



Module 11 : Eyeliner Techniques

- How to apply eyeliner
- The most common eyeliner styles and how to accomplish them
- The most common eyeliner mistakes
- Eyeliner types and how to use them

What you will learn:

- How to apply eyeliner
- The most common eyeliner styles and how to accomplish them
- The most common eyeliner mistakes
- Eyeliner types and how to use them
- Tips, tricks and hints to help you get the best results

11.1 Introduction

 **Eyeliner is used to create a statement, make the eyes more beautiful and to reshape the eyes.** To get bigger-looking eyes - which are seen as more acceptable and beautiful - you can use makeup. There are so many different things you can do with eyeliner, from creating beautiful cat's eyes to rectifying eye imperfections. Eyeliner can help you make eyes look more awake, even if your client has had a bad night's sleep and their eyes are half closed and they look tired. Eyeliner gives you the ability to create the perfect eye shape and finish.

Eyeliner is an essential tool for any makeup artist as it affects the beauty of the eye, it makes it look fresher and gives the eye the perception of being open and awake. It can help make the eyes more

noticeable and help make the eye color stand out. Blue eyes, for example, can really grab attention with the right eyeliner in place. This module will give you an insight into how to use eyeliner effectively to achieve the best results. **Here are some of the techniques that you can use to get the desired effects.**

Brighten your client's eyes

To combat a sleepy or tired look, you can apply to the lower inner rim of the eye a beige eyeliner. It will make the eyes look larger and distract attention away from the red or tired eyes. Use your index finger and pull down the lower lid and expose the inner rim of the eye. Use the beige eyeliner and go over the lower rim.

Edgy or bold look

When you are looking for an edgy or bold look, apply a colored eyeliner along the lower rim. Apply the eyeliner to the lower lash line from the outer edges to the inner edges. Use short strokes. Tie it all together with an eye shadow in the same color family two shades brighter on the top lid. Then add a black line to the upper lash line and some mascara.

Smoky eye

You can create a smoky eye with just some eyeliner. All that you have to do is line the upper and lower lash lines all the way from the outer rim to the inner rim with eyeliner. It should wrap around the entire eye and leave you with the smoky eye look. Use an angled flat brush or a cotton bud to smudge the lines to give it the smokiness that you are looking for.

Winged tip

The winged tip look is very versatile. You can create a simple wing or one that is more extreme. Use a pointed or angled brush to apply the line from the inner part of the lash line to the outer part of the lash line. Now, from the outer corner, create a line at a forty five degree angle. Follow the slant of your eye.

Tip: Draw your winged tip with eye shadow first. It is easier to wipe off if you make a mistake. Use a cream liner to go over the eye shadow. Hold something with an edge, like a business card, up to the corner part of the eye to make sure that it is straight.

Elongate the eye

This technique is good for clients with small eyes or eyes that sit closer together. You will make the eyes look longer by placing the focus of the eyeliner on the outer corners of the eyes. A cream liner should be used. Create a line from the midsection of the upper lash line to the outer edge. Do not wing it. Then create a line from the outer third of the lower lash line and connect it to the above line.

Cat's eyes

This look is a throwback to the 70s and is perfect for the big hair look. Apply a thick line of cream eyeliner along the upper lash line and extend outward towards the corner. Using short strokes, draw

the line from the inner part of your lower lash line to connect it to the top line. Make the bottom line thicker for added effect. You don't have to thicken the bottom line to create this look. Both lines can be the same width.

Double winged tip

This is an edgier look and can be produced by creating an additional wing after shaping your first one. Start by drawing the winged tip on the upper lash line. Create the same line on the lower lash line under the eye. For the double wing, start in the outer part of the eye parallel to the first wing tip and draw it back to the first line. This line will be above the first line. If you apply the line underneath the original line, it will make the eyes droop. You want to lift the eyes and therefore the second line should be above the first. Now, line the lower lash line again, but only go from the outer section to the middle of the eye. Connect the endpoints to create a triangle shape and fill it in.

11.2 Common Mistakes When Applying Eyeliner

✖ **Applying eyeliner can be a tricky experience and can even leave you dreading different styles when first starting out.** Identifying the most common mistakes you can make with eyeliner and how to rectify them ensures you get the perfect finish each and every time, whether you are creating a smoky look or cat's eyes finish. One of the biggest mistakes you can make when applying eyeliner is applying too much on the bottom lid. This is going to result in smaller looking eyes. It is best to apply too little and then add as needed to create the desired look without making the eyes look too small and ruining the overall finished look. Uneven application is probably one of the most rookie mistakes you can make when first starting a career in makeup. One of the ways to reduce the risk of having an uneven finish is to not pull the outer corners of the eye to get a straight line, which is something so many people do. Pulling the eyes causes the eyes to crinkle, in turn, this results in uneven lines. Get your client to point their chin up or down to get a good view of the angle you need to work at.

Don't only stick to dark colors when applying eyeliner. Only sticking to dark colors can leave the eyes looking tired and unexciting. Make use of white or nude eyeliner on the bottom lid to give the impression of wider eyes and a refreshed eye look.

The final mistake that you may be making is not using a smudge-proof eyeliner. When a client uses your services, they expect their makeup to look fantastic for hours. Not using a smudge-proof eyeliner is only going to result in them being disappointed with your services in the long run.

11.3 Types of Eyeliners and How to Use Them

There are three types of eyeliners available on the market, you should have each one in your bag at all times, giving you the ability to create different looks and styles, working with different shapes of eyes and more.

