FOR YOUR EYES ONLY

Find your eye shape, and apply eye shadow to accentuate your natural beauty.

Eye shadow placement key

The **highlight** shade is the lightest color and is used to brighten the eyes, usually on the brow bones or inner corners.

The **base** shade is used as a midtone on the eyelids and helps blend shades together.

The **crease** shade is the darkest shade and is used in the creases, lashlines or outer corners to create depth and dimension.



STANDARD EYES

Eyes that are about one eye-width apart, with eyelids and eye creases that are readily seen. Use this technique to enhance eyes with a standard shape.

- Apply the **highlight** shade to brow bones and inner corners.
- Apply the **base** shade to eyelids.
- Add the darkest shade to **creases** of the eyelids to add depth.



WIDE-SET EYES

Eyes that are more than one eye-width apart. Use this application technique to help eyes appear closer together.

- Apply the **highlight** shade to outer corners of eyelids, balancing inner contours.
- Apply the **base** shade to the centers of eyelids.
- Add the **crease** shade on inner corners of eyelids, and blend upward to draw the focus inward. Also, add this color to bottom lashlines.



CLOSE-SET EYES

Eyes that are less than one eye-width apart. Use this application technique to help eyes appear farther apart.

- Apply the **highlight** shade to the inner corners of the eyelids to create the illusion of space between eyes. Also apply to the brow bones.
- Apply the **base** shade to the centers of the eyelids.
- Blend the **crease** shade in a triangle shape to the outer corners of the eyelids. This will help eyes appear farther apart. Then blend along the outer third of lower lashlines.



HOODED EYES

Eyes with eyelids that are not readily seen. Use this application technique to help eyelids appear more prominent.

- Apply the **highlight** color on the brow bones, inner corners and center of the eyelids to help create the illusion of larger eyelids.
- Apply the **crease** shade across eyelid creases and blend upward to minimize the "hooding." This also will help create the look of depth.



DEEP-SET EYES

Eyes that are deeply set with readily seen eyelids and prominent brow bones. Use this application technique to help brow bones appear less prominent.

- Apply the **highlight** shade over entire eyelids, inner corners of eyes and up to the eyebrows.
- Apply the **crease** shade and blend from the creases of the eyes upward onto the brow bones. Also add to the outer third of lower lashlines.



SINGLE EYELIDS

Eyes with vanishing eyelids appear as a flat surface when closed due to lack of a natural crease. Use this technique to help create depth on the eyelids.

- Apply **highlight** shade over entire eyelids, inner corners of eyes and directly under eyebrows.
- Apply the **crease** shade in a V-shape, starting on the outer corners of eyes. Then, blend inward across the eyelids, halfway between eyebrows and lashlines where the natural creases would appear.
- Also apply the **crease** shade under the lower third of lower lashlines to create the illusion of deeper eyelids.

STILL UNSURE?

Let's get together for a glamour appointment!
I'd love to offer you more confidence!

MARY KAY

Colors in print media may differ slightly from true colors.

Espresso	Cinnabar	Frozen Iris	Sunlit Rose
Onyx	Starry Night	Soft Heather	Blossom
Emerald Noir	Merlot	Golden Mauve	Granite
Moss	Sweet Plum	Dusty Rose	Cashmere Haze
Biscotti	Smoky Quartz	Rose Gold	Mahogany
Burnished Bronze	Shiny Penny	Hazelnut	Crystalline
Gold Status	Rustic	Candlelight	Moonstone

Want more confidence with your eye-makeup-game? I'm here to help you choose the right shades, instruct you on placement, and show you all the tricks for making your eyes look their best!

have it all

Mary Kay Chromafusion® Matrix Technology is an industry innovation, enabling intense color payoff and formula endurance in a single product. This advanced hybrid technique wraps finely milled, premium pigments in a silken layer of cream to amplify color like never before. The enhanced pigments are then fused into a lightweight powder to create a smooth and flexible matrix. Silken in texture and featherlight, Mary Kay Chromafusion® Eye Shadow glides on evenly and easily. It moves with the skin comfortably while maintaining color integrity through 12 hours* of wear.

Can you have it all? Absolutely! Open your eyes to the new Mary Kay Chromafusion® Eye Shadow, a high-confidence, no-compromise, get-ready-for-compliments color experience.

*Results based on a 12-hour independent clinical study in which 27 women used Mary Kay Chromafusion® Eye Shadow after a single application.

TOOLS OF THE TRADE

3 palettes
Endlessly Versatile
Forever Refillable

Gentle & Thorough
Eye Makeup Remover

Premium Brushes
Expert Application

ask to try them at your next appointment!

a go-give design from Peony Garden graphics