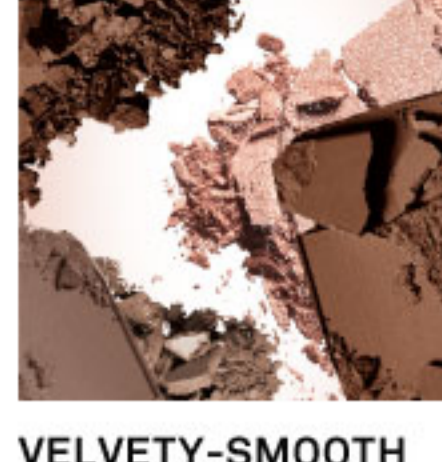
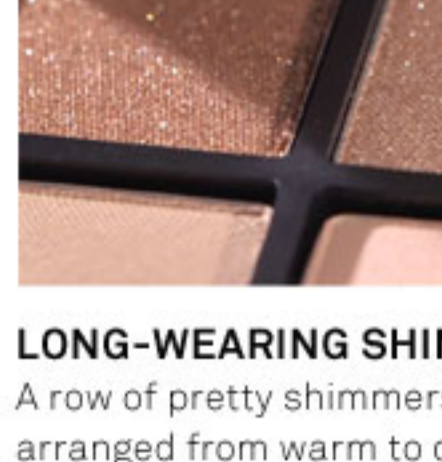


FULL EXPOSURE PALETTE



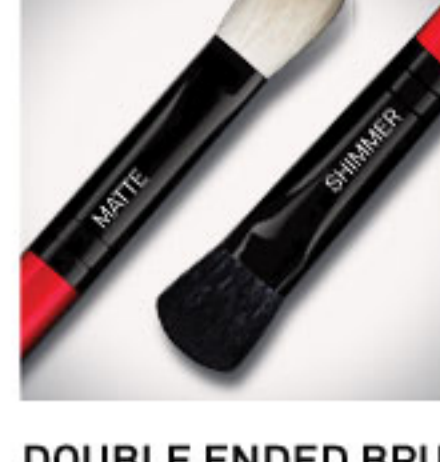
VELVETY-SMOOTH MATTES

A row of luxe mattes, arranged from warm to cool, that's velvety smooth and super blendable.



LONG-WEARING SHIMMERS

A row of pretty shimmers, arranged from warm to cool, makes it easy to turn up or tone down the luster. Apply by pressing down, rather than sweeping across lids.



DOUBLE ENDED BRUSH

Specially designed to make it all super easy to apply!

1. Identify your eye shape
2. Follow the steps to get your most gorgeous look – 3 ways!
3. For best results, start with 24 Hour Shadow Primer and finish with Full Exposure Mascara

THE PERFECT NIGHT LOOK FOR EVERY EYE SHAPE!

ALMOND EYES

- Eyes resemble an almond
- Perfectly symmetrical with slightly upswept outer corners
- Considered the most versatile shape for any look

STUDIO TECHNIQUE

Increase depth and intensity



ALMOND EYES

YOUR BEST NIGHT LOOK

- 1 Sweep a light shade across entire lid, from lashline to brow bone
- 2 To contour and add definition, apply medium shade in a V-shape along upper lashline and crease
- 3 Accentuate outer corner of eye with a dark shimmer shade



ROUND EYES

- Larger and rounder than almond eyes
- More whites of eyes are visible than almond eyes

STUDIO TECHNIQUE

Elongate width to maximize shape



ROUND EYES

YOUR BEST NIGHT LOOK

- 1 Apply a dark shimmer shade close to upper lashline and diffuse upwards
- 2 Sweep a medium shade across crease
- 3 Line entire upper lashline with black shade to accentuate your round eyes

