
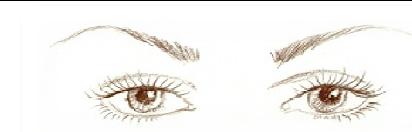


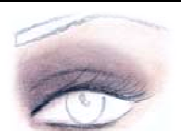






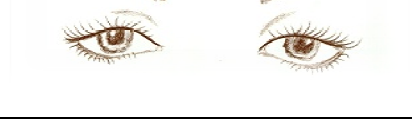



# APPLICATION TOOLS

Tool	Description
 <p data-bbox="415 240 613 267">Powder Brush</p>	<p data-bbox="779 240 1316 493">Works with your loose, pressed or bronzing powder. Designed to achieve the softest finished look without looking powdery or cakey. Some pros prefer to patting on powder with a Velour puff or sponge, then using a Powder Brush to sweep away excess. This technique is great for a natural looking makeup</p>
 <p data-bbox="411 505 590 532">Cheek Brush</p>	<p data-bbox="779 505 1316 565">Designed to apply blush with a soft edge and mistake proof application</p>
 <p data-bbox="405 688 659 716">Eye Definer Brush</p>	<p data-bbox="779 688 1316 781">Designed to apply just the right amount of color to the eyelid. Use to bend color together with medium toned eye shadows</p>
 <p data-bbox="411 889 653 917">Eye Crease Brush</p>	<p data-bbox="779 889 1316 982">Fits perfectly in the crease of the eye. Use with medium toned eye shadows OR use CLEAN to blend and soften all colors together</p>
 <p data-bbox="411 1068 632 1096">Eye Brow Brush</p>	<p data-bbox="779 1068 1316 1161">A perfect tool for flipping quickly between pulling hairs through the stencil hole, and then brushing them flat over the stencil area</p>
 <p data-bbox="415 1263 621 1291">Eyeliner Brush</p>	<p data-bbox="779 1263 1316 1388">Designed to blend eyebrow pencil or place brow color. Stiff badger hairs soften harsh lines. Using Yvonne's eyebrow brush will give you a beautiful shape easily</p>

# EYE FOR AN EYE

Eye Type		Description		Objective	Examples
Close Set		Distance between eyes are less than an eye width apart		To have eyes appear more separated	<ul style="list-style-type: none"> <li>➤ Paris Hilton</li> <li>➤ Demi Moore</li> <li>➤ Regina King</li> <li>➤ Sigourney Weaver</li> </ul>
Wide Set		Distance between eyes are more than an eye width apart		To create an illusion that eyes appear closer together	<ul style="list-style-type: none"> <li>➤ Rihanna</li> <li>➤ Gabrielle Union</li> <li>➤ Brandy</li> <li>➤ Cameron Diaz</li> </ul>
Deep Set		Brow bones are more distinct because eyes appear to sink deep into the face		To have eyes appear more separated.	<ul style="list-style-type: none"> <li>➤ Angelina Jolie</li> <li>➤ Vanessa Williams</li> <li>➤ Hillary Swank</li> <li>➤ Janet Jackson</li> </ul>
Almond Shape		The lash line to brow bone and the brow bone to the eyebrow are often equidistant		To bring the eyelid forward, but gently recede the prominent browbone	<ul style="list-style-type: none"> <li>➤ Beyonce</li> <li>➤ Scarlett Johansson</li> <li>➤ Jennifer Lopez</li> <li>➤ Tyra Banks</li> </ul>
Downturned		The outer edges of the eye are angles in downward direction		To uplift the eye, rather than following the natural droop of the eye	<ul style="list-style-type: none"> <li>➤ Katie Holmes</li> <li>➤ Oprah Winfrey</li> <li>➤ Jessica Simpson</li> <li>➤ Britney Spears</li> </ul>
Vanishing Eyelid (Hooded)		No distinct separation between the eyelid and brow bone		To give an illusion of depth, at the center and outer corner of the upper lid	<ul style="list-style-type: none"> <li>➤ Lucy Liu</li> <li>➤ Helen Hunt</li> <li>➤ Kimora Lee Simmons</li> </ul>

## **EYE LINER**

The technique you use to apply your liner will depend on the type of liner you choose

### **LIQUID LINER**

Liquid liner is applied with a very fine tip brush and requires a very steady hand to create a smooth line. This liner automatically adds drama and sultriness to your look.

