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# ATTENDEE WORKBOOK

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AUGUST 2022  
ENGLISH SUNDAY SERIES  
SESSION 1 & 2: AUGUST 7  
SESSION 3 & 4: AUGUST 14

# WELCOME TO THE M·A·C FAMILY!

We are pleased and excited to welcome you to M·A·C and to continue your learning journey by inviting you to your.....

## M·A·C VIRTUAL BASIC TRAINING

VBT LEARNING JOURNEY : ARTISTS TO ATTEND ALL 4 SESSIONS



SESSIONS	AGENDA	DATE/TIME	Facilitators
Session 1	INTRODUCTION TO M·A·C EDUCATION TOOLS M·A·C SERVICE EXPERIENCE: <i>YOU HAD ME AT HELLO, MULTIPLE CUSTOMERS</i> HERO DISCOVERY: <i>LIPSTICK</i>	SUNDAY, AUG 7, 2022 12 – 230 EST 1000 – 1230 MST 900 – 1130 PST 1HR LUNCH	JANINE BOWEN GENEVIEVE BOUCHER
Session 2	M·A·C SERVICE EXPERIENCE: <i>CO-CREATION AND MAC-GIC</i> SKIN, SKIN CARE + PRIMERS HERO DISCOVERY – <i>FIX+ (ORIGINAL, MAGIC RADIANCE, MATTE)</i>	330 – 600 EST 130 – 400 MST 1230 – 300 PST	
Session 3	M·A·C SERVICE EXPERIENCE: <i>WOW IN 15</i> COLOUR AND MAKEUP THEORY FACE HERO DISCOVERY: <i>STUDIO FIX</i> HIGHLIGHT AND CONTOUR	SUNDAY, AUG 14, 2022 12 – 230 EST 1000 – 1230 MST 900 – 1130 PST	
Session 4	M·A·C SERVICE EXPERIENCE: <i>YOU KEPT ME AT GOODBYE, CLOSING THE SALE, 2-2-2 FOLLOW UP</i> EYES HERO DISCOVERY: <i>EYESHADOWS</i> POURING HAPPINESS	1HR LUNCH 330 – 600 EST 130 – 400 MST 1230 – 300 PST	

### ONE WEEK BEFORE VBT:

1. If needed, download the ZOOM APP. Click the link below to access the Zoom Download Center. Choose the appropriate download for your device: <https://zoom.us/download>
2. Ensure you have completed your Basic Training pre-work (MMX modules and/or Artist Portfolio)
3. Review this Workbook and establish the best approach to completing each Session's pre-work assignments with your Manager.
4. Prepare any recommended products and samples to explore in advance.

### THE DAY OF VBT:

1. Basic Training is interactive, participation from all attendees is expected. ***If you are joining from an instore computer with no microphone – also dial in by phone.***
2. Use the Registration details provided in your invitation reminder to join the Zoom Meeting via a Wi-Fi connection (personal data charges will not be reimbursed)
3. ***Arrive 5 minutes*** before Training scheduled start time – this will allow time for troubleshooting if needed and help you to be prepared for the training.
4. Have this Attendee Workbook available (a Counter Copy of Artist Portfolio if available)
5. Have a pen, and paper ready for note-taking



Phone dial in #'s if needed:  
 +1 587 328 1099 Canada  
 +1 647 374 4685 Canada  
 +1 647 558 0588 Canada  
 +1 778 907 2071 Canada  
 +1 204 272 7920 Canada  
 +1 438 809 7799 Canada

### ZOOM BEST PRACTICES: also refer to zoom features on next page

1

Be camera ready!  
MAC Black Dress  
Code in effect.  
(join with Camera on  
and mic on mute)

2

Update your name in  
Zoom to your first and  
last names. Include  
location and  
preferred pronouns.

3

Use headphones for  
optimal sound quality.  
Dial in if your device has  
no mic in order to  
participate in activities

4

Quiz and poll questions  
may occur throughout  
the training, so pay  
attention!  
Use the chat for your  
questions!

