

COLOR Confident You!



Fun

Smart

Beautiful



Try this easy eye look for
any eye shape.

"For the basic eye look, I like to
concentrate on these essentials:
universally flattering colors, soft
eyeliner to bring out the eyes
and beautiful eyelashes." - Luis
Casco, Mary Kay Global Makeup
Artist

Basic One-Shade Eye Look



Apply Almond mineral eye color with the Mary Kay® Eye Color Brush starting at the lashline and blend to just above the crease, intensifying it as necessary to define the eye shape.

Apply Bronze or Black eyeliner to upper lashline and soften by applying Almond mineral eye color over eyeliner with the Mary Kay® Eyeliner/Eyebrow Brush.

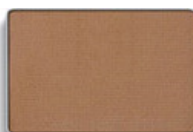
Then apply Almond to lower lashlines with the Mary Kay® Eyeliner/Eyebrow Brush. Use the Mary Kay® Eye Smudger Brush to blend the top and bottom lashline.

Finish with your choice of Mary Kay® mascara, blush, and lip color.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



Eyeliner _____

Mascara _____

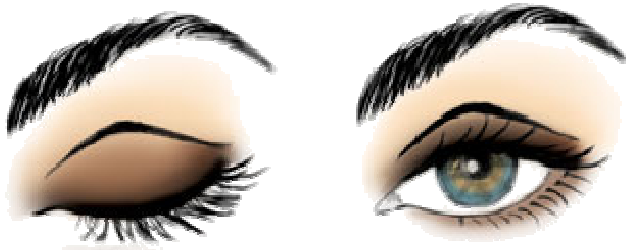
Blush _____

Lips _____

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Basic Two-Shade Eye Look



Apply Sweet Cream mineral eye color to entire eyelids as a base with the Mary Kay® Eye Color Brush.

Blend Chocolate Kiss mineral eye color from lashline to just above the crease with the Mary Kay® Eye Crease Brush, intensifying color in the outer corner of the eye. Also apply Chocolate Kiss to lower lashline with the Mary Kay® Eyeliner/Eyebrow Brush.

Apply Black eyeliner to upper lashline and soften with the Mary Kay® Eyeliner/Eyebrow Brush.

Finish with your choice of Mary Kay® mascara, a blush and lip color.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



Mascara _____

Blush _____

Lips _____

For evening or anytime you want to go dramatic, try this new take on the smoky eye look.

You don't have to feel limited to charcoals and grays when creating a smoky eye look. Almost any color can be applied with this technique. Beautiful blues, purples and even browns can look smoldering.

The Updated Smoky Eye Look



Apply Peacock Blue or any deep blue mineral eye color to entire eyelid with the Eye Color Brush and to the lower lashline using the Eyeliner/ Eyebrow Brush.

Line lower and upper lashline with Black eyeliner.

Set the eyeliner with Coal mineral eye color using the Eyeliner/ Eyebrow Brush, and blend with the Peacock Blue mineral eye color.

Highlight the brow bone using Sweet Cream mineral eye color.

Finish with *Ultimate Mascara™* in Black. Add a natural shade of cheek and lip color.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

Blush _____

Lips _____



PLAY THIS LOOK UP!

Add Steely eyeliner to the upper lashline.

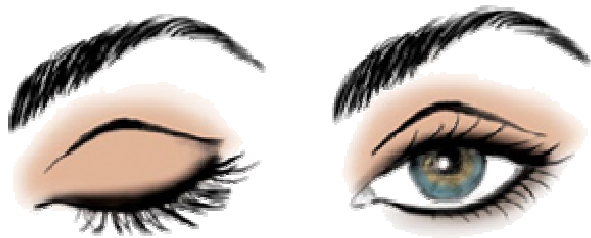
TONE THIS LOOK DOWN!

For a more subdued look, use a chocolate brown eye color, such as Truffle, instead of blue.

This beautifully subdued look works perfectly for professional events, such as job interviews or presentations.

"Combining a slightly metallic texture with a matte one is my favorite way to achieve a natural eye look without it looking too boring." - Luis Casco, Mary Kay Global Makeup Artist

The Natural Eye Look



Apply Spun Silk mineral eye color all over the eyelid with your fingertip. The warmth of the fingertip helps the eye color look creamy and not too sparkly.

