

**Summer Beauty Academy Video 2: Eyes**  
**By Joan Daniels, Sales Director 8/2016**

**Eye Brows**

**Tips** - \*\*Remember not to wax if at all possible (infections, improperly done, peels off extra layers of skin and can cause crepiness...loose skin in the eye area)

\*\*Learn to tweeze or go get threading done. When tweezing do a little on one eye then move to the other until balanced. Tweezing will damage hair follicle over time and cause hair to naturally quit growing. (Be careful not to overtweeze. "Weed eat" by tweezing every few days).

**Shape** – Should taper from thicker near the nose to thinner by outer eye. Start with straight rule from nose to tear duct...where brows should start. Straight rule at edge of nose to outer eye...where brows should stop. Straight rule at edge of nose through mid-pupil...where brow arch should be.

**Eye Brow Pencil/Powder** - Choose color that is the same shade or one shade darker than hair color. Ex: Light Blonde/Gray: Classic Blonde pencil (mechanical or pencil you sharpen). Medium to Dark Blonde or Sandy Brown: Blonde to Brunette (or Hazelnut Eye color as powder...can use Eye Primer first if needed). Auburn: Soft Auburn to Brunette. Brown to Black: Use Brunette or Soft Black.

**Eye Colors**

**3 Types of Shades** –

**Highlights** - Light colors to highlight lid and upper/outer 1/2 to 1/3 of eyebrow area (Crystalline, Moonstone, Sweet Cream, Spun Silk, Gold Coast, Honey Spice, Ballerina Pink or in Cream Shadows Beach Blonde, Pale Blush, Apricot Twist)

(For darker skin tones – Granite, Precious Pink, Gold Coast, Honey Spice, Spun Silk, Copper Glow, Azure, Emerald, Amber Blaze )

**Midtones** – Generally slightly darker than flesh tone colors to naturally shade between crease and highlight by brow (Amber Blaze, Hazelnut, Rosegold, Chocolate Kiss, Driftwood, Copperglow, Truffle -- Cream shadows Iced Cocoa. Exceptions are the fun colors that are not flesh tone but can be used in a 3 or 4 color look: Silver Satin, Sterling, Lavendar Fog, Iris, Azure – Cream shadows Metallic Taupe)

**(For Darker Skin Tones: Hazelnut, Driftwood, Stone, Truffle, Iris, Silver Satin, Sterling, Granite)**

**Accents – Generally fun accent colors of all shades...sometimes lighter than midtones for fun effect (Truffle, French Roast, Espresso, Lime, Emerald, Azure, Peacock Blue, Midnight Star, Iris, Sweet Plum, Stone, Granite, Coal – Cream shadows Iced Cocoa, Violet Storm)**

**For Darker Skin Tones: Chocolate Kiss, Lime, Iris or Sweet Plum, Peacock Blue, Midnight Star, Coal, Espresso)**

### **Choosing Eye Colors –**

**This is ART! Anything goes...but if you are trying to make your eyes stand out then pick opposite colors if they are blue/green or steel...meaning general go with neutrals. If you use blue eye shadow with blue eyes and you are doing photos for instant...the blue eyes won't stand out as much. Same with liners....but if you are going for an every day look then play with them all!**

### **Eyeliner Tips**

**\*You can do the TOP without the bottom but NEVER do the bottom without the top!!**

**\*Never do the waterline or inner line of lid. Can cause infections and eye irritation**

**\*Softer lines will be more becoming...so use a smudger brush or qtip to smudge**

**\*Use Mechanical, Gel or Eyeshadows - wet brush to use Eyeshadows as liner....or use shadows on top of mechanical liner to change up colors.**

**\*If doing a cat eye, do from the bottom eye line up...do angles on both sides first then fill in.**

**Smokey Eyes – We will do this in the next training video!**

**Happy Glamourizing your customers!!**