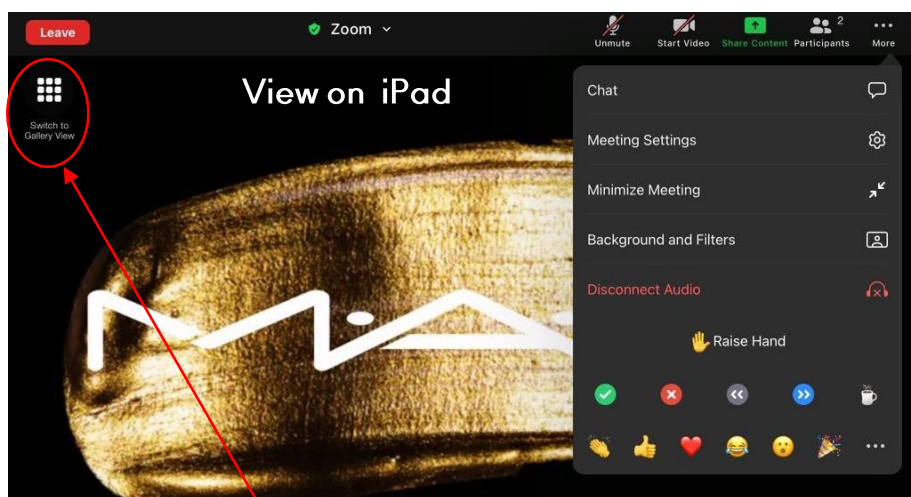
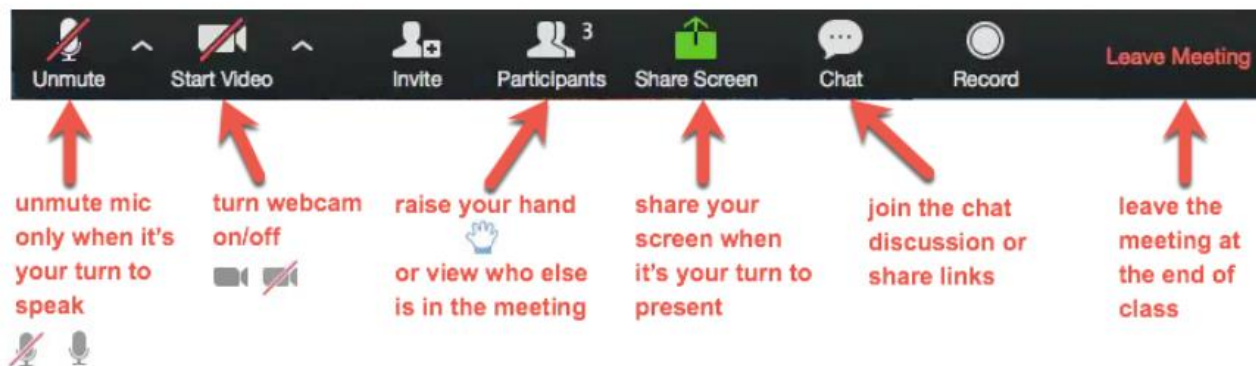
5

Turn off camera during  
live demos or if you  
experience poor  
internet connection.


# Cheat Sheet for Zoom Virtual Calls

INTERNAL

Click **Join a Meeting** and enter the meeting ID number, along with your display name.



You can switch to gallery view to view all speakers, or you can focus on the default view where the presenter will be on the main screen.

When asked to Annotate from iPad, just tap on the presentation for a  to appear on the screen. Tap the pen icon for the full menu options.

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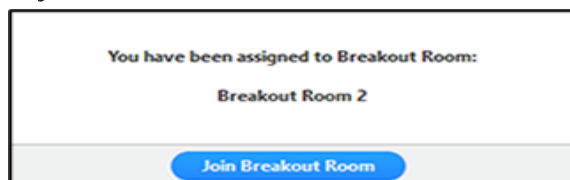
We recommend that you [join a test meeting](#) to check your zoom audio and video capabilities.

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Your facilitator might also switch you to a Breakout Session.

