagine following the curve of your lower lashline as you draw the wing past your upper eyelid
- Take your time.

ALMOND EYES

If you want eyes to look rounder, stop the liner at the outer corners to create a more open shape. If your eyes are small, go with a thinner line for the inner corners and make it gradually thicker as you get to the outer corners.



ROUND EYES

Start about a fourth of the way from the inner corners and create a thin line going toward the outer corners. This creates the illusion of narrower and longer eyes.



WIDE SET

Draw only on the outer three-fourths of the lash lines. This creates the illusion that the eyes are closer. Also, you can adopt a longer wing at the corners of the eyes to help them open up.



PRODUCT SPOTLIGHT

WATERPROOF LIQUID EYELINER \$18

Create any eye look with confidence. Draw on intricate details with a pen-style tip for ultimate control. Waterproof wear allows you to add drama while staying worry-free, and high-purity carbon black provides deep color intensity. This is what eye-catching looks are made of.



1 Gently lift your eyelid. Hold your eyeliner pen at an angle to your eyelid



2 Draw a thin line along your top lashline moving from the inner corner to the outer corner of your eye



3 Start building an upward curve one thin stroke at a time. The longer the line, the more dramatic your look.

BROW POWER TOOLS

BROWS



BEFORE

AFTER

Precision Brow Liner

With a tip so tiny, it's easy to stay in control and make feathery strokes exactly where you want them. From subtle to bold – the blendable, buildable color allows you to put your best brows forward any way you choose.



Volumizing Brow Tint

Whether you like to shape, tame, thicken, fill in or want to boast brows that do it all the Volumizing Brow Tint is your buildable, fiber-infused solution for all-around better brows that will help you feel beautiful. With effortless application and a quick dry time, getting the natural-looking, well-groomed brows of your dreams is a breeze.

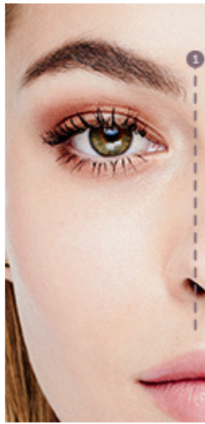
Eyebrow/Eyeliner Brush

Tame brows, fill in sparse areas and precisely apply eyeliner with the Eyebrow/Eyeliner Brush. The wired spoolie end can be used to tame brows or blend color. The firm angled end of the brush provides precise application of eyeliner or can be used to fill in brows.



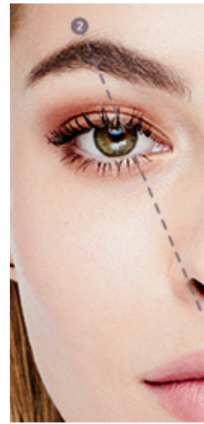
STEP 1

Hold the brush beside your nose, and lightly mark where your brow will begin.



STEP 2

Find your arch by following a diagonal line from the corner of your nose and across your iris.



STEP 3

Find your brow tail by measuring from the corner of your nose to the outer corner of your eye.



THE EVERYDAY BROWS

Brush on the Volumizing Brow Tint for all-day lifeproof brows that instantly look groomed, tamed, fuller and more lush. Apply to inner sections of brows last - this is where you want the lightest application.



THE WORK BROWS

Hold the Precision Brow Liner at an angle to fill the brows with precise hairlike strokes. Apply the Volumizing Brow Tint from the arches of the brows to the tails, then apply the product remaining on the brush to the inner corners of the brows.



THE NIGHT-OUT BROWS

Choose two shades of the Precision Brow Liner, one darker, one lighter. Apply the lighter shade to the inner third of the eyebrows and apply the darker shade from the arches to the tails of the brows. Angle the liner to fill with precise, hairlike strokes. Volumize and set with the Brow Tint.

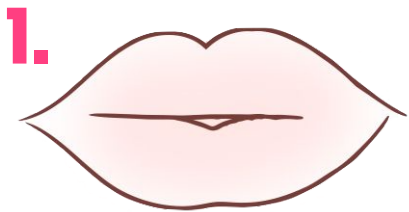
Apply the Perfecting Concealer with the Cream Color Brush to define and clean up the area surrounding the brows. Using the All over Eye Shadow Brush, highlight and blend just under the brows with a light shade of Eye Shadow.



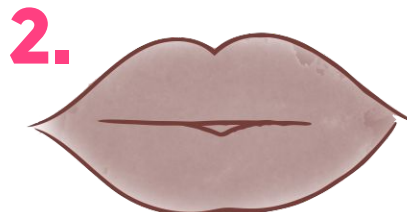


PRODUCT SPOTLIGHT
LIP LINER \$12

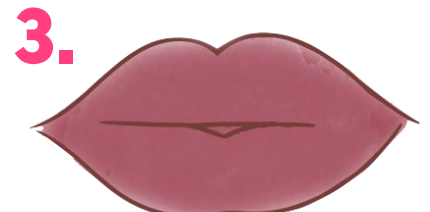
A smooth, creamy, waterproof formula in a retractable pencil that never needs sharpening. Glides on easily with a clean, precise line that perfectly defines lips. Long-lasting formula. Applies smoothly and evenly for a perfect outline every time. Clinically tested for skin irritancy and allergy. Dermatologist-tested.



Draw a line around your natural lip line. Use short, feathery strokes to create a soft, natural lip line.



Fill in the lip area completely to create a matte base and help lip color last longer.



Apply lip color.

**VOLUMINOUS
LOOKING LIPS**



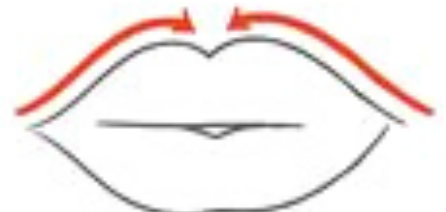
Apply a darker liner to the outer corners and blend in, leaving the center bare.

**FULLER
LOOKING LIPS**



Apply a skin tone liner that matches your natural lip. Apply lipstick over the top.

**ONE MORE
LIP TIP!**



Drawing up from the outer corners to the cupid's bow creates a softer arc and fuller-looking top lip.

PRODUCT SPOTLIGHT
SEMI-SHINE/MATTE GEL LIPSTICK \$18

Gel microsphere technology for rich, stay-true color that lasts for hours – without leaving lips looking or feeling dry. The lightweight gel formula glides on smoothly and cushions lips, leaving them feeling soft and supple. Plus, it's formulated to provide a soft-focus effect with optical enhancers included to scatter light and blur the appearance of minor imperfections.

