

Eye Shapes

The way you apply eye color is just as important as the colors you choose. By using these great tips, you can help your customers create flattering, customized looks. Just start with the Standard Eye application and make the tweaks suggested for their specific eye shapes.

Standard Eye

Eyes that are about one eye width apart.

Apply Shade 1 to the brow bone, Shade 2 on the eyelid, and Shade 3 at the crease. Remember to blend shades seamlessly while maintaining the definition created by the three shades.

Wide-Set Eyes

Eyes that are more than one eye width apart.

To help eyes appear closer together, apply Shade 1 to the outer brow bone and Shade 2 on the eyelid. Apply Shade 3 to inner corner of the eye instead of the outer corner and extend up to the eye brow. Then apply the same shade to the entire lower lashline.

Close-Set Eyes

Eyes that are less than one eye width apart.

To help the eyes appear further apart, apply Shade 1 to the brow bone and Shade 2 to the eyelid. Apply Shade 3 to the outer corner of the eye in a softly blended triangle shape. Blend the same shade along the outer third of the lower lashline.

Hooded Eye

Eyes with an eyelid that is not readily seen.

To add dimension to the eyes and give the illusion of a deeper eye crease, apply Shade 1 to the eyelid. Apply Shade 3 along the top of the entire length of the eye crease and blend upward almost to the brow. Then apply Shade 2 along the brow bone instead of the eyelid.

Deep-Set Eye

Eyes that are set deep with a prominent brow bone

Apply Shade 3 to the entire eyelid and on the outer third of the lower lashline. Trace a line from the inner corner of the eye crease to the brow bone with Shade 2. Apply Shade 1 just above Shade 2 and to the inner corner of the eye.

Single Eyelids

Eyes with a single eyelid, commonly appearing in Asian eyes, appear as a flat surface when closed due to a lack of a natural crease.

To create the illusion of a larger eyelid, apply Shade 1 to the eyelid and crease. Apply Shade 3 in a large sideways 'V' shape, starting from the inner eye corner, just above the eye crease and sweeping back to the outer third of upper lashline. Then sweep the same shade along the outer third of the lower lashline. Finally, apply Shade 2 along the brow bone.