1. Click **Join**.
2. If you choose **Later**, you can join by clicking **Breakout Rooms** in your meeting controls.
3. Click **Join Breakout Room**.

You can leave the breakout room and return to the main meeting session at any time, or you can leave the meeting entirely from the breakout room



# SESSION 1: INTRODUCTION TO M·A·C, M·A·C SERVICE EXPERIENCE, HERO DISCOVERY

## PREPARE AND BRING TO THE SESSION:

MATERIALS	PRODUCTS/SAMPLES TO BRING TO SESSION	
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	LIP FORMULAS: Lustreglass Lipstick, Frost Lipstick, Amplified Crème Lipstick, Love Me Lipstick, Love Me Liquid, Matte Lipstick, Retro Matte Lipstick, Retro Matte Liquid Lipstick, Powder Kiss Lipstick, Powder Kiss Liquid Lipstick (IF POSSIBLE, SELECT SIMILAR SHADES. EX: ALL REDS OR ALL PEACH TONES)	
AGENDA		TIME
WELCOME		15 MINUTES
INTRODUCTION TO M.A.C		35 MINUTES
• M.A.C HISTORY & CULTURE : VALUES + PRINCIPLES, VIVA GLAM, BACK TO M.A.C, LOYALTY, ANIMAL TESTING, MAC ARTIST ROLE		
DIGITAL EDUCATION TOOLS		5 MINUTES
BREAK		5 MINUTES
SPECIAL GUEST		10 MINUTES
INTRODUCTION TO M·A·C SERVICE EXPERIENCE		40 MINUTES
M·A·C SERVICE EXPERIENCE: YOU HAD ME AT HELLO, MULTIPLE CUSTOMERS		
HERO DISCOVERY: LIPSTICK		35 MINUTES
CONCLUSION		5 MINUTES

REFLECTION AFTER VIRTUAL SESSION	TIME
<p>1. WRITE DOWN 2 THINGS THAT INSPIRED YOU FROM TODAY'S SESSION AND WHY. SHARE THIS WITH YOUR MANAGER OR CO-WORKER.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	15 MINUTES
<p>2. M·A·C VALUES AND PRINCIPLES – ON PAGE 5 OF THIS WORKBOOK, WRITE DOWN WHICH VALUE THAT YOU WANT TO EMBODY MOST AND WHICH VALUE RESONATED WITH YOU MOST.</p>	

**Write down which Value that you want to embody most and which Value resonated with you most**

[illegible]



# SESSION 2: M·A·C SERVICE EXPERIENCE, SKIN, HERO DISCOVERY

PRE-WORK FOR SESSION 2	TIME
MMX FUNDAMENTALS COURSE: POWER OF 3 - OR REVIEW ARTIST PORTFOLIO EXCERPT ATTACHED	15 MINUTES

PREPARE AND BRING TO THE SESSION:		
MATERIALS	PRODUCTS OR PRE-DRAMMED SAMPLES TO BRING TO SESSION	
ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	<b>SKIN CARE PRODUCTS</b> MINERALIZE VOLCANIC ASH EXFOLIATOR MINERALIZE TIMECHECK LOTION MINERALIZE CHARGED WATER MOISTURE GEL STROBE CREAM (ANY ONE SHADE) CLEANSE OFF OIL STUDIO MOISTURE CREAM GENTLY OFF EYE & LIP REMOVER COMPLETE COMFORT CREAM GENTLY OFF WIPES	<b>PREP + PRIME PRODUCTS:</b> NATURAL RADIANCE MOISTURE INFUSION 24HR EXTEND EYE BASE P+P LIP FIX+ ORIGINAL, FIX+ MAGIC RADIANCE, FIX+ MATTE STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER STUDIO FIX MATTIFINE 12HR SHINE CONTROL PRIMER

