

How to Wear Eye Shadow and Liner BASED ON YOUR EYE SHAPE

Optimize your eyes. Take a look to decide your shape, then follow these simple techniques for easy eye shadow application that's right for you.

HOODED

If the crease of your eyelid is hidden by your upper eyelid, your eyes are hooded. Bring your midtone shade just above the crease.



UPTURNED

The upturned eye takes the form of a classic almond shape with a natural lift at the outer corner. The lower lid has more emphasis and looks longer than the top lid. To even out the upper and lower proportions, apply dark shadow along the outer lower corner to bring down the lifted effect.



DEEP-SET

Deep-set eyes appear to be positioned further back into the socket. Eyelids usually appear smaller. Brighten the eyes with a metallic or light, neutral hue, and highlight your brow bone.



DOWNTURNED

Downturned eyes have a light drooping on the outer corners. This is the perfect shape for creating a cat-eye shape. Apply smoky shades on the lid and in the crease, and then line the top lash line outward and upward at an angle. This effect will create symmetry.



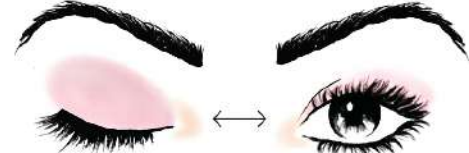
MONOLID

If you cannot identify a crease in your eyelids, you have a monolid. Apply the darkest shade to the lashline and ombre to the lightest shade as you work up to the brow bone.



CLOSE-SET

Close-set eyes are less than one eyeball width apart. Creating the illusion of more space is simply a matter of using light eye shadow in the inner corners.



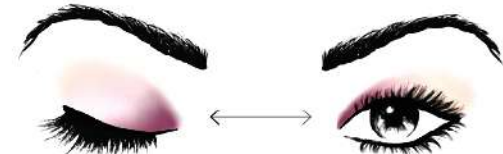
PROTRUDING

Protruding eyes create the appearance of projected lids. To keep the lid from overpowering your look, blend darker tones all over your eye. Smoky eyes work great with this eye shape.



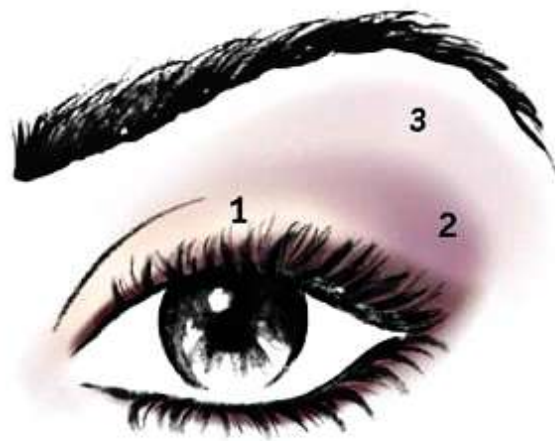
WIDE-SET

Wide-set eyes are more than one eyeball width apart. To bring your eyes closer together, rim your top and bottom lashlines with black liner, then apply a darker shade to the inner lid and blend up, finishing with a lighter shade on the lid and outer lid.



Easy Eye EXPERTISE

Stepping up your eye makeup game is easier than ever with this lifeproof, smudgeproof eye shadow made to outlast even your longest day. Pick your perfect shades, and then try these foolproof application tips!



MARY KAY

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EASY EYE HOW-TO

1 BASE

Apply this shade to the entire eyelid. For a natural look, choose a color that matches your skin tone. Feeling adventurous? Use a vibrant shade instead!

USE WITH: *Mary Kay*® All-Over Eye Shadow Brush, \$12

Get all your must-have eye brushes in the Mary Kay® Essential Brush Collection, \$55

Shades we love!

Biscotti, Candlelight, Cashmere Haze, Sunlit Rose and Sand Castle



2 CREASE

Sweep a deeper shade that complements the base shade into the crease to help create contrast and depth.

USE WITH: *Mary Kay*® Eye Crease Brush, \$12

Shades we love!

Cinnabar, Merlot, Dusty Rose, Moss and Shadow



3 HIGHLIGHT

Apply this lighter shade to the brow bone, inner corner and anywhere else you want to lift your eye look.

USE WITH: *Mary Kay*® Eye Smudger Brush, \$12

Shades we love!

Crystalline, Blossom, Moonstone and Smoky Quartz



! FOR EXTRA EYE ENHANCEMENT

You can apply a dark shade as eyeliner or use it to create a dramatic effect such as a smoky eye.

USE WITH: *Mary Kay*® Eye Smudger Brush, \$12, or *Mary Kay*® Eyebrow/Eyeliner Brush, \$10

Shades we love!

Sweet Plum, Emerald Noir, Evening Navy, Espresso and Starry Night



Mary Kay Chromafusion™ Eye Shadow, \$8 each