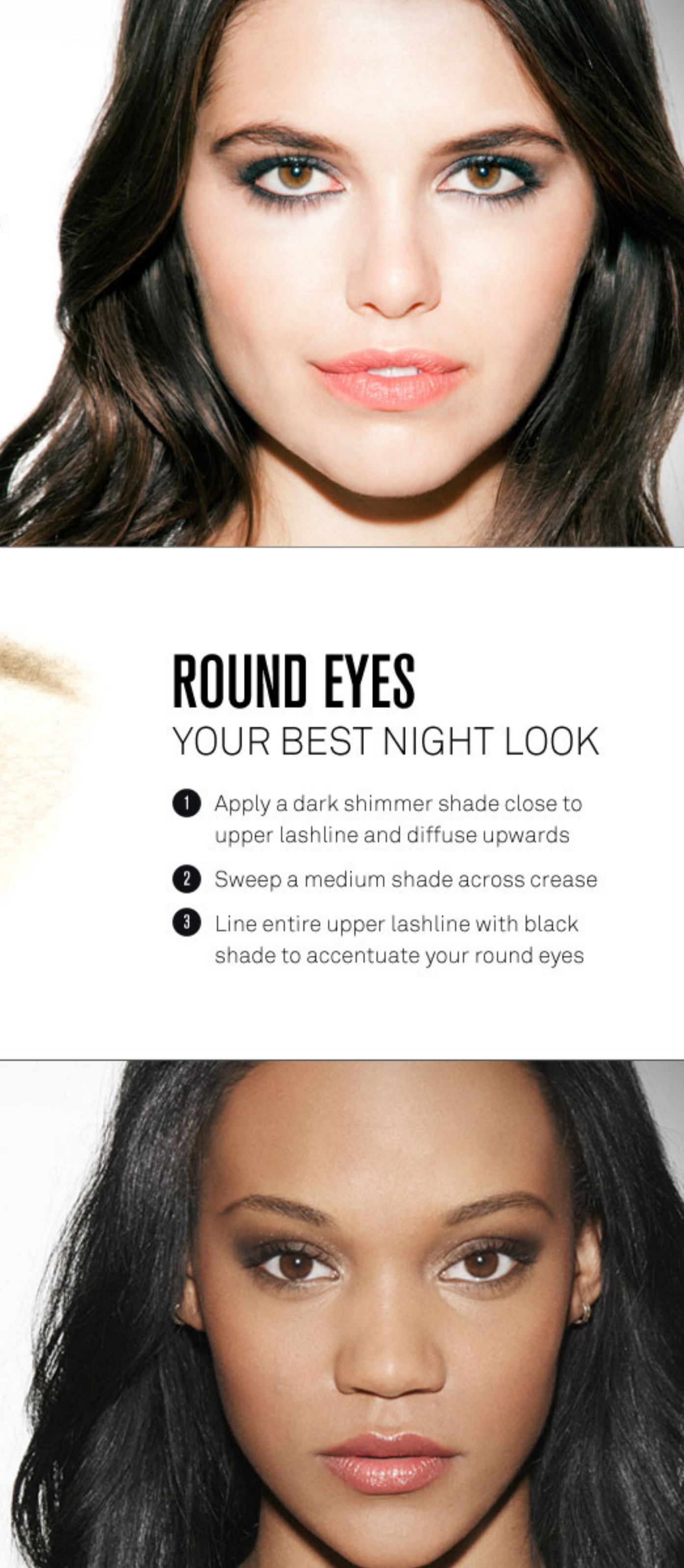


UPTURNED EYES

- Natural upward lift at the outer corner of the eye
- Perfect shape for smoky eyes
- Visible lid area

STUDIO TECHNIQUE

Elongate width to maximize shape



UPTURNED EYES

YOUR BEST NIGHT LOOK

- 1 Apply a light shimmer shade to lid and inner corner
- 2 Line upper and lower lashlines with a medium shade and diffuse
- 3 To even out proportions, line outer corner of eye with a dark shimmer shade, diffusing outward