AGENDA	TIME
WELCOME AND OPENING EXPERIENCE	15 MINUTES
M·A·C SERVICE EXPERIENCE:	60 MINUTES
<i>CO-CREATION: OPEN-ENDED (TED) QUESTIONS, ACTIVE LISTENING, OVERCOMING OBJECTIONS. MAC-GIC: PRODUCT POETRY, POWER OF 3, BUILDING THE BASKET</i>	
BREAK	5 MINUTES
SKIN: SKIN TYPES, SKIN CARE AND PREP + PRIME PRODUCTS	35 MINUTES
HERO DISCOVERY: FIX+ FORMULAS	15 MINUTES
PRACTICE	15 MINUTES
CONCLUSION	5 MINUTES

REFLECTION AFTER SESSION	TIME
1. WRITE DOWN 2 KEY BEHAVIOURS YOU WANT TO FOCUS ON WITH YOUR CUSTOMER INTERACTIONS FOR YOUR NEXT SHIFTS ON THE FLOOR. SHARE THIS WITH YOUR MANAGER.	10 MINUTES
2. VISIT THE DIGITAL PRODUCT KNOWLEDGE MANUAL TO LEARN MORE ABOUT YOUR FAVOURITE SKINCARE/PRIMER PRODUCT. WRITE A SOUND-BITE USING PRODUCT POETRY AND INCLUDE A KEY CLAIM. SHARE YOUR SOUND-BITE WITH A CO-WORKER, CUSTOMER OR FRIEND. <b>DIGITAL PKM SITE:</b> <a href="http://WWW.ATDPKM.COM">WWW.ATDPKM.COM</a> <b>LOGON INFO:</b> <b>USER NAME:</b> ATD_GLOBAL <b>PASSWORD:</b> Pkmspring22!	

PREP FOR NEXT SESSION
COME TO THE NEXT SESSION WITH A LOOK THAT PLAYS UP YOUR SKIN! LET'S SEE SOME BEAUTIFUL HIGHLIGHTS, CONTOURS, AND TEXTURES!

# POWER OF 3

## 3 WAYS TO POWER OF 3

### POWER OF 3

The Power of 3 is one of our Must-Do's from The M.A.C Experience. The idea behind the Power of 3 is simple – you can enhance the performance of any product AND enhance your Customer's experience by showing them two additional, complementary products! It's one of the ways you can make your Customer's day to make your day!

Below are some examples of popular products, their Power of 3 suggestions and a key phrase that can help you introduce them to your Customers. Use this as your guide to create Power of 3's with every one of our products!

**CUSTOMER WANTED...**      **PHRASE**      **POWER OF 3**      **LOOK ACHIEVED WITH POWER OF 3**



Studio Fix Fluid SPF 15  
Foundation

Works best  
with...



+



=



Healthy looking matte skin.

Prep + Prime Natural Radiance and  
Prep + Prime Fix+



Matte Lipstick

Let's finish  
the look...



+



=



A complete polished look with a bold  
lip focus.

Extended Play Lash and Powder Blush



Lustre Eye Shadow

You might  
also like...



+



=



Additional options to create  
shimmering eye looks.

Dazzleshadow and Extra Dimension  
Eye Shadow

# POWER OF 3

## 3 WAYS TO POWER OF 3

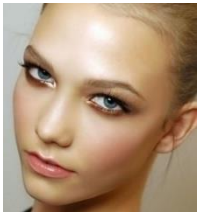
### WORKS BEST WITH...

Shows the Customer how a product can perform at it's best



### LET'S FINISH THE LOOK...

Adding additional products to finish the Customer's look.



### YOU MIGHT ALSO LIKE...

Showing a Customer more based on their interests or what they already love.






Use the Skincare Matrix to select a Cleanser or Moisturizer for each skin type. Then, create a Power of 3 recommendation that will best address their concern.

