

# Color Application Tips

## Your recommended eye color shades:

1. **Highlighter**

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2. **Midtone**

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3. **Accent**

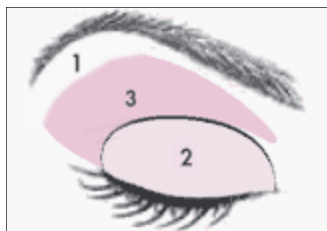
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4. **Eye Liner**

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### Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color. Ideally, each color should blend with the other without showing a line of demarcation.



1. **Highlighter shade:** Apply under browbone.
2. **Midtone shade:** Apply over the entire eyelid.
3. **Accent shade:** Apply in the crease of the eye.
4. **Eye Liner:** Apply on upper lid at lash line and on the rim of the lower lid beginning at **outside** corner allowing color to fade toward the nose. Your purpose is to make the lashes appear fuller. Follow with mascara.

## Your recommended cheek color:

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### Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

**For standard eyes:** Eyes that are about one eye width apart and where the natural crease line can be easily seen.



## Your recommended lip colors:

1. **Lip Liner**

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2. **Lipstick**

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3. **Lip Gloss**

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### Color application for medium or full lips:

1. Line lips with MK Signature Lip Liner being careful to stay on the colored part of your lips. **TIP:** For longer lasting lip color, fill in your entire lip with liner.
2. Apply MK Signature Crème Lipstick. You should not be able to see a line of demarcation between the liner and the lipstick.
3. Like shine?? Finish with MK Signature Lip Gloss.

# Color Application Tips

## Your recommended eye color shades:

1. **Highlighter**

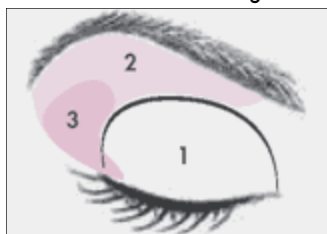
2. **Midtone**

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### Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color. Ideally, each color should blend with the other without showing a line of demarcation.



1. **Highlighter shade:** Apply to the eyelid and long inner corner of lower lashes.
2. **Midtone shade:** Bring the color up above the crease and sweep it across the browbone.
3. **Accent shade:** Apply to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.
4. **Eye Liner:** Apply on upper lid at lash line and on the rim of the lower lid beginning at **outside** corner allowing color to fade toward the nose. Your purpose is to make the lashes appear fuller. Follow with mascara.

## Your recommended cheek color:

### Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

For deep-set eyes: Eyes that are set deep making the browbone appear more noticeable.



## Your recommended lip colors:

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3. **Lip Gloss**

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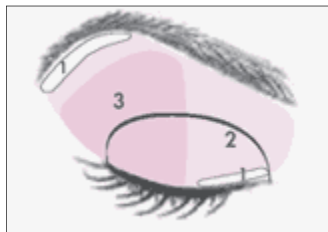
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4. **Eye Liner**

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## Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color. Ideally, each color should blend with the other without showing a line of demarcation.



1. **Highlighter shade:** Apply to browbone and along the upper lashline and inner corner of lower lashes.
2. **Midtone shade:** Apply color from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent shade:** Apply from the base of the lashline and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined lashline, upper and lower.
4. **Eye Liner:** Apply on upper lid at lash line and on the rim of the lower lid beginning at **outside** corner allowing color to fade toward the nose. Your purpose is to make the lashes appear fuller. Follow with mascara.

## Your recommended cheek color:

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## Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

**For hooded eyes:** Eyes that are set so that the natural crease in the eyelid is not readily seen.



## Your recommended lip colors:

1. **Lip Liner**

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2. **Lipstick**

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3. **Lip Gloss**

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## Color application for medium or full lips:

1. Line lips with MK Signature Lip Liner being careful to stay on the colored part of your lips. TIP: For longer lasting lip color, fill in your entire lip with liner.
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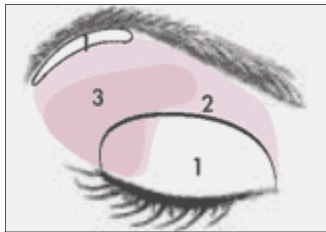
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### Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color. Ideally, each color should blend with the other without showing a line of demarcation.



1. **Highlighter shade:** Apply to browbone and lid.
2. **Midtone shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of your eye. Deepen the color on the inside corners to help the eyes appear closer together.
3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of your eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.
4. **Eye Liner:** Apply on upper lid at lash line and on the rim of the lower lid beginning at **outside** corner allowing color to fade toward the nose. Your purpose is to make the lashes appear fuller. Follow with mascara.

