



Module 10 : Eye Makeup

- How to apply eye makeup
- Different eye shapes and how to correct them
- Get to know common eye makeup mistakes
- List of eye makeup tools you cannot be caught without

What you will learn:

- How to apply eye makeup
- Different eye shapes and how to correct them
- Get to know common eye makeup mistakes
- List of eye makeup tools you cannot be caught without

10.1 Introduction

 **One of the most significant parts of any look is the eye makeup.** Eye makeup is essential for women who are looking to accentuate their eyes. With the right application, eye makeup can give eyes dimension and depth, it can make them more noticeable and attractive. Eye makeup dates back centuries, all the way back to Ancient Egypt, but today it is used more in fashion by women throughout the world. This module will help you apply eye makeup effectively.

1. Start by applying a concealer

You may have already applied the concealer when applying the foundation for the dark circles under the eyes. However, if you have not already done so, the concealer needs to be applied to the area

underneath the eye. This is where the skin is thinner and therefore, it usually has a bluish tint to it. You may want to also apply a line of concealer just underneath here so that you don't get the raccoon eye look. You can get rid of the circles under the eyes by applying three dots. The first dot should be at the inner corner where the skin is usually the darkest. Then pat the concealer into the skin until it is blended in and disappears.

2. Apply the eye shadow primer

This is the product that will keep the shadow in place for hours. It is perfect for keeping the eye shadow in place through exercise, weather conditions, and even over many hours.

3. Apply the eyeliner

There are many different ways to apply the eyeliner. Some methods will be discussed in greater detail in the next module. Here we will discuss how to apply the eyeliner in general terms. Use an eye pencil or a liquid liner to line the eyelid as close to the upper lash as possible. Start at the inner corner of the eye and move towards the outer corner. You may want to place your finger gently in the corner of the eye to tighten up the skin a bit. That way you won't get sections that are missing. Start at the middle of your lower eyelid and line from the middle of the eye out. Use a cotton bud to smudge the liner a bit. You don't want it to be a line like on the top. Be sure to get as close to the lower lash as possible.

Tip: For a smoky eye, pat an eye shadow that is dark below the lid and along the upper lid. You won't want a line, but rather a smudge.

4. Apply the eye shadow

To build the lids of the brow, use a three toned method. Some individual eye shadow kits come with three colors that will work perfectly together. If you are developing your own colors, be sure to choose one that is light, a color in a medium shade, and a dark one. Use the light color first. This one should almost match the skin color of your client. Be sure to cover the entire eyelid and up to the brow bone. The medium color will follow and will only be applied to the lid of the eye. Be sure not to go above the eyelid with the medium shade. The crease will need to be colored with the darker color. Be sure to blend the colors together well by blotting them and not swiping the brush across the eye. When applying eye shadow, you want to focus on the eye shape, ensuring that you apply the right color based on the eye color, and how you use your darker and lighter colors will determine the outcome of the eye shape in the end. We cover specific details on correcting different eye shapes later in this module.

5. Highlight the inner part of the eye

In this step you will put a bit of the light-colored eye shadow in the inner corner. It will brighten the eyes and make them stand out more. Use your finger or a cotton bud and dab it in the light-colored eye shadow. Press it into the inner section of each eye in the section where the eyelids meet.

6. Highlight the brow

Now dab the light-colored eye shadow again and dab it along the brow line from the middle of the

brow outwards. Blend it a bit with the cotton bud or a small blending brush.

7. Use a curler to curl the eyelashes

Always do this before applying any mascara. If you try to curl the lashes afterwards, you can dry them out and cause them to break off. Use a blow dryer to heat up the eyelash curlers for a few seconds. Test on your wrist to make sure that it is not too hot. You don't want to burn the eyelashes. Then, curl the eyelashes holding it for three to five seconds.