Add depth by applying Espresso mineral eye color along the upper and lower lashline with the Eyeliner/Eyebrow Brush, making sure to apply it thicker to the outer corner of the eyes. Then blend with the Eye Smudger Brush to create a smoky effect. Repeat until you get the desired intensity

Sweep any color that's left on the brush across the eye crease to add a little drama.

Finish with a coat of Lash Love® Mascara in I ♥ black. Choose a natural blush and lip color to finish the look.

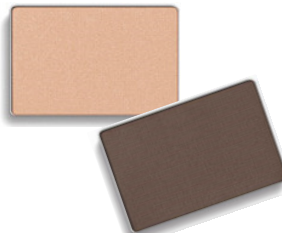
Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

Blush _____

Lips _____



PLAY THIS LOOK UP!

To make this look a nighttime look, apply Black liquid eyeliner to upper lashlines, applying a slightly thicker line at the outer corner of the eyes.

TONE THIS LOOK DOWN!

Apply Spun Silk mineral eye color and mascara only.

Perfect for weddings and special daytime events, this look make eyes sparkle.

"The best way to create a brighter eye is to use lighter colors with a little bit of sparkle to create reflective highlights. However, you want to avoid any colors that would bring out any pink around the eyes (which causes eyes to look tired and sallow)." - Luis Casco Mary Kay Global Makeup Artist

The Bright Eye Look



Apply Moonstone mineral eye color all over the eyelid with the Eye Color Brush. Concentrate on the inner corner of the eyes as well as right on the brow bone.

Apply Silver Satin mineral eye color from lashline to just above the crease of the eyes and along the lower lashline as close to the lash base as possible. The metallic flecks add reflective light to the eyes.

Add Steely eyeliner on the upper lashline. Use the Eye Smudger Brush to soften, and then reapply eyeliner as needed to deepen the look.

Apply two coats of *Ultimate Mascara™* in Black. Choose a blush and lip color.

Apply the Facial Highlighting Pen as a finishing touch to the inner corner of the eyes.

Blend Crystalline mineral eye color with the Eye Crease Brush along the inner corner of the eyes for an even stronger brightening effect.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

Blush _____

Lips _____

PLAY THIS LOOK UP!

Add more Silver Satin mineral eye color to the lashline and smudge in order to create a satiny smoky effect.

TONE THIS LOOK DOWN!

Skip the Facial Highlighting Pen and Crystalline mineral eye color and apply one coat of mascara.



This eye look is easy to apply
and the vibrant shades make it
fun to wear!

"The key to this colorful eye look
is to blend well." - Luis Casco, Mary

Kay Global Makeup Artist

The Colorfully Fun Look



Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

Apply Crystalline mineral eye color all over eyelid.

Apply Gold Coast mineral eye color with a tapping motion with the Eye Color Brush from lashlines to the crease. Even though it's a powder, this application makes it easier to "pack" the color right on the eyelids. The goal is maximum gold shine.

Apply Peacock Blue mineral eye color in the crease, starting heavy at the outer corner and blending in. Start with a line almost at the crease and blend from there. Blend and then blend again! Use the Eye Color Brush and blend well.

Apply Azure mineral eye color along the lower lashline with the Eyeliner/ Eyebrow Brush.

Then add a bit of Peacock Blue mineral eye color right at the corner and blend into Azure mineral eye color. This adds depth and brings all the colors together beautifully.

Apply Black eyeliner. Begin with a very thin line at the inner eye corners and widen to a thicker line at the outer corners. You can wing the liquid eyeliner up slightly at the outer corner for even more drama.

Finish with a coat of Ultimate Mascara™ in Black, blush, and lip color.

Blush _____

Lips _____

PLAY THIS LOOK UP!

For a twist, add Midnight Star mineral eye color along the upper lashline for a colorful effect before applying Black liquid eyeliner.

TONE THIS LOOK DOWN!

Apply only Crystalline, Gold Coast and Azure with the above steps. Skip the liquid eyeliner.