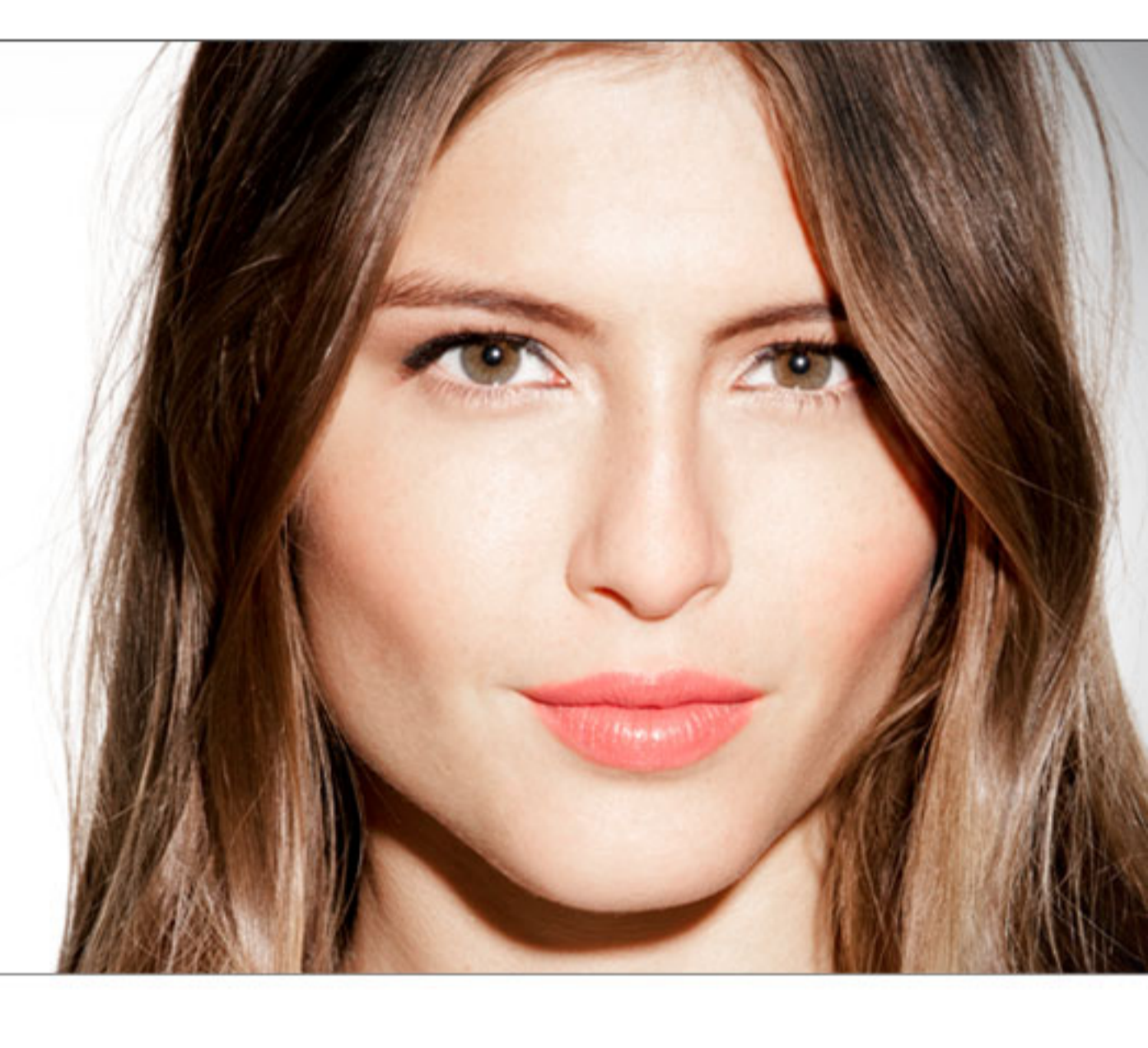


DOWNTURNED EYES

- Slight drop at the outer corner of the eye
- Perfect for any eye liner look, especially the cat eye look

STUDIO TECHNIQUE

Accentuate shape and enhance outer corner



DOWNTURNED EYES

YOUR BEST NIGHT LOOK

- 1 Sweep a light shimmer shade across lid
- 2 Apply medium shade to crease, blending upward
- 3 To enhance outer corner, line entire upper lashline with a dark shade, diffusing upwards at outer corner

