



HR
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EYE
SECRETS

TIPS AND TRICKS FOR THE EYES

SHINE BRILLIANTLY
WITH
THE
EYES

1 Skin care = 50% of the make-up result



Good make-up starts with perfect make up removal.

Smooth the skin care on, never move the teguments around.

Pat lightly over the eye contour (to stimulate blood / lymph microcirculation).

Do not apply too close to the lash roots to avoid penetration by capillarity.

3 The eyebrows, the face's balance



Brush and style before plucking.

Pluck without "digging" under the inner corner of the eyebrow.

Never do your make-up before plucking and grooming.

Try not to drop tweezers on the floor (much less accurate with blunt tips).

Pencil, or any eyebrow make-up, doesn't need to be systematic.

2 Concealer, effective, yet invisible



Use a small amount, ½ a tone lighter than the complexion.

With a precise, lip-brush style applicator.

Only on shadow areas.

Don't apply all over the lower eyelid.

Always do in direct lighting.

Set with a very sheer veil of loose powder.

4 Mascara, optimal use



Never "pump" mascara with the wand: this gets air into the formula, leading it to dry up and age faster.

Wring out any overload that may form on the brush tip inside the product opening before pulling the wand out.

The maximum lifespan of a mascara is 3 months.

5 Mascara, a precise gesture



Apply mascara in a “zigzag” motion to coat each lash evenly.

Use the tip of the brush to do the outer corner of the eye.

Use a hand mirror to direct your glance and avoid “making faces” when applying.

Start with the lower lash line.

6 Eye shadow for a deeper look



For a charcoal eye, make up the eye first, clean up any little stains, then work on the lower eyelid (complexion + concealer).

Always work the colour on the back of hand first to avoid any excesses or texture overload.

Avoid matt shades on marked eyelids.

7 Eye pencil, not just a line



Use the pencil as a smudged base for eye shadows.

Use a pencil first to draw the line you are going to do with eyeliner.

Do not draw “commas” on the outer corner of the eye.

8 Eye liner for a deliberately lined look



It doesn't have to be systematic.

It must be applied at the same time for better symmetry.

Start with a very fine line and gradually thicken it on both sides simultaneously.

LIVE BRILLIANTLY

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