OILY	COMBO	DRY	SENSITIVE
<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>	<b>CHARACTERISTICS</b>
Excess Shine	Excess Shine in certain areas of the face	Tightness, flaking and/or fine lines	Prone to redness and irritation
Enlarged Pores	Normal to dry skin on the rest of the face	Lacks moisture & oil	Can be more reactive to certain products
Skincare recommendation:	Skincare recommendation:	Skincare recommendation:	Skincare recommendation:
Power of 3:	Power of 3:	Power of 3:	Power of 3:


# SESSION 3: M·A·C SERVICE EXPERIENCE, FACE, HERO DISCOVERY

PRE- WORK FOR SESSION 3		TIME
MMX FUNDAMENTALS COURSE: COLOUR THEORY (OR ARTIST PORTFOLIO PAGES 27-29) MMX FUNDAMENTALS COURSE: FACE SHAPES OR REVIEW ARTIST PORTFOLIO EXCERPT ATTACHED		15 MINUTES
BRING TO THE SESSION		
MATERIALS	PRODUCTS OR PRE-DRAMMED SAMPLES TO BRING TO SESSION (+ DISPOSABLE APPLICATORS/SPONGE/COTTON SWABS)	
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	STUDIO FIX FLUID SPF 15 FOUNDATION STUDIO FIX POWDER PLUS FOUNDATION MINERALIZE SKINFINISH NATURAL STUDIO WATERWEIGHT SPF 30 FOUNDATION STUDIO RADIANCE FACE & BODY SHEER RADIANT FOUNDATION STUDIO FIX 24 HR SMOOTHWEAR CONCEALER PRO LONGWEAR CONCEALER STUDIO FINISH SPF 35 CONCEALER MINERALIZE SKINFINISH	

AGENDA	TIME
WELCOME AND OPENING EXPERIENCE	5 MINUTES
REVIEW GAME	10 MINUTES
M·A·C SERVICE EXPERIENCE: <i>WOW IN 15</i>	30 MINUTES
COLOUR THEORY AND MAKEUP THEORY	15 MINUTES
BREAK	5 MINUTES
FACE: <i>FOUNDATION SHADE NAMES AND MATCHING, FORMULAS: FOUNDATION, CONCEALERS, POWDERS, BRUSHES</i>	40 MINUTES
HERO DISCOVERY: <i>STUDIO FIX</i>	20 MINUTES
HIGHLIGHT AND CONTOUR	15 MINUTES
CONCLUSION	5 MINUTES

REFLECTION AFTER SESSION	TIME
FIND YOUR SHADE - USE THE WORKSHEET ON THE NEXT PAGE TO GUIDE YOU WITH THE STEPS TO FINDING YOU PERFECT MATCH. TRY THIS WITH DIFFERENT FORMULAS, WHAT DO YOU DISCOVER? SHARE THIS WITH YOUR MANAGER OR COWORKER.	15 MINUTES
PRACTICE SHADE MATCHING WITH A CO-WORKER OR A CUSTOMER - USE YOUR ARTIST EYE: WHAT IS THEIR UNDERTONE/DEPTH OF COLOUR? SELECT YOUR TOP 3 SHADES, INCLUDE NC AND NW IN YOUR FIRST SELECTION TO COMPARE. SWATCH ABOVE THE MASK, DISCUSS WHAT YOU SEE - WHAT DO THEY SEE? COLLABORATE ON FINDING THE BEST SHADE.	

COLOUR THEORY	
What are the primary colours?	
1.	
2.	
3.	
What do you know about primary colours?	
What are secondary colours?	
What happens when a colour is placed next to its complement?	

What is a monochromatic colour combination? Give examples with M-A-C eye shadows?
1.
2.
3.
What are analogous colour combinations? Give examples with M-A-C eye shadows?
1.
2.
3.
Name a triadic colour combination.
1.
2.
3.
What principles in colour theory are important in makeup artistry? Why?

## SHADE MATCHING PRACTICE

### If you're a warm undertone...

Select 3 NW shades of Studio Fix that are close in depth to your natural skin tone.

### If you're a cool undertone...

Select 3 NC shades of Studio Fix that are close in depth to your natural skin tone.

Swatch these shades along your cheek, over your jawline and slightly on to your neck to see how it reads on different parts of your face.

What Studio Fix shade are you? \_\_\_\_\_

Try swatching the same shade number in the opposite undertone. If you swatched an NC30, try an NW30. Describe how this undertone reads against your skin.