8. Mascara

When applying the mascara, you will place the wand underneath the eyelash and move your hand slightly back and forth from left to right, right to left, and then again from left to right. Now move the brush slightly up through the eyelash. Be sure to do this slowly and at the same speed. That will apply an even amount of mascara on the lash and will prevent it from clumping. Don't just swipe at the eyelash and pray that it spreads evenly.

10.2 Eye Shapes and How to Correct Them

Deep-set eyes

Deep-set eyes are large and provide a very prominent brow. To reduce this and to bring the illusion that the eyes are more forward, you should use beige or warm-colored eye shadow on the entire lid. Ensure you highlight under the arches.

Example - Keira Knightley



Monolids

Someone who has monolid eyes has very flat eyes with a flat surface or barely any surface. This is seen often with clients of Asian descent. This means that the brow is less defined and there is barely any crease in the upper lid to work with. You want to create definition using a gradient eye shadow starting with dark and working your way to light. With monolids you will want the darker eye shadow to be closer to the lash line, going softer in the middle and then adding shiny eye shadow at the brow. With monolids it is imperative that you curl the eyelashes before applying the makeup to give definition.

Example - Lucy Liu



Hooded Eyes

Hooded eyes are extra-large eyes with skin that covers the crease of the eye. This makes the eyelid appear smaller than it actually is, but this can be rectified with the right eye makeup application. You can use a darker shade of eye shadow over and above the crease of the eye and then use a thick lash base to make the eye stand out and reduce the risk of it looking closed.

Example - Jennifer Lawrence



Protruding Eyes

Protruding eyes have a projected lid, they have the illusion that they are about to pop out of the skull. You want to focus on using dark tones when it comes to protruding eyes, basically pushing them back into the head. Smoky eyes are the ideal makeup application for this type of eye. Always ensure when working with clients who have protruding eyes that you use thick liner.

Example - Mila Kunis



Upturned Eyes

A good example of someone who has upturned eyes is Angelina Jolie. These are almond shaped eyes that naturally lift in the outer corners. This makes the lower lid look considerably longer than the upper lid, which is something you can work with. Focus on using darker eye shadows with clients with upturned eyes and use the dark shadow on the outer lower corners of the eye to give them the illusion of being shorter and thereby bringing the eyes into the correct position that you want to achieve.

Example - Angelina Jolie



Down-turned Eyes

Down-turned eyes tend to drop in the outer corners. When working with these eyes you may want to

consider using a cat eye style that is perfect for this eye shape. Use liquid eyeliner on the top eyelid and extend it out and up at a forty five degree angle. This will help give the illusion that the outer edges of the eye have been lifted.

Example - Katie Holmes



Close-set eyes

An example of close-set eyes is Jennifer Aniston. What you want to do when working with close-set eyes is to give the illusion of more space and the best way to achieve this is to use light eye shadow in the inner corners of the eye. You will also want to use extra mascara on the outer edges of the eye, though be careful when applying that you don't apply too much which results in clumping.

Example - Jennifer Aniston



Wide Eyes

As with narrow eyes, you may also find yourself working with clients that have wide eyes. With wide eyes, as the name suggests, their eyes are spaced too far apart. For clients with wide eyes you will want to focus on the illusion of bringing them closer together, which you can do by adding eyeliner to the top and bottom lids and bringing the eyeliner as close to the tear duct as you can.

Example - Kate Moss



10.3 Common Eye Makeup Mistakes

 **As a makeup artist, you need to know the most common mistakes made when it comes to eye makeup to ensure that you avoid them at all costs.** These mistakes are made by clients and professionals daily and can have a negative effect on how the final makeup looks on a client. The first thing to remember is that adding sparkle for an evening event is fine, but then there is also the risk of adding too much sparkle.

No one wants their eyes to look like a sparkling Christmas tree. Tone down the sparkles and rather dab a small amount on, which will shimmer ever so slightly as your client moves around the room.

