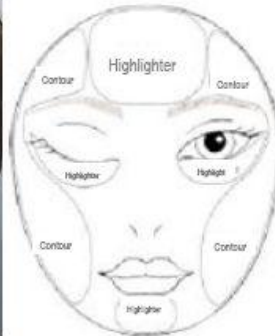


# Contouring for all Face Shapes



Round shape face after contouring



**Contouring: To give the illusion of a oval shape face.**

**Contouring with foundation** takes using 3 different shades of foundation. For example, if you typically wear a Beige 300, You will need an Ivory 200 and a Beige 400. First, you apply the Beige 300 all over your face. Before completely dry, add a small amount of Beige 400 to the outer circle of your face and add a small amount of the Ivory 200 down the center of your face...blend all 3 colors completely. If you are an Ivory 100, do not highlight at all. If you are a Bronze 607+, do not contour at all.

Ivory/Beige skintones should contour more than highlight. Bronze/ Ebony skintones should highlight more than contour.

**Contouring with our new mineral powder bronzer, highlighter and foundation.** Apply your foundation shade that matches skin tone. After skin is dry. Apply the mineral powder bronzer to the outer circle of the face. Apply the highlighter to brighter the forehead, chin, and top of cheekbones under the eyes.



## Oval face shape

Curvilinear shape. Considered the perfect shape face Length is equal to one and a half times width, with forehead and jaw the same width. Can support most make-up trends...so have fun.



## Round face shape

Circular shaped. Length is approx equal to width. Holds youthful appearance longer. **Contour** jaws temples, and cheeks. Highlight the forehead, chin and under eyes-top of cheekbones. Don't wear blush on the apple of cheeks, will widen the face.



## Pear face shape

Forehead and cheekbones are narrow with a wide jawline. Contour the Jawline and cheeks to minimize the width. Highlight the forehead to create the illusion of more width



## Square face shape

Strong and broad forehead with angular jaw. **Contour** the hairline and jaw to softer "the four corners." Highlight the center of the forehead, nose and tip of the chin to draw attention to the middle of the face



## Heart face shape

Wide at the forehead and cheekbones, narrow at jawline. **Contour** the temples and the hollow of her cheeks to minimize the width. Highlight the chin to create the illusion of more width.



## Oblong face shape

Face is longer than it is wide with a long straight cheek line. **Don't Contour** the face because it will lengthen it even more. Apply blush to the apple of cheeks, will shorten and widen the face.

**Facial Masking:** Darker-skin-toned women, facial masking appears when the skin tone is darker around the edges of the face and lighter toned in the center. Need two shades of foundation to create a look of even toned skin. Shade lighter to bring up the tone of dark areas and one darker shade to tone down lighter areas. Apply the lighter shade to the dark outer areas first, important to blend well keeping the foundation on the dark area only. Then the darker shade to the light inner areas of the face.