Eyeliner pencil

Eyeliner pencil is the most common eyeliner to use and also the easiest to apply. When in a hurry, you can draw the perfect line with the pencil within minutes. It is imperative to ensure that you keep

a sharpener on hand, because as with any pencil, the eyeliner pencil is going to get blunt, which can make it harder to use. When using an eyeliner pencil, you should draw a line on the lash line. The good news is that this applicator can be easily managed and controlled, and there is a wide a choice of colors.



Eyeliner gel

Eyeliner gel is usually used by professionals and comes in a pot. You will need to use an angled brush to get the best application. It is imperative that you have a steady hand when working with eyeliner gel. The good news is that this option glides easily, though it does take longer to dry.

Eyeliner gel is ideal when trying to achieve a smoky look.



Eyeliner liquid

Eyeliner liquid is probably the hardest to apply. It comes in a tube with a brush, similar to mascara. You will need a steady hand when applying eyeliner liquid. It is essential when using this applicator that you use short brush strokes. Start in the middle above the lashes and slowly brush along the lash line. Eyeliner liquid is ideal for creating cat's eyes and dramatic looks. It also helps make the eyelashes look thicker.



11.4 Tips for Applying Eyeliner

 **Choose the eyeliner based on the color and texture you want to achieve and the application method you want to use.** From you here you need to identify what finish you want to create - are you thinking of creating cat's eyes or a smoky look? If you want to achieve a smooth look with fine lines, then use gel or liquid eyeliner, which will give you the finish you want to achieve. For a smudgy look, you should use a pencil eyeliner and then use your finger to smudge the eyeliner to create the desired effect. Always apply the eyeliner after you apply your eye shadow, but before you apply the mascara. Have a pencil sharpener on hand to ensure your eyeliner pencil is sharp to provide the best results.

11.5 Tips, Tricks, and Hints

1. You can make your eyeliner last longer by setting it with eye shadow. Make the line with a pencil and then dust with eye shadow of the same shade, this will make your eyeliner last considerably longer.
2. Use an eyeliner pencil as a guideline for liquid liner. Once you have drawn the line with your

eyeliner pencil, trace over it with liquid eyeliner if you don't have the steadiest of hands for the best results.

3. Use white eyeliner first to create an even base for your darker eyeliner, this will give you the perfect base to work on to ensure a smooth finish.
4. Create your own eyeliner by wetting your eyeliner brush and using eye shadow, this can give you a wide variety of colors to choose from, creating your own unique choices to finish your client's makeup with ease and confidence.
5. For anyone with monolids, you should ensure you use gel or liquid eyeliner. Draw a thick arch for the perfect line and fill it in to create open eyes with character and that look alive.
6. To create a natural or casual look, add the eyeliner between the lashes rather than across the lash line, this will make the eyes look more natural, perfect for a daytime affair.
7. If you struggle to draw a straight line with eyeliner, then the best trick is to make dots in a line and then connect them using the eyeliner for that perfect straight line every time.
8. If you find that when you open your eyeliner it has become crumbly, just place it in the freezer for ten minutes. This will help the eyeliner regain its shape and provide you with a product you can work with in confidence.
9. When it comes to fixing difficult smudges around the eyes, make use of skin colored eyeliner to cover up mistakes with ease.
10. When creating cat's eyes or a winged look work from the outer edge towards the eye rather than away from the eye, this will help you achieve the precise angle you want.
11. You can make use of clear tape as a guide when drawing cat's eyes with eyeliner. Place the tape from the bottom lashes to the top end of the eyebrow, giving you an exact line to work with and ensure both eyes are even.

11.6 Interesting Eyeliner Facts

1. Eyeliner dates back more than twelve thousand years. It was first used in Ancient Egypt as early as 10,000 BC.
2. It was considered a status symbol and was used by both men and women to define the eyes. This is also being seen more today with a high percentage of men using makeup, including eyeliner, to create beautiful eyes on a daily basis.
3. Originally, eyeliner wasn't only developed to create beautiful eyes, it was used to protect the

eyes from evil, such as the sun god.

4. Eyeliner wasn't that popular in the Western World until the 1920s.
5. During World War II women would use eyeliner to draw a line up the back of their leg to make it look like they were wearing stockings when there was a severe shortage of luxury items.
6. Eyeliner wasn't always as easy to apply as it is today. In the 1920s, it was made of kohl.
7. Liquid eyeliner was only introduced in the 1950s, so if you are creating a look from the 1920s or 1930s, you will want to stay away from cat's eyes and use an eyeliner pencil to match the time period.
8. Applying eyeliner to the water line, which is the line inside the lash line, is believed to cause vision problems. This is according to a study which was published in the Eye and Contact Lens journal.
9. When the Egyptians made eyeliner, the main ingredients were lead and copper, which are very toxic and dangerous. Thankfully, this isn't the case with modern eyeliners available on the market today.

11.7 Video Tutorial

Eyeliner Application Tutorial - 8min 35sec

In this video Olivia will show you how to correctly apply eyeliner.

Go and Practise

Estimated time: 30+ minutes Find some volunteers and practise eyeliner application. Follow the instructions that Olivia gives in the tutorial video. Once completed come back and continue the course.

Module Summary

This section taught you about some of the different ways to line the eye. You also learned some of the most common mistakes when it comes to applying eyeliner, along with the different options available and how to use them effectively. In addition to this, you discovered valuable tips and tricks to applying eyeliner to achieve the best results each and every time. You also learned some fun and interesting facts about eyeliner.

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