Don't be too heavy handed with the eyeliner. This is one of the most common mistakes made by thousands of women each and every day. Eyeliner should be used to highlight the eye, focus on good features and defer attention away from the bad ones. Being heavy handed is only going to leave your client with unnatural eyes that are not at all appealing.

It is possible to add too much mascara. When looking for a darker and bolder look, you may want to add a few layers of mascara, this is all perfectly fine. Beware of clumping and spiky eyelashes, which aren't very appealing on any eye shape. Applying too much eye shadow is another common mistake - this is just going to leave you with heavy-looking lids. The good news is that you can rectify this mistake, wipe off the eye shadow and start the process again. Many people make the mistake of not taking the eye shape and color into consideration when choosing their eye makeup application. It is imperative that you work with the eye shape to ensure the eyes are a feature, this means using the right color eye shadow and applying liner and mascara that will help the eyes make a beautiful statement. One mistake, which is more common than you may think, is using blush for eye shadow. This is a mistake you don't want to make. It will not provide a long-lasting finish. The final mistake is to use a liquid foundation as a base for your eye shadow. If you don't have a primer for the eyes, then you are better off not using anything. Using liquid foundation will cause creases, which will look totally unnatural and very unappealing as the day wears on.

10.4 Eye Makeup Tools You Don't Want to be Caught Without

In order to create the perfect eye makeup, there are essential tools you will need from shaping the eyebrows to creating beautiful lashes.

Here is a full list of essential tools you will need for eye makeup applications:

- **Tweezers** - tweezers are an essential piece of kit that you never want to get caught without. You can use these to shape the brow and remove stray hairs quickly and effectively. ❌
- **Brow pencil** - the brow pencil is used to shape the eyebrows. If you don't feel confident, there are eyebrow stencils you can buy. Place the stencil over the eyebrow and fill in the center using the eyebrow pencil. Remove the stencil and tweeze any hairs outside the area. Fill in the lines with powder. ❌
- **Angled brow brush** - this brush helps you fill in the brow with eyebrow powder to create the desired effect. ❌
- **Brow styler** - this essential tool helps you smooth the eyebrow hairs, keeping them in place and stopping them from standing up and having a mind of their own. ❌
- **Eyeliner brush** - the eyeliner brush is used to apply eyeliner to both the upper and lower eyelids. This brush is usually thin and pointed, very similar to a pencil. ❌
- **Shadow brush** - the shadow brush is used to apply eye shadow to the eyelid. ❌
- **Crease brush** - the crease brush is used to shadow in the crease of the eye, this is usually a pointed brush. ❌

- **Smudge brush** - the smudge brush is a flat and small, tapered brush with stiff bristles, it is also sometimes a small sponge. This is used to smudge the eye shadow on the upper lid of the eye. ❌
- **Blending brush** - the blending brush is an essential tool which is large and tapered in design. This helps you blend in the eye shadow with ease, reducing the risk of having set lines between shades and colors. ❌
- **Eyelash curler** - an eyelash curler helps you bend the eyelashes in an upwards style, which, once mascara is applied, gives them a longer and thicker look. ❌
- **Mascara** - mascara is a must in any makeup kit. It is used on the upper and lower eyelashes to darken, thicken, and lengthen. ❌
- **Eyelash comb** - the eyelash comb is used after the mascara is applied. It is highly effective in removing clumps, leaving the lashes looking natural and full. ❌

10.5 Tutorial

Smokey Eyes Tutorial - 14min 02sec

In this video Olivia will show you how to do one of the most requested looks - smokey eyes.

Go and Practise

Estimated time: 60 minutes Find some volunteers and practise smoky eyes. Follow the instructions that Olivia gives in the tutorial video. Using one of your volunteers also practise one corrective eye technique. Once completed come back and continue the course.

Module Summary

This module explained how to properly apply flawless eye makeup. It also showed you the different eye shapes and which applications work best with each of the eye shapes described. You got to know

the common eye makeup mistakes made by professionals and clients on a daily basis. You also got a list of essential makeup tools you cannot be caught without.

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