




Eye Shape Shadow Application

-  The lightest shade is used to brighten eyes.
-  The midtone shade (usually a neutral shade) helps blend eye color shades.
-  The deepest or darkest shade is used to create depth in an eye look.

Standard Eyes

Eyes that are about one eye-width apart, with eyelids and eye creases that are readily seen. Use this technique to enhance eyes with a standard shape.



- Apply the lightest color to highlight the brow bones and inner corners.
- Brush on the midtone color to accent the eyelids.
- Add the darker contour color to the crease to create depth.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

Hooded Eyes

Eyes with eyelids that are not readily seen. Use this application technique to help eyelids appear more prominent.



- Apply the lightest color on the brow bones, inner corners and center of the eyelids. This will help create the illusion of larger eyelids.
- Apply the darker color across eyelid creases and blend upward to minimize the "hooding." This also will help create the look of depth.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

TIP: A midtone color can be added and blended on top of the darker color to soften harsh lines.

Close-Set Eyes

Eyes that are less than one eye-width apart. Use this application technique to help eyes appear farther apart.



- Apply the lightest color to the inner corners of the eyelids to create the illusion of space between eyes. Also apply this color to brow bones to highlight them.
- Apply the midtone color to accent the center of the eyelids.
- Add the darker contour color and blend in a triangle shape on the outer corner of the eyelids. This will help eyes appear farther apart. For a final flourish, blend this color along the outer third of lower lashlines.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

Wide-Set Eyes

Eyes that are more than one eye-width apart. Use this application technique to help eyes appear closer together.



- Apply the lightest color to highlight the outer corners of the eyelids, balancing inner contours.
- Apply the midtone color to accent the center of the eyelids.
- Add the darker color on inner corners of eyelids and blend upward to draw the focus inward. Also add this color across entire bottom lashlines.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

TIP: Do not extend any colors past the outer corners of eyes and lashlines, which can exaggerate distance between eyes.

Deep-Set Eyes

Eyes that are deeply set with readily seen eyelids and prominent brow bones. Use this application technique to help brow bones appear less prominent.



- Apply the light color over entire eyelid, inner corners of eyes and directly under eyebrows.
- Apply the darker contour color and blend from the creases of the eyes upward onto the brow bones. Also add this darker color to the outer third of lower lashlines.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

TIP: Notice how the contour color extends slightly higher onto the brow bone of a deep-set eye than it would on a standard eye.

Single Eyelids

Eyes with vanishing eyelids appear as a flat surface when closed due to lack of a natural crease. Use this technique to help create depth on the eyelids.



- Apply light color over entire eyelid, inner corners of eyes and directly under eyebrows.
- Apply the darker contour color in sideways V-shapes, starting on the outer corners of eyes. Then, blend this shade inward across the eyelids, halfway between eyebrows and lashlines where the natural creases would appear.
- Also apply the darker shade under the lower third portion of lower lashlines. This will create the illusion of deeper eyelids.
- Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.