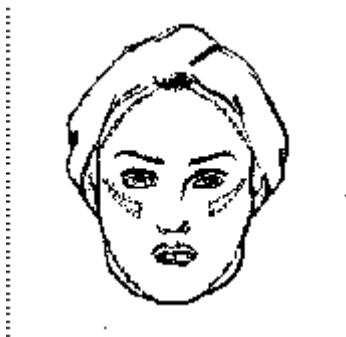


Square/Rectangular-Shaped Face



Characteristics

Width of cheeks and forehead are similar

Width of jawline and forehead are similar

Prominent jawline

Angular overall appearance

Rectangular face is longer than it is wide

Objective

To soften angles Forehead and jawline must appear more narrow

Techniques

Apply regular foundation before contouring makeup

To make forehead appear more oval, apply darker shade of foundation on either side of forehead and blend

To make jaw appear more oval, apply darker shade of foundation on either side of jawline and blend

Apply concentration of blush directly on the ball of the cheek. Blend toward the top of the ear for a square face and middle of the ear for a rectangular face

Diamond-Shaped Face



Characteristics

Narrow forehead.

Narrow Chin

Wider cheeks than jawline

Objective

To balance Forehead and jawline must appear wider

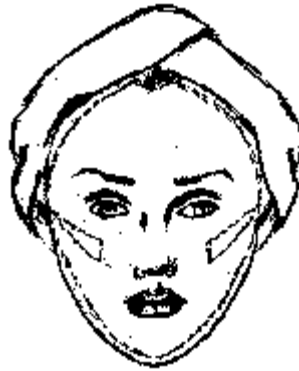
Techniques

Apply regular foundation before contouring makeup Apply lighter shade of foundation at angle on both sides of forehead.

Apply lighter shade of foundation at angle from middle to bottom of jawline.

Apply blush on the ball of the cheek in a crescent shape. Blend outward out toward hairline.

Heart-Shaped Face



Characteristics

Widest across forehead

Tapers down to cheeks, then down to narrow, sometimes pointed chin.

Jawline is not prominent

Objective

To balance face.

Forehead must appear more narrow and lower half of face more wide

Techniques

Apply regular foundation before contouring makeup

Apply darker shade of foundation on either side of forehead

Apply lighter shade of foundation at either side of jawline

Apply blush starting under the ball of the cheek

Blend away toward the center of the ear

Round Face



Characteristics

Width about same as length
Short forehead
Wide cheeks
Roundness through jaw

Objective

Create more definition Forehead and jawline must appear more narrow

Techniques

Apply regular foundation before contouring makeup
Apply darker shade of foundation in an arc on either side of forehead
Apply darker shade of foundation on either side of jaw up to tip of ear. This will eliminate fullness in these areas
Apply blush on the ball of the cheek beginning at point just outside of center of eye.
Extend to temples near hairline.

Oval-Shaped Face



Characteristics

Equal distance from hairline to eyebrows, from eyebrows to tip of nose and from nose to chin

Wider forehead than jawline Prominent cheekbones gently taper to oval chin

Techniques

Apply blush just under the ball of cheekbone, directly below the outer part of the iris
Extend in smooth arc, fading toward top of ear