

## APPLYING EYE PRODUCTS

There are more ways to apply eye liner and shadows than we have eyes to practice on. I frequent sites such as **Pinterest.com** as well as makeup artist sites, **Robert Jones** and **Lori Hogg**.

Robert Jones has his Beauty Academy that I have learned a lot from. One thing that he teaches that I have truly felt benefitted me is how to line your top lashes from below your lash line instead of from above. For an older woman or a woman with smaller or droopy eyes, this method can make your eyes look more open. Our **MK Coal eye shadow** is great for lining eyes, but work a little slower with it, sometimes if I go too fast, too much falls in my eye and causes my eyes to water.

This is how I do it: Using the **MK angled eye brush**, I have a wet wash cloth and I just rub the brush over that to 'dampen' it (not wet, damp). Then gently dip your brush onto the shadow. Gently lift your eye and look down into the mirror and begin lining, repeat the wash cloth and reloading with shadow as needed. With this method you are 'working the liner' into the bottom of the eye lashes instead of 'lining' above your lashes and this will create a thinner line. This will create the illusion that your eyes are not as small or droopy.

You can also use a liquid liner, a pencil (just make sure it has not dried out or it will be very difficult), and our new (but limited edition) gel liner is perfect for this.

Take your time and you will love the results.

**On Pinterest**, I found several different demonstrations and instructions on doing this type of lining.

I also frequent **youtube.com** for videos on how to do different eye techniques. Trust me, the more you learn and practice, the better you will be at teaching your customers how to achieve the same results using our MK products. Thus, the better you will become at 'creating the sale' because you will know which products create which looks.

Below I am giving you some great tips that I have found online. While these sites are not using our MK products, everything here can be achieved using our MK products. You can learn to do everything here and you can then teach your customers how to do it as well.

Please keep in mind that I do not endorse any of these sites; I only like how they are teaching the techniques that I have learned. There are probably millions of sites that teach how to apply eye makeup and if you do your own search, you will come up with a lot of sites that I may never have seen.

Remember how you type in your search makes a difference on how which sites come up because sites use 'keywords' to make them easily found. If you put in 'tightline eyes' you will get a several sites that will show you how to do this technique.

On youtube.com you can type in different makeup artists' names and see the videos that they have made for teaching online. Lori Hogg has a really good one using our limited edition eye quad. Robert Jones has many on his channel as well.

## **HOW TO TIGHTLINE EYES**

[HTTP://WWW.BEAUTYLISH.COM/A/VMQMG/HOW-TO-TIGHTLINE-EYES](http://www.beautylish.com/a/vmqmg/how-to-tightline-eyes)



Tightlining your eyes (also known as the "invisible eye liner") is a great way to add a subtle definition to your eyes. Instead of lining the skin above your lashes, you line between the lash lines. This method is perfect for any casual or fancy occasion, and is super easy to master. Keep reading to learn how to tightline your eyes with a pencil or gel eye liner!

### **HOW TO** Tightline Eyes with Pencil or Gel Eye Liner

1. Using clean fingers, gently lift your lashes upward (this step is only necessary if you find it easier to tightline). You'll see tiny gaps between your lash hairs, which you'll be filling in with eye liner.
2. Using either a gel or pencil eye liner, lightly dab the eye liner in between each individual lash (as close to the root as possible), to fill in your lash line and make it look fuller. Start at the inner part and work to the outer corner of your eye. Congratulations, you've officially tightlined your eyes!
3. To intensify the look, tightline your bottom lash line as well. It's the same concept as the top, but you'll be filling in the space between your lower lashes.

## **ANOTHER VERY POPULAR APPLICATION OF EYE LINER IS CALLED 'CAT EYES'.**

I recently showed this to my daughter and she has been playing around with it. It is definitely a technique that you must play around with before you try to teach it to someone else. While the youtube.com video I watched made it look very easy, it was not as easy to get the final kick of how we wanted it. But with practice comes perfection.

Practice is like PLAYING. I love to play in makeup and to create different looks. It's fun. Sometimes if I do not feel good, I will go through a magazine and look for a different way to do my eyes and spending ten minutes doing that and a little 'playing' perks up my day. The icing on the cake is if my husband comes home and notices that there is something 'different' about me. (While this is a whole other training, my husband is now

'conditioned' to walk in the door and tell me that I look beautiful or ask if there is something different about me. It has consumed 2 decades, but I think any man would be smart to always greet his wife with the statement 'you look beautiful.' So many marriages could be saved. Oh yeah, that's another training).

## DIFFERENT VERSIONS OF HOW A 'CAT EYE' CAN LOOK.



This is my favorite because the part that makes it a 'cat eye' is softer, not harsh. And wearable by any woman and can take you from day to night.

These are interesting, a few overboard, but remember that all are achievable using our MK products.



Smoky Eyes are another favorite. The really cool thing about smoky eyes is that you are not limited to just using black or brown...you can use plum, green, blue; there is no limit. Go to youtube.com and type in 'smoky eye.' You will get results on how to do all kinds of smoky eyes.

**JUST SHARING HERE MORE 'EYE' PICTURES THAT I HAVE FOUND THAT I THINK ARE VERY INTERESTING.**



With Italian beauty, Sophia Loren, it's all about her eyes. One of her most famous makeup looks was the copper cat-eye look with black-lined eyes, tons of mascara on the upper and lower lashes. Nude matte lips and a coral-toned blush completed her signature look.

Remember, you can achieve Sophia Loren's eyes using our own MK products.