### SHADE MATCH CHALLENGE!

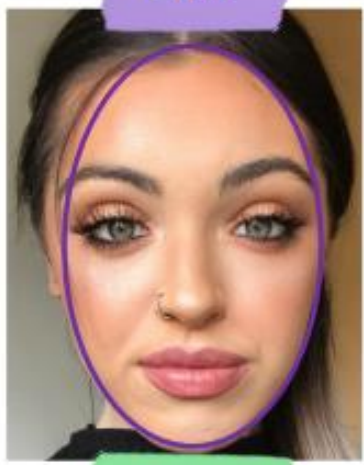
Test your shade matching skills by doing a foundation match for another Artist with a different skin tone.

# FACE SHAPES

The **OVAL** face shape is the most balanced of all the different face shapes.

Use this shape as your benchmark when trying to balance any of the other primary face shapes.

## OVAL



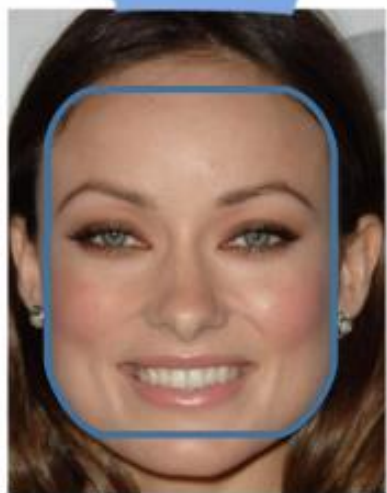
### OVAL CHARACTERISTICS

- Longer than it is wide
- Jaw is narrower than the cheekbones

### TIPS TO BALANCE

- Contour the low points of the face to enhance the natural shape
- Highlight the high points to bring them forward

## SQUARE



### SQUARE CHARACTERISTICS

- Wider through the hairline and jawline

### TIPS TO BALANCE

- Contour in the corners of the hairline to minimize forehead area
- Contour on the jawline to minimize and round out chin area
- Contour diagonally on the cheekbone to create a softer curve to the face

## ROUND



### ROUND CHARACTERISTICS

- Wide hairline and fullness below the cheekbones

### TIPS TO BALANCE

- Contour vertically through the sides of the cheek close to the ear to narrow the face and create length

## HEART



### HEART CHARACTERISTICS

- Wider forehead and narrower chin

### TIPS TO BALANCE

- Contour the corner of the hairline down through the temples to minimize
- Contour below the cheekbones to narrow the face
- Contour the tip of the chin to minimize and round out the chin area



# SESSION 4: M·A·C SERVICE EXPERIENCE, EYES, HERO DISCOVERY

PRE-WORK FOR SESSION 4		TIME
MMX FUNDAMENTALS COURSE: TELEPHONE TIPS - OR REVIEW ARTIST PORTFOLIO EXCERPT ATTACHED MMX FUNDAMENTALS COURSE: EYE SHAPES - OR COMPLETE ARTIST PORTFOLIO EXCERPT ATTACHED		15 MINUTES
BRING TO THE SESSION		
MATERIALS	PRODUCT TESTERS TO HAVE ON HAND (+DISPOSABLE APPL)	
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE WORKBOOK/PEN/PENCIL	ONE OF EACH EYE SHADOW TEXTURE AVAILABLE AT YOUR LOCATION: <i>MATTE, POWDER KISS, SATIN, FROST, EXTRA DIMENSION, DAZZLE SHADOW, DAZZLE SHADOW EXTREME</i>	
AGENDA		TIME
WELCOME AND OPENING EXPERIENCE		15 MINUTES
M·A·C SERVICE EXPERIENCE: <i>YOU KEPT ME AT GOODBYE, CLOSING WITH CONFIDENCE AND LOYALTY FOLLOW UP</i>		30 MINUTES
BREAK		5 MINUTES
EYES: <i>EYE SHAPES, BROWS, EYE LINER/MASCARA /LASHES</i>		35 MINUTES
HERO DISCOVERY: <i>EYESHADOWS</i>		20 MINUTES
PRACTICE		25 MINUTES
POURING HAPPINESS		15 MINUTES
CONCLUSION		5 MINUTES
REFLECTION AFTER SESSION		TIME
COMMIT TO PROVIDING BEST IN CLASS SERVICE TO EVERY CUSTOMER THAT VISITS US AT M·A·C.		5 MIN AND ONGOING
WRITE DOWN 2 -3 NEW BEHAVIOURS YOU HAVE LEARNED THAT WILL HELP YOU TO ENHANCE THE M·A·C SERVICE EXPERIENCE FOR YOUR CUSTOMERS AND YOUR TEAM. SHARE THIS WITH YOUR MANAGER.		
MEASURE YOUR SUCCESS AS YOU STRETCH AND HONE YOUR SKILLS – SEE HOW YOUR EFFORTS IN MINDFULLY APPLYING NEW APPROACHES IS INFLUENCING YOUR CUSTOMER CONNECTIONS AND YOUR SALES RESULTS WEEK TO WEEK.		
EXPLORE ADDITIONAL COURSES AND VIDEOS AVAILABLE ON MMX TO CONTINUE YOUR LEARNING JOURNEY, LEARN ABOUT NEW PRODUCTS AND GROW YOUR SKILLS.		



