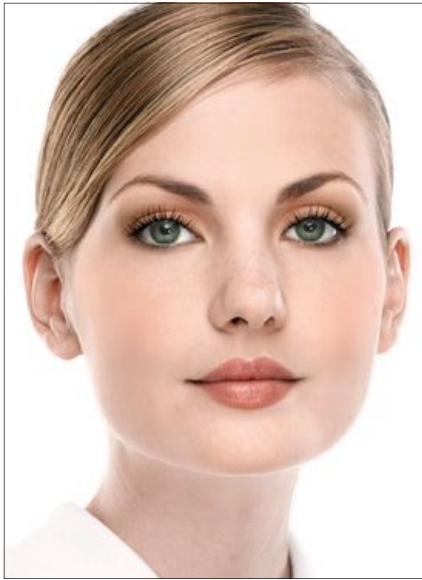
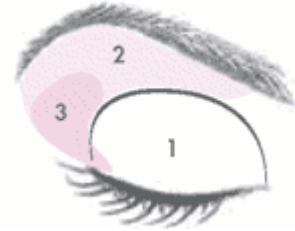


# Eye Application Tips



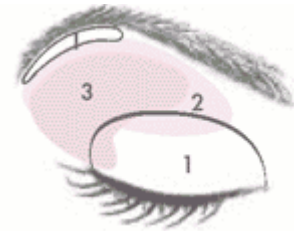
## Deep Set Eyes

1. **Highlighter shade:** Apply to the eyelid & along inner corner of lower lashes.
2. **Midtone shade:** Bring the color up above the crease & sweep it across the brow bone.
3. **Accent shade:** Apply to the outer corner of the upper lash line, then up onto the corner of the brow bone. Sweep the accent shade underneath the lower lash line for definition.



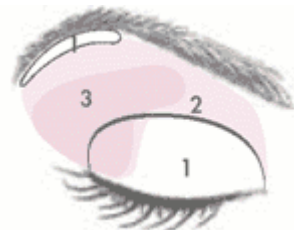
## Close Set Eyes

1. **Highlighter shade:** Apply to lid & brow bone.
2. **Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner to the brow but not all the way over to your nose. You may use the Midtone shade to bridge highlighter & accent shades along lower lash line.
3. **Accent shade:** Sweep it across the base of the upper lash line & up into the outer area of the crease. Sweep it underneath the lower lash line for definition, except for the inside corners.



## Wide-Set Eyes

1. **Highlighter shade:** Apply to brow bone & 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 corner to help the eyes appear closer together.
3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lash line & into the crease of your eye. Also sweep it underneath the lower lash line, being careful not to extend the outer edge of the eye.

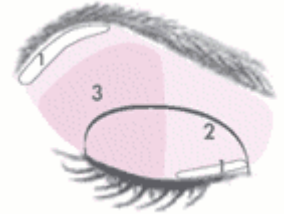


# Eye Application Tips



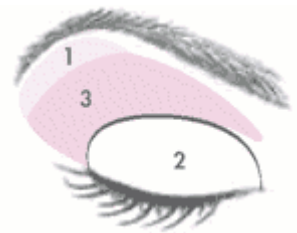
## Hooded Eyes

1. **Highlighter shade:** Apply to brow bone & along the upper lash line & inner corner of lower lashes.
2. **Midtone shade:** Apply color from the base of the upper lash line & over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent shade:** Apply from the base of the lash line & over the entire hooded area to help it appear to recede & blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well defined lash line, upper & lower.



## Standard Eyes

1. **Highlighter shade:** Apply under brow bone.
2. **Midtone shade:** Apply over the entire eyelid.
3. **Accent shade:** Apply in the crease of the eye.



# Lip & Cheek Application **Tips**



## **Medium to Full lips:**

1. Line lips with MK Signature Lip Liner.
2. Apply MK Signature Lip Outliner Pencil on the outside of the lips prior to lip color to prevent it from feathering & bleeding.
3. Apply MK Signature Cream Lipstick.
4. Finish with MK Signature Lip gloss.



## **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 & 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 & bottom lip.
5. Apply MK Signature Cream Lipstick.
6. Finish with MK Signature Lip Gloss applied to the center of your lipstick to help make lips appear fuller.



## **Cheek application:**

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.