

# Eye Shadow Collections & Colors!

*Irish Eyes Are Smiling*  
Item# 463071



*Cork*™ - .8 g

*Galway*™ - .8 g

*Belfast*™ - .8 g

*Dublin*™ - .8 g

*Fine Wines of France*  
Item# 463072



*Paris*™ - .8 g

*Champagne*™ - .8 g

*Burgundy*™ - .8 g

*Bordeaux*™ - .8 g

*Treasures of Tuscany*  
Item# 463073



*Florence*™ - .8 g

*Lucca*™ - .8 g

*Siena*™ - .8 g

*Piza*™ - .8 g



*Professional Brush Kit  
for Eyes*

*Brow Definer Brush*

*Eye Crease Brush*

*Shadow Brush*

**Youngevity**  
NEW ZEALAND  
ESSENTIAL LIFE SCIENCES

# Eye Am Worldly!

For many women, eye shadow can be intimidating. Some women use the same eye shadow colours for years because of the fear of trying something new! So, we've created some great Youngevity® Eye Shadow Collections™ to help you feel comfortable using the various colour combinations. Once you become accustomed to using these collections—perhaps you'll mix and match them to come up with your own custom combination!

Remember, the cardinal rule with Youngevity® Mineral Makeup is that you should not look "made up"—the key is to achieve a natural look. If you look at the illustrations on the left side of this page—you'll see several casual (or daytime) looks. These looks can be achieved with any of the Eye Shadow Collections™.

STEP 1 – Simply sweep the lightest shade across your entire eye lid from lash to brow using the Shadow Brush.

STEP 2 – Use the Eye Crease Brush to apply one of the medium shades to the lower lid, blending up to the crease.

STEP 3 – Use your darkest colour as a liner and apply along your lash line with the Brow Definer Brush. For a long-lasting look, dampen your Brow Definer brush before applying shadow/liner.

STEP 4 – Apply mascara to upper and lower lashes using sweeping motions. Be sure to coat both sides of your lashes with mascara.

**TIP: Put a light layer of powder under the eyes before applying eyeshadow. If colour falls during application, it can be gently whisked away with a brush after you have finished applying.**

If you decide you want a more dramatic look—perhaps for an evening out or a special occasion—then use the illustrations on the right side of this page as a guide.

STEP 1 – Sweep the lightest or second lightest shade across your entire eye lid from lash to brow using the Shadow Brush.

STEP 2 – Use the Eye Crease Brush to apply one of the medium or dark shades to the lower lid, blending up to the crease.

STEP 3 – Use your darkest colour as a liner and apply along your lash line with the Brow Definer Brush. Then, blend this darker colour up into the shade used in the crease line for a more dramatic look. To add definition, dampen the Brow Definer Brush before applying shadow.

STEP 4 – Apply mascara to upper and lower lashes using sweeping motions. Be sure to coat both sides of your lashes with mascara.

Don't forget the eyebrows! It's very important to frame the eye by clearly defining the eyebrow. This simple ritual can have a great deal of impact!

**TIP: If you want your eyebrows to stay in place, put a clear mascara on them or a little hairspray on an eyebrow groomer and brush to desired shape.**

STEP 1 – Holding a pencil vertically, beside the nostril and beside the inner corner of your eye, mark a small dot in the brow line—this is where your brow should start.

STEP 2 – Hold the pencil at an angle from the nostril to the outer corner of your eye and mark a small dot where it crosses your brow line—this is where your brow should end.

STEP 3 – Mark the arch of your brow at its highest point just above your pupil when looking straight ahead. Gently tweeze away any stray hairs outside of these dots.

STEP 4 – Use your Brow Definer Brush to apply eye shadow that is a shade lighter than your brow colour to fill in any gaps or sparse areas.

**TIP: When tweezing your eyebrows, invest in a good pair of tweezers.**

## CASUAL / DAYTIME

## DRAMATIC / EVENING

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Galway™  
Dublin™



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Champagne™  
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Paris™  
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### *Treasures of Tuscany™*

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Lucca™  
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