# CLOSING WITH CONFIDENCE

## CLOSING TECHNIQUES

### THE ASSUMPTIVE



- "I'LL WRAP UP YOUR PRODUCTS AND TAKE YOU TO THE REGISTER."
- "GREAT! I'LL PULL THAT FOR YOU NOW!"

### THE EITHER THIS OR THAT



- "WHICH OF THESE WILL YOU BE TAKING WITH YOU TODAY? I HIGHLY RECOMMEND THESE 3 ITEMS AS THEY WORK BEST WHEN USED TOGETHER."
- "THE #252 BRUSH OR #242 BRUSH WILL GIVE YOU A BEAUTIFUL RESULT, WHICH ONE SHOULD I GET FOR YOU?"

### THE RECOMMEND



- "I HIGHLY RECOMMEND THE P+P LIP PRIMER BASED ON WHAT YOU TOLD ME WITH YOUR LIPSTICK HAVING A TENDENCY TO BLEED. USED ALONG WITH THIS LIP LINER YOUR COLOUR WILL STAY ON FOR HOURS- SHALL I GET THEM BOTH FOR YOU?"
- "I HIGHLY RECOMMEND THIS FORMULA BASED ON WHAT YOU TOLD ME, IT WILL HELP CONTROL OIL ALL DAY"

### THE EXCLUSIVE PRODUCT



- "I KNOW HOW MUCH YOU LOVED THIS HOLIDAY PALETTE. CAN I WRAP THIS UP FOR YOU TODAY? WITH THE LIMITED QUANTITIES I KNOW YOU DON'T WANT TO MISS OUT!"

# GOLDEN RULES OF SERVICE: TOP TELEPHONE TIPS

- |   |   |   |  |
|---|---|---|--|
| 1. Identify the location                          | 2. Introduce yourself by name   | 3. Smile (they can hear it in your voice) | 4. Be polite. Use courteous words such as "please," "excuse me," and "thank you" |
| 5. Speak clearly so the caller can understand you | 6. If you promise to call someone back, make sure you do so within the timeframe stated | 7. Always hang up last                    |  |

## DON'T SAY...

"I don't know."

"We can't do that."

"You'll have to..."

"Hang on a second. I'll be right back."

"No" at the beginning of a sentence.

## WHY?

This phrase is not welcoming or helpful. Try to find out for your Customer by asking your colleagues, RM or call Customer Service.

This phrase can definitely upset a Customer. Find a way to turn everything you say into a positive phrase. Tell the caller what you can do and think creatively about finding solutions.

This phrase can sound rude and can make people defensive and less open to hearing what you have to say. Try to soften the request. Remember, we are here to help our Customers.

Be honest with the Customer. Give them reasonable expectations that you will be able to live up to and they will not be disappointed.

Starting a conversation on a negative note with likely leave your Customer with a negative impression. If you think before you speak, you can turn every answer into a positive response.

## INSTEAD TRY...

"That's a good question. Let me check and find out."

"That's a tough one. Let's see what we can do."