## Your recommended cheek color:

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### Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

**For wide-set eyes:** Eyes that are more than one eye-width apart.



## Your recommended lip colors:

1. **Lip Liner**

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2. **Lipstick**

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3. **Lip Gloss**

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### Color application for medium or full lips:

1. Line lips with MK Signature Lip Liner being careful to stay on the colored part of your lips. **TIP:** For longer lasting lip color, fill in your entire lip with liner.
2. Apply MK Signature Crème Lipstick. You should not be able to see a line of demarcation between the liner and the lipstick.
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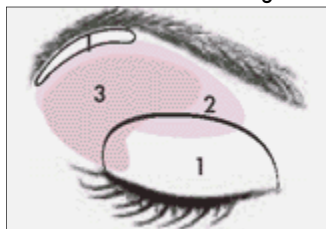
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4. **Eye Liner**

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### Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color. Ideally, each color should blend with the other without showing a line of demarcation.



1. **Highlighter shade:** Apply to lid and browbone. Apply your highlighter shade to the inside corners of the eye to help your eyes appear farther apart.
2. **Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner of the brow but not all the way over to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lashline.
3. **Accent shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.
4. **Eye Liner:** Apply on upper lid at lash line and on the rim of the lower lid beginning at **outside** corner allowing color to fade toward the nose. Your purpose is to make the lashes appear fuller. Follow with mascara.

## Your recommended cheek color:

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### Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back, close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

For close-set eyes: Eyes that are less than one eye-width apart.



## Your recommended lip colors:

1. **Lip Liner**

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2. **Lipstick**

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3. **Lip Gloss**

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### Color application for medium or full lips:

1. Line lips with MK Signature Lip Liner being careful to stay on the colored part of your lips. TIP: For longer lasting lip color, fill in your entire lip with liner.
2. Apply MK Signature Crème Lipstick. You should not be able to see a line of demarcation between the liner and the lipstick.
3. Like shine?? Finish with MK Signature Lip Gloss.

### Color application for thin lips:

1. Erase your existing lip line by applying concealer or foundation.
2. Use your MK Signature Lip Liner to draw a line slightly above your natural lip on the top and around the bottom.
3. Fill in lips completely with the lip liner color.
4. Place a dab of light concealer in the center of your top and bottom lip.
5. Apply MK Signature Crème Lipstick.
6. Finish with MK Signature Lip Gloss applied to the center of your lips over your lipstick to help make lips appear fuller.

### Color Basics: Have you ever wondered how those models get “that” look? Try some of these hints!!

1. **Eye Shadows** — Selection of eye color is based on three things:
  - a. #1 and most important—the color of your eyes. You want your eye color to “pop”. Select a color that brings out the color of your eyes. You really don’t want to match your eye color; you want to compliment it.
  - b. Always consider your skin tone. A person with dark skin should avoid very light colors; a person with very light skin should avoid dark colors.
  - c. The least important thing to consider is the color of your clothing; however, it is best to avoid very cool colors with warm colored clothing and vice versa.
2. Use 3 colors to shape the eye.
  - a. Use a neutral or natural shade that coordinates with skin tone (generally brown or gold tones) to make corrections.
  - b. Use color only as accent, not over the entire eye.
3. Application for most eye shapes. Order of application will depend on the desired look.
  - a. Accent color — apply from *outer* corner of eye to *inner* corner in crease.
  - b. Midtone color — apply from *outer* corner over eyelid.
  - c. Highlight color — browbone and lid.
  - d. Accent and highlight colors will change with your mood or season of the year.
  - e. Midtone colors should match your skin color and will seldom change.
4. **Eye Liner** — purpose is to make the eyelashes appear to be thicker.
5. Different ways to line the eye:
  - a. Using an eye liner pencil is most common. Line from outer corner on both top and bottom.
  - b. Using eye shadow — very easy to apply if using proper tool. It is longer lasting and gives a softer appearance.
  - c. Liquid eyeliner — use on top lid only accompanied by a pencil or shadow on bottom lid. Liquid eyeliner is the most difficult to apply and control.
  - d. Color selection — should match or compliment eye shadow. Black can make eyes look smaller and can be harsh or make you appear to be older.
6. **Mascara** — purpose is to make the lashes appear to be longer and thicker. Very important part of a finished look.
  - a. To thicken lashes — brush across lashes
  - b. To lengthen lashes — brush up
  - c. Allow lashes to dry between applications to prevent clumping
  - d. Curl eyelashes! It opens the eye and makes you look more awake and alive.
7. **Lip colors**
  - a. Bright colors make thin lips appear fuller
  - b. Full lips can wear deeper shades
  - c. Light skin tones should not wear brown lip colors
  - d. Dark skin tones should not wear pale, frosty shades
  - e. Dark colors make you look older
  - f. Warmer colors make you look younger
8. **Blush** — controls all other color on the face and can determine face shape
  - a. Small faces, those who wear glasses and older people should wear their blush higher on the cheek bone
  - b. Avoid bringing blush too close to the nose — measure by using two finger widths
  - c. Avoid applying blush higher than the outside corner of the eye
  - d. Avoid applying blush lower than the tip of the nose or below your ear lobes
  - e. Select a color that looks natural and one that does not conflict with your clothing or your lipstick
  - f. Always check your profile to be sure that your blush is well blended. Racing stripes are not complimentary!