The elegance of an evening wedding is captured in this beautifully sophisticated bridal look created by Mary Kay Global Makeup Artist Keiko Takagi.

Tips for the Evening Bride

For candlelit ceremonies, eyes need to stand out in the dim lighting, so go for several coats of black mascara.

To go from ceremony to reception, reapply lip color in a deeper shade.

Pressed powder is a must-have for the entire day. Apply it lightly to T-zone area before pictures.

The Evening Bridal Look



Apply Spun Silk mineral eye color to entire eyelids.

Apply Sweet Plum mineral eye color along the lashlines, extending to the outer corners and blend into the creases.

Apply Black Eyeliner.

Next, apply two coats of Lash Love® Waterproof Mascara in I ♥ black.

Apply Cranberry cream blush to apples of cheeks.

Apply Clear lip liner to natural lip line. Then apply Lipstick in Fuchsia. For a kiss of perfection, finish with Lip Gloss in Pink Parfait.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



EXPERT EXTRA

Daytime brides should look glowing, not shiny. Apply highlights just to cheekbones and avoid the T-zone which can make face appear shiny in pictures.

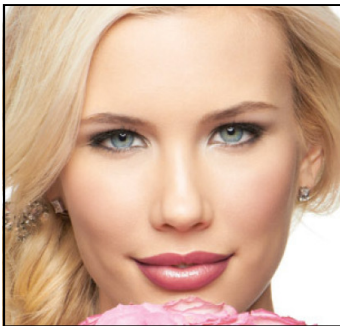
Don't forget these wedding day essentials!

1. *Mary Kay*® compact loaded with her bridal look
2. *Beauty Blotters*® Oil-Absorbing Tissues
3. *Mary Kay*® Facial Highlighting Pen
4. *Sheer Mineral Pressed Powder*

FOR THE BEST PHOTO RESULTS

- Start with *Mary Kay*® Foundation Primer Sunscreen Broad Spectrum SPF 15.*
- Go with an oil-free matte foundation such as *TimeWise*® Matte Wear® Liquid Foundation.
- Dust on *Mary Kay*® Translucent Loose Powder to help set makeup. Then apply *Mary Kay*® Makeup Finishing Spray by *Skindinavia*® to extend wear.

The Bridal Look for Day



Apply Honey Spice mineral eye color to entire eyelids.

Apply Espresso mineral eye color along the lashlines. Blend from lashlines to creases.

Use Crystalline mineral eye color as highlighter on the brow bones and inner corners of the eyes.

Apply Black eyeliner and smudge with a sponge-tip applicator or the Eye Smudger Brush.

Tears of happiness could flow, so apply two coats of *Lash Love*® Waterproof Mascara in Black.

Apply *Sheer Bliss* cream blush to apples of cheeks. Then top with *Strawberry Cream* mineral cheek color and blend.

For an extra highlight, add *Crystalline* mineral eye color to the tops of the cheekbones.

Apply *Soft Blush* lip liner and Lipstick in *Pink Passion*.

Finish with *Lip Gloss* in *Fancy Nancy* to the center of lips.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

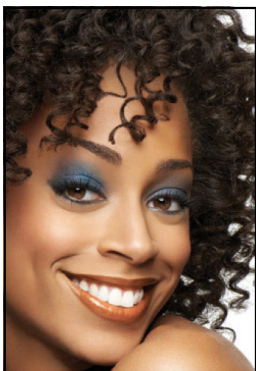


EXPERT EXTRA

When applying dramatic eye makeup, add some extra loose powder under eyes. It will catch any shadow that falls. Once finished, simply brush loose powder, along with any eye shadow that has fallen from eye area, off the face.

When it's time for the excitement and celebration of a special event, prepare customers with this glamorous look created by Mary Kay Global Makeup Artist Gregg Brockington.

The Special Occasion Look



Apply Midnight Star mineral eye color from lashlines to slightly above the creases and along lower lashlines.

To create a dramatic elongated eye effect, blend Coal and Peacock Blue mineral eye colors along outer edges of eyes in a V-shape. Blend all colors well.

