



POWER BEAUTY  
SINCE 1902

# FOCUS EYES

ENHANCE THE EYES IN 15 MIN!

## BEFORE YOU START!

- Ensure the cleanliness of your workstation as well as utensils and products.
  - Clean your hands in front of the customer with disinfecting wipes.
  - Take products with spatulas disinfected beforehand.
  - Protect the customer's clothes and hair.
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## EXPRESS EYE MAKE-UP REMOVAL



- Cut a cotton pad and roll it into tissue paper in order to obtain a soft pillow.
- Protect the lower eyelid with the pillow.
- Take a cotton pad soaked with ALL MASCARAS and place over the eyes, pressing lightly for 10 seconds over the eyelash area, until the cotton has absorbed the mascara, then slide the cotton pad along the eyelids.
- Perfect the make up removal with Q tips if needed.
- Repeat on the opposite eye.

## PRESERVE THE EYES' YOUTHFULNESS



YOUTH GRAFTER  
THE EYE CARE



COLLAGENIST EYE ZOOM  
REPLUMPING FIRMNESS EYE CARE



PRODIGY Re-PLASTY EXTREME  
EYE WAKE-UP GEL

## REVITALIZING GESTURE



**EXPERT ADVICE**  
Apply the eye care along the lower and upper eyelid from the inner corner toward the outer corner, drain with a deep yet gentle pressure.

## SMOOTHING GESTURE



**EXPERT ADVICE**  
Smooth the eye care gently from the outer corner of the eye towards the inner corner - in the opposite direction of the wrinkles' natural formation track.

## ENHANCE YOUR EYES



### UNIFY, SMOOTH AND ILLUMINATE THE EYE AREA

Illuminate shadow zones and erase signs of fatigue, with MAGIC CONCEALER (one shade lighter than the skin tone). Using a brush, slightly powder the areas where concealer was applied with ILLUMINATION LOOSE POWDER.

### FOR AN INTENSE LOOK

#### STRUCTURE AND INTENSIFY THE EYEBROWS

If the eyebrows are too thin or too short, work on them a little with the EYEBROW PENCIL, starting in the middle of the eyebrow. Brush inwards and outwards to blend in the corrective result.



#### UNDERLINE AND INTENSIFY THE EYES

To extend the eye and “flatten” the rounded shape of the eyeball, use SILKY EYES (01 Silky Black or 02 Soft Brown), to line the base of the top lashes towards the inner corner; blend into the top line to create a kind of dark coloured base. Proceed likewise on the lower outer corner.



Apply the lighter shade from WANTED EYES duo to the inner corner of the mobile eyelid for an illuminating effect. Apply the darker shade to the mobile eyelid and outer lower corner to set the pencil line.



#### INTENSIFY THE EYES

Apply LASH QUEEN, LASH QUEEN FELINE BLACKS or LASH QUEEN FELINE EXTRAVAGANZA to intensify the eyes.



### FOR A LUMINOUS LOOK

#### STRUCTURE AND INTENSIFY THE EYEBROWS

If the eyebrows are too thin or too short, work on them a little with the EYEBROW PENCIL, starting in the middle of the eyebrow. Brush inwards and outwards to blend in the corrective result.



#### UNDERLINE AND INTENSIFY THE EYES

Apply the lighter shade from WANTED EYES duo to the inner corner and all over the mobile eyelid for an illuminating effect. Apply the darker shade to the outer upper corner to create a lifting effect.



Extend the eye with a “doe-eye” look using SILKY EYES (01 Silky Black or 02 Soft Brown): line along the upper lash roots all the way to the inner corner. Avoid extending it into a “comma” shape.



#### OPEN UP THE EYES

Apply LASH QUEEN SEXY BLACKS, LASH QUEEN FATAL BLACKS, or SPECTACULAR EXTENSION to open up and expand the eyes.



HR

HELENA RUBINSTEIN

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