

The Keys to Color:

Because the tone of your skin impacts a color after application, it is important to consider skin tone as much as eye color when choosing an eye shadow.

Ivory complexions work well with a range of neutrals, cool purples, reddish browns and blue-greens. For a more dramatic look, deep greens and taupes or warm purples can also be used.

Beige skin tones can be complemented with taupes, tawnies, greens, warm browns and deep plums. Charcoal gray, navy or deep purple are perfect for a striking evening look.

Bronze skin tones use deep or dark browns, deep greens such as forest green or charcoal grays. Dramatic looks are best created with dark purple, dark brown or charcoal.

When choosing eye shadows that bring out the color of your eyes, pick shades that either complement or contrast your irises.

Blue eyes radiate with warm browns, bronze, copper and other shades with similar orange undertones.

Green eyes look great in purples, plums and taupes.

Hazel eyes stand out in shades of deep greens and lavenders and shades with soft yellow undertones.

Brown eyes look gorgeous in any color, especially purples, pinks, grays or blues.

** When using eyeliner, choose a shade (color) that compliments the eye shadows used.

If you line the bottom lash line, you need to line the top. Or, you can just line the top.