Apply Black eyeliner along upper and lower lashlines and smudge with the Eyeliner/Eyebrow Brush or a cotton swab.

Apply two coats of Ultimate Mascara™ in Black to upper and lower lashes.

Contour cheeks with Canyon Gold mineral bronzing powder, blended along the hollows of cheekbones and lightly dusted along temples. Swirl Sparkling Cider mineral cheek color on apples of cheeks to add warmth.

Line the natural line of the lips with Cappuccino lip liner and blend edges with a lip brush or finger. Apply Lipstick in Sunlit Sand. Finish with Lip Gloss in Icicle.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



IF YOU HAVE 10 MINUTES

Add an eyeliner such as Bronze, Deep Brown or Black and apply more eye color or a second shade of eye color to eye creases.

IF YOU HAVE 15 MINUTES

Swap out regular eyeliner for liquid eyeliner.
Use Ultimate Mascara™ and apply two more coats for added eye emphasis.
Add Lip Gloss in Icicle or Mango Tango.

Less time doesn't mean less fabulous.

Five minutes is all you need to look and feel put-together. Try this look

created by Mary Kay Global Makeup

Artist Shawnelle Prestidge.

The Five Minute Look

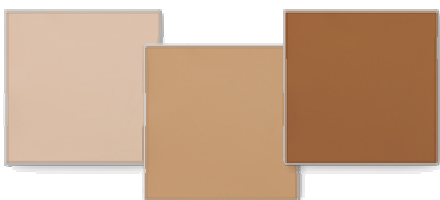


If you don't have time for anything else, start with lip color. Apply Neutral lip liner along natural lip line and then apply Lipstick in Sunny Citrus.

Apply Mary Kay® Creme-to-Powder Foundation just to areas that need extra coverage.

Apply Chocolate Kiss mineral eye color to entire eyelids, from lash-lines to brow bones.

Finish eyes with a coat of Lash Love® Mascara in I ♥ black.



Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



More Ways to Wear This Look

GO BASIC

Skip eyeliner and apply eye color all over eyes.

For intense color in half the time, skip lipstick and apply lip gloss and go.

GO DRAMATIC

Swap out regular eyeliner for liquid eyeliner.

Apply mascara to bottom lashes for added emphasis.

Mary Kay Global Makeup Artist

Gregg Brockington shares an easy

everyday look that works for any

woman, anytime.

The Everyday Look



Apply Mineral Eye Color in Truffle to entire eyelids, blending from lashlines to eye creases.

Apply Bronze eyeliner to upper lashlines. Soften with a sponge-tip applicator or a brush.

Sweep any eye color left on the eye brush or applicator along lower lashlines.

Finish eyes with a coat of Ultimate Mascara™ in Black

on top lashes only.

Lightly dust Desert Sun mineral bronzing powder under cheekbones and along temples for a contoured look. Then apply Strawberry Cream mineral cheek color on apples of cheeks.

Add Lipstick in Amber Glow. For an extra pop of highlights, dust Crystalline mineral eye color on brow bones, across the centers of the eyelids, along the tops of the cheekbones and in the center above the upper lip.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____



More Ways to Wear This Look

GO BASIC

If you are going to wear only one eye color, try Moonstone from lashlines to creases.

GO DRAMATIC

Swap out regular eyeliner for liquid eyeliner.

Apply another coat of mascara for added emphasis.

Illuminate all your best features with

a simply glowing look created by

Mary Kay Global Makeup Artist

Keiko Takagi.

The Luminous Look



Apply Moonstone mineral eye color from lashlines to creases.

Apply Granite mineral eye color in eye creases.

Apply Crystalline mineral eye color to inside corners and brow bones. Blend all colors well.

Apply Deep Brown eyeliner to both lashlines.

Apply Ultimate Mascara™ in Black.

Apply Crystalline mineral eye color on cheekbones, bridge of nose and the Cupid's bow of the lips.

Apply Desert Sun mineral bronzing powder on the temples and on the hollows of the cheeks.

Apply Lipstick in Pink Passion.

Finish with Lip Gloss in Cream and Sugar in center of the lips.

Model's Name _____

Eye Color _____ Eye Shape _____

Face Shape _____