"We suggest..." or "Here's how we can help with that..." or "The next time that happens, here's what you can do..."

"It may take me two or three minutes to get that information. Are you able to hold while I check?"

We don't have that product at the moment however I'd be happy to call our other location downtown and see if they have it. Would that be okay with you?

# EYE SHAPES

## ALMOND

### CHARACTERISTICS

- Classic, well-balanced proportions.
- The outer corners of the eyes angle slightly upward.

### TIPS TO BALANCE

- As this eye shape has classic proportions, any makeup application technique will enhance its shape.

### PRACTICE



## DESCENDING

### CHARACTERISTICS

- The outer corners of the eyes angle slightly downward.

### TIPS TO BALANCE

- To lift the outer corners of the eyes, apply mid-tone to dark shades in upward strokes on the outer corners.
- Avoid heavy eye liner on the outer corners of the lower lash lines to avoid dragging the eye downward.

### PRACTICE



## SHALLOW/ SMOOTH

### CHARACTERISTICS

- There is usually not a pronounced crease.
- The eyelids appear small relative to the remaining eye space.

### TIPS TO BALANCE

- Blend eye liner along the outer half of the upper eyelid upwards with mid-tone to dark colours to create depth.
- Use smoky eye lining techniques along the lower lash line.
- Apply pale, light reflective colours right under the brow bone to create dimension.

### PRACTICE



## DEEP-SET LIDS

### CHARACTERISTICS

- There is a heavy crease that overshadows the eyelid.

### TIPS TO BALANCE

- Highlight the inner eyelids with paler colours and light reflective textures to bring them forward.
- Apply matte mid-tone to dark colours to the crease to create the illusion of depth.
- Apply liner close to the lash line to avoid minimizing the eyelid

### PRACTICE



## PROMINENT LIDS

### CHARACTERISTICS

- The top and bottom lids are very pronounced.

### TIPS TO BALANCE

- Apply dark shades to help recede the eyelids.
- Apply light to mid-tone shades on the brow bone.
- Lining the waterline with a dark colour recedes a prominent eye.
- Smoky and dramatic eye lining techniques are ideal.

### PRACTICE



## DEEP-SET CREASE

### CHARACTERISTICS

- The crease of the eye appears very recessed and can make the eye look hollow.

### TIPS TO BALANCE

- Apply light, reflective shades in the crease to bring it forward.
- Apply mid-tone to dark shades directly above the crease to make the brow bone recede.
- If the eyelid is not prominent, use subtle eye lining techniques.
- If the eyelid is prominent, use smoky and dramatic eye lining techniques.

### PRACTICE



# EYE PROPORTIONS

## WIDE-SET

### CHARACTERISTICS

The space between the eyes is larger than the width of one eye.

### TIPS TO BALANCE

- To make the eyes appear closer together, apply a mid-tone to dark-coloured product to the inner corner of the eyelid.
- Apply eyeliner all the way to the inner corner of the eye.

### PRACTICE



## CLOSE-SET

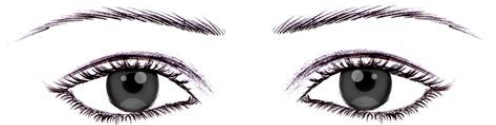
### CHARACTERISTICS

The space between the eyes is smaller than the width of one eye.

### TIPS TO BALANCE

- Apply eye liner to the outer half of the eye only.
- Consider extending liner beyond the outer corner of the eyes.
- Create the illusion of more space between the eyes by using a light and reflective colour in the inner corner of the eye.
- Emphasize lashes on outer corners with mascara or lashes.

### PRACTICE



## SMALL

### CHARACTERISTICS

The eyes appear small in proportion to the rest of the face, horizontally and vertically.

### TIPS TO BALANCE

- To create more vertical eye space, apply light and reflective products on the lid and inner corner of the eye.
- To create more horizontal eye space, apply a mid-tone to dark shadow to extend beyond the outer corner of the eyes.
- Make sure to blend out any hard lines which can make the eye appear smaller.
- Avoid applying dark coloured pencils to the waterline.

### PRACTICE