#### *TIPS:*


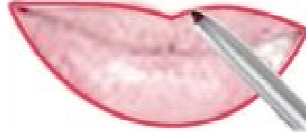






- Provide support for your elbow while you are drawing your lines. This will help keep your hand steadier, resulting in a better line that doesn't wobble unevenly
- Crinkled eyelids will result in a crooked line. So to avoid this – look down, tilt your head up and relax lids.
- You can also apply a thin line of a similar shade of eye shadow along your lash lines, and then glide a thin line of liquid liner over the top of it. This can help define your eyes, while at the same time provide a little camouflage in case your lines aren't perfect.
- It helps to keep eyes closed for a couple seconds until liner is dry to prevent smudging on upper lids. This is especially important for those with *Deep Set* or *Vanishing Eyelid* eye shapes

### **PENCIL LINER**

This type of liner is generally easier to apply, and you can use different techniques to vary the look. Use this liner to develop a more polished look.

#### *TIPS:*

- For very defined lines, sharpen your eye liner pencil before you apply.
- For softer lines, use your fingers to gently smudge the lines after application.
- Keep it as close to the base of your lashes as possible because you never want to show skin between your lashes and the line.
- A slightly warm pencil makes for a smoother application. If the pencil is too hard, hold the pencil between the palms of your hands to warm it up.

Lip Type		Objective		Tips & Tricks	Examples
Balanced Lips		To enhance the natural shape		They should be lined along the natural lip line. Emphasize the upper lip's cupid's bow (V) with lip liner	Eva Longoria
Fuller Lips		To create an illusion of smaller lips		Line lips from corner to corner inside the natural lip line. Darker colors of lip liner and lipstick are good choices. Avoid too much lip gloss	Angelina Jolie
Thin Lips		To create the illusion of a fuller and broader mouth		Line lips from corner to corner just outside the natural lip line with a light liner. Lighter or brighter colors are a better choice and lip gloss applied to top and bottom of lips.	Courtney Cox
Uneven Lips		To create the illusion of balanced lips		Apply lip liner just above the natural lip line on the upper lip and softly outline inside the lower lip's natural line. Muted colors are better suited for this lip shape.	Heidi Klum

# **LIPSTICK**

## ***RULE OF THUMB-***

Whatever part of your skin color that you do not like (like blue or grey under eye circles, redness, pink, etc.), try not to copy it in your lipstick color or lipstick undertone. It's like wearing a red dress with sunburn. It just makes the problem appear worse than it is.

## **PERFECT SCARLETT KISS**

<b>Skin Tones</b>	<b>Shades of Red</b>	<b>Recommendations</b>
Fair Skin Tones	<ul style="list-style-type: none"><li>• True Reds</li><li>• Pink Undertones</li><li>• Plum Tones</li></ul>	MK Creme Lipstick <ul style="list-style-type: none"><li>• Red</li></ul> MK Lip Liner <ul style="list-style-type: none"><li>• Red</li><li>• Pink</li></ul>
Dark Skin Tones	<ul style="list-style-type: none"><li>• Deep Reds</li><li>• Warm Tones</li><li>• Berry &amp; Cranberry undertones</li><li>• Bright Reds</li></ul>	MK Creme Lipstick <ul style="list-style-type: none"><li>• Red</li><li>• Apple Berry</li></ul> MK Lip Liner <ul style="list-style-type: none"><li>• Dark Chocolate</li><li>• Dark Berry</li></ul>
Medium Skin Tones (Caramel to Olive Tones)	<ul style="list-style-type: none"><li>• Berry &amp; Brown Tones</li><li>• Brighter Reds</li><li>• Cherry Tones</li><li>• No Orange undertones</li></ul>	MK Creme Lipstick <ul style="list-style-type: none"><li>• Red</li><li>• Apple Berry</li><li>• Black Cherry</li></ul> MK Lip Liner <ul style="list-style-type: none"><li>• Raspberry</li><li>• Dark Berry</li><li>• Dark Chocolate</li><li>• Chocolate</li><li>• Plum</li></ul>