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 <u>brows</u> to <u>lift</u> and <u>frame</u> your entire face. Use Brow Definer pencil OR an angled eyeliner brush with <u>matte</u> mineral eye color OR a homemade <u>brow tint</u>.
- 3. Make brow tint by rubbing a <u>clean</u> spoolie brush against <u>matte</u> mineral eye color, then tapping the loose powder onto a clean tray. Roll your <u>Brow Gel</u> spoolie brush in the loose powder to make brow tint. <u>Lightly</u> sweep the brow tint <u>outward</u> along the <u>surface</u> of your brow hairs.
- 4. To demo brow tinting, use <u>disposable</u> spoolie brushes for each step. To brow tint at home, your client will need Brow <u>Tools</u>, Brow Gel, and a mineral eye color. Most women should use <u>Espresso</u> 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), <u>outline</u> your brows! Use the <u>lightest</u> possible concealer or Facial Highlighting Pen within your <u>skin tone</u> to draw lines just above and just below each brow, all the way across. <u>Blend</u> with a clean foundation brush or patting finger. <u>Set</u> by patting the lightest possible <u>matter</u> mineral eye color over top with your finger.

EYE MAKEUP

- 6. Never use anything to apply makeup besides a great quality <u>brush</u> <u>set</u>. Nothing else will <u>blend</u>.
- 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 <u>ONE</u> shade lighter to avoid a puffy look.
- 9. For mature eyes, keep "high shimmers" (Sterling, Gold Coast, Amber Blaze) out of the <u>crease</u>. Satins are fine.
- 10. Always do the <u>crease</u> first, to lift your eyes, regardless of eye shape. Tilt your head all the way <u>back</u> and feel where the soft eyeball meets the hard bone ridge above it. <u>Hold</u> 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 $\frac{4^{th}}{t}$ 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 <u>same exact area</u> to add depth (try Sienna, Cinnabar, and Coal layered in that order as a triple intensifier; blend <u>each one</u> well; then apply White Lily everywhere else).

EYELINER

- 15. Never use <u>black</u> pencil eyeliner black is too harsh, unless it is gel or liquid. Use <u>Deep Brown</u> instead to fill in the last line as a good "everyday" black for <u>every</u> skin tone. If a client thinks she needs black, show her the difference between a black <u>smoky eye</u> and a brown <u>smoky eye</u>.
- 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 <u>smudge</u> eyeliner with the <u>Smudger</u> brush on mature eyes. Smudging balances out the folds in the eyelid to make the line appear <u>straight</u>.

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 "<u>eye lift</u>" using your liquid foundation and liquid foundation brush: <u>underline</u> your eye, extend the line up to the outside end of your <u>eyebrow</u>, 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 <u>push</u> the product into the lashes. <u>Wiggle</u> it side-to-side as you push inward and up along the lashes. You cannot bend the <u>Lash Love</u> brush.

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 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. 		mber: no matter what the issue and	-			-	
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