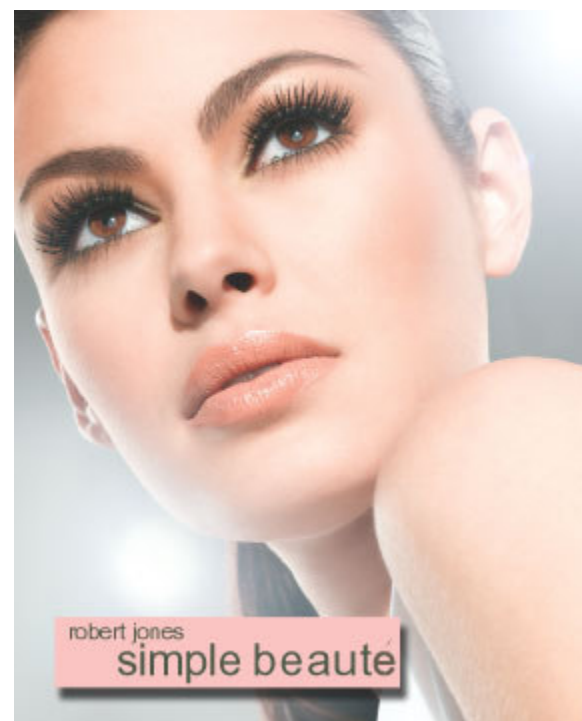


*Eye Shadow Application  
for Various Eye Shapes  
from Robert Jones  
My Makeup Makeover*



# my makeup makeover <sup>tm</sup>

eye shape: basic



**Highlight shade:** Apply to browbone and lid.



**Midtone shade:** Start from the outside corner of the eyelid, so that area will get the most midtone color. Gently move your brush across the crease into the inside corner of the eyelid.



**Accent shade:** Start by brush along your upper lash line from the outside corner inward. Then bring the color up into the outer portion of the crease and blend it inward. This layers the contour shade on top of your midtone shade to help you get the blended, defined look you want. You can also apply the contour color underneath the lower lash line to define or blend it over your eye pencil.

# my makeup makeover <sup>tm</sup>

eye shape: hooded



**Highlight shade:** Apply to browbone and along the upper lash line.



**Midtone shade:** Start at the base of your upper lash line and bring the color up and over the entire hooded area. This helps the lid recede. Make sure to blend the areas where the midtone color meets the highlight color.



**Accent shade:** Start at the base of the lash line and bring the color up and over the hooded area. For this eye shape, you need to bring your contour color in a little farther and up a little higher than on other eye shapes. This will help the hooded area recede. Next, sweep the contour color underneath the lower lashes to define the lower lashline. You don't want to miss this step! Hooded eyes really benefit from a well-defined upper and lower lash line.

# my makeup makeover<sup>tm</sup>

eye shape: deep-set



**Highlight shade:** Apply to the eyelid and in the crease.



**Midtone shade:** Bring the color up above the crease and sweep it across the browbone to help visually "push" the browbone away from us.



**Accent shade:** Apply to the outer corner of the upper lash line, then up onto the corner of the browbone to help "push" the area away, or recede. Sweep the contour shade underneath the lower lash line for definition.

# my makeup makeover<sup>tm</sup>

eye shape: close-set



**Highlight shade:** Apply to lid and browbone. Also apply to the inside corner at the bottom lashline.



**Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner to the brow but not all the way over to your nose.



**Accent shade:** Sweep it across the base of the upper lash line and up into the outer area of the crease. Sweep it underneath the lower lash line for definition, except for the inside corners. Apply your highlight shade to the inside corners of the eye to help your eyes appear farther apart.

# my makeup makeover™

eye shape: droopy



Highlight shade: Apply to browbone and lid.



Midtone shade: Starting slightly in from the outside corner, bring the color across the crease into the inside corner of the crease.



Accent shade: Starting just slightly in from the outside corner, bring your color up and into the crease. Next, sweep contour color along the lower lash line, making sure once again to start slightly in from the outside corner.

# my makeup makeover<sup>tm</sup>

eye shape: wide-set



Highlight shade: Apply to browbone and lid.



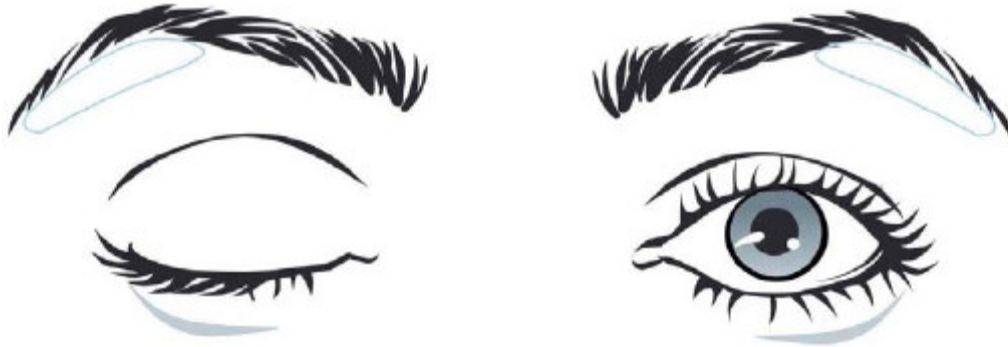
Midtone shade: Starting from the outer corner of the crease, bring the color towards the inside corner of your eye. Be sure to apply a few more layers to the inside corners to deepen the color and help visually push the eyes closer together.



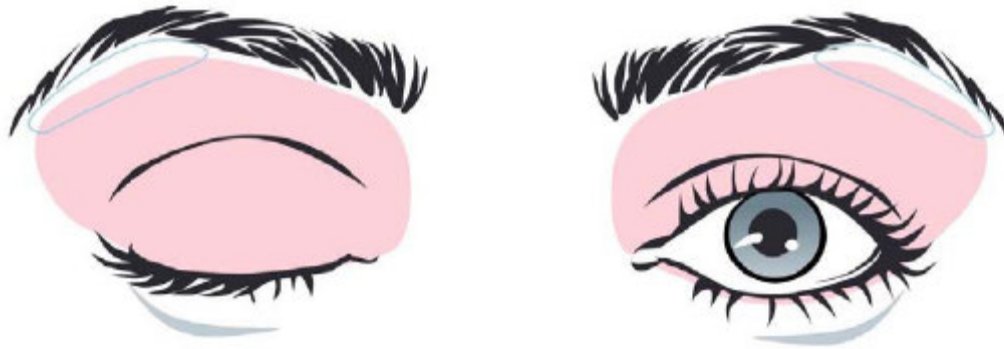
Accent shade: Starting slightly in from the outer corner, brush it across the upper lash line and up into the crease of your eye. Also sweep it underneath the lower lash line, being careful not to extend the color beyond the outer edge of the eye.

# my makeup makeover <sup>tm</sup>

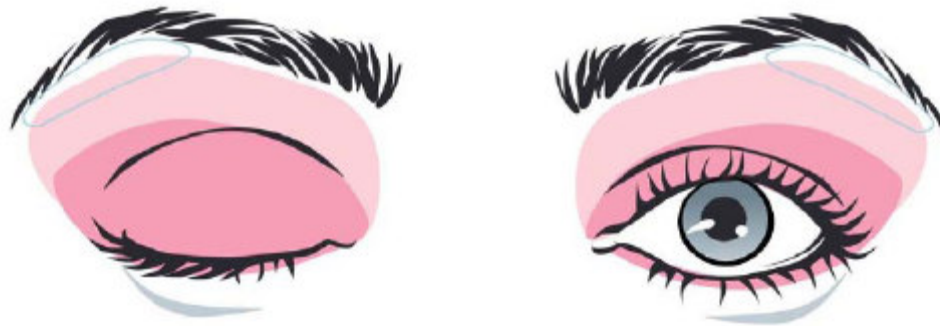
eye shape: prominent



Highlight shade: Apply to browbone only.



Midtone shade: Start at the base of your upper lash line and bring the color up and over your entire lid, all the way up to your browbone.



Accent shade: Again, start at the base of your lash line, and bring the color all the way across the lid and up into the crease. Then sweep the contour color underneath the lower lash line as well.