Advanced Makeup Teaching Tips — EYES
(Hilary Fiskeaux's notes on Lori Hogg's workshop)

"Remember: no matter what the issue is with the eyes, all women have the same want…Women want their eyes to look youthful and lifted, and they want them to pop and be more noticeable." ~ Lori Hogg

EYE AREA PREP
1. Eye Primer (or Cream Eye Color) helps your eye makeup to pop, as well as helping it to last longer.
2. Fill in brows to lift and frame your entire face. Use Brow Definer pencil OR an angled eyeliner brush with matte mineral eye color OR a homemade brow tint.
3. Make brow tint by rubbing a clean spoolie brush against matte mineral eye color, then tapping the loose powder onto a clean tray. Roll your Brow Gel spoolie brush in the loose powder to make brow tint. Lightly sweep the brow tint outward along the surface of your brow hairs.
4. To demo brow tinting, use disposable spoolie brushes for each step. To brow tint at home, your client will need Brow Tools, Brow Gel, and a mineral eye color. Most women should use Espresso mineral eye color for brow tinting. Those with naturally pale lashes and brow hairs should use Hazelnut or Sienna mineral eye color.
5. For maximum eye lift (and to form and "clean up" your brows), outline your brows! Use the lightest possible concealer or Facial Highlighting Pen within your skin tone to draw lines just above and just below each brow, all the way across. Blend with a clean foundation brush or patting finger. Set by patting the lightest possible matte mineral eye color over top with your finger.

EYE MAKEUP
6. Never use anything to apply makeup besides a great quality brush set. Nothing else will blend.
7. Every age can wear every color — just find your perfect shade. Every age can wear shimmer.
8. For mature eyes, make the highlighter shade close to their skin tone or ONE shade lighter to avoid a puffy look.
9. For mature eyes, keep "high shimmers" (Sterling, Gold Coast, Amber Blaze) out of the crease. Satins are fine.
10. Always do the crease first, to lift your eyes, regardless of eye shape. Tilt your head all the way back and feel where the soft eyeball meets the hard bone ridge above it. Hold your fingertip there while you tilt your head forward again. Apply your crease color all the way across, along that ridge.
11. Apply matte eye shadows first, then shimmers. Save your highlighter shade for the very end.
12. Using a 4th eye color shade as an intensifier gives depth and helps moderate between your crease and lid shades.
13. Espresso eye color can look ashy on bronze skin tones; use Coal instead as an intensifier shade.
14. Layer multiple shades in the same exact area to add depth (try Sienna, Cinnabar, and Coal layered in that order as a triple intensifier; blend each one well; then apply White Lily everywhere else).

EYELINER
15. Never use black pencil eyeliner — black is too harsh, unless it is gel or liquid. Use Deep Brown instead to fill in the last line as a good "everyday" black for every skin tone. If a client thinks she needs black, show her the difference between a black smoky eye and a brown smoky eye.
16. Always set your pencil eyeliner with mineral eye color and an angled eyeliner brush.
17. Line the top only for a natural, subtle look. Line the top and the outer corner of the bottom to open the eye.
18. Always smudge eyeliner with the Smudger brush on mature eyes. Smudging balances out the folds in the eyelid to make the line appear straight.

EYE FINISHING STEPS
19. Use a clean cosmetic wedge sponge as a "magic eraser" under your eyes after applying eye makeup.
20. Finish with an "eye lift" using your liquid foundation and liquid foundation brush: underline your eye, extend the line up to the outside end of your eyebrow, and blend down and out using your liquid foundation brush. Set the "lift" area by patting loose powder on top using your finger.
21. Bend your mascara wand at a 90° angle so you can push the product into the lashes. Wiggle it side-to-side as you push inward and up along the lashes. You cannot bend the Lash Love brush.

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EYE AREA PREP
1. Eye Primer (or Cream Eye Color) helps your eye makeup to _____, as well as helping it to last longer.
2. Fill in _____ to _____ and _____ your entire face. Use Brow Definer pencil OR an angled eyeliner brush with _____ mineral eye color OR a homemade _____ _____.
3. Make brow tint by rubbing a _____ spoolie brush against _____ mineral eye color, then tapping the loose powder onto a clean tray. Roll your _____ _____ spoolie brush in the loose powder to make brow tint. _____ sweep the brow tint _____ along the _____ of your brow hairs.
4. To demo brow tinting, use _____ spoolie brushes for each step. To brow tint at home, your client will need Brow _____, Brow Gel, and a mineral eye color. Most women should use _____ mineral eye color for brow tinting. Those with naturally _____ lashes and brow hairs should use _____ or _____ mineral eye color.
5. For maximum eye lift (and to form and "clean up" your brows), _____ your brows! Use the _____ possible concealer or Facial Highlighting Pen within your _____ _____ to draw lines just above and just below each brow, all the way across. _____ with a clean foundation brush or patting finger. _____ by patting the lightest possible _____ mineral eye color over top with your finger.

EYE MAKEUP
6. Never use anything to apply makeup besides a great quality _____ _____. Nothing else will _____.
7. Every age can wear every _____ — just find your perfect shade. Every age can wear _____.
8. For mature eyes, make the highlighter shade close to their skin tone or _____ shade lighter to avoid a puffy look.
9. For mature eyes, keep "high shimmers" (Sterling, Gold Coast, Amber Blaze) out of the _____. Satins are fine.
10. Always do the _____ first, to lift your eyes, regardless of eye shape. Tilt your head all the way _____ and feel where the soft eyeball meets the hard bone ridge above it. _____ your fingertip there while you tilt your head forward again. Apply your crease color all the way across, along that ridge.
11. Apply _____ eye shadows first, then _____. Save your _____ shade for the very end.
12. Using a __ eye color shade as an intensifier gives depth and helps moderate between your crease and lid shades.
13. Espresso eye color can look ashy on _____ skin tones; use _____ instead as an intensifier shade.
14. Layer multiple shades in the _____ _____ _____ to add depth (try Sienna, Cinnabar, and Coal layered in that order as a triple intensifier; blend _____ _____ well; then apply White Lily everywhere else).

EYELINER
15. Never use _____ pencil eyeliner — it's too harsh, unless it is gel or liquid. Use _____ _____ instead to fill in the lash line as a good "everyday" black for _____ skin tone. If a client thinks she needs black, show her the difference between a black _____ _____ and a brown _____ _____.
16. Always _____ your pencil eyeliner with mineral eye color and an angled eyeliner brush.
17. Line the _____ only for a natural, subtle look. Line the top and the outer corner of the bottom to open the eye.
18. Always _____ eyeliner with the _____ brush on mature eyes. Smudging balances out the folds in the eyelid to make the line appear _____.

EYE FINISHING STEPS
19. Use a clean _____ _____ _____ as a "magic eraser" under your eyes after applying eye makeup.
20. Finish with an "_____ _____" using your liquid foundation and liquid foundation brush: _____ your eye, extend the line up to the outside end of your _____, and blend down and out using your liquid foundation brush. Set the "lift" area by _____ loose powder on top using your finger.
21. Bend your mascara wand at a 90° angle so you can _____ the product into the lashes. _____ it side-to-side as you push inward and up along the lashes. You cannot bend the _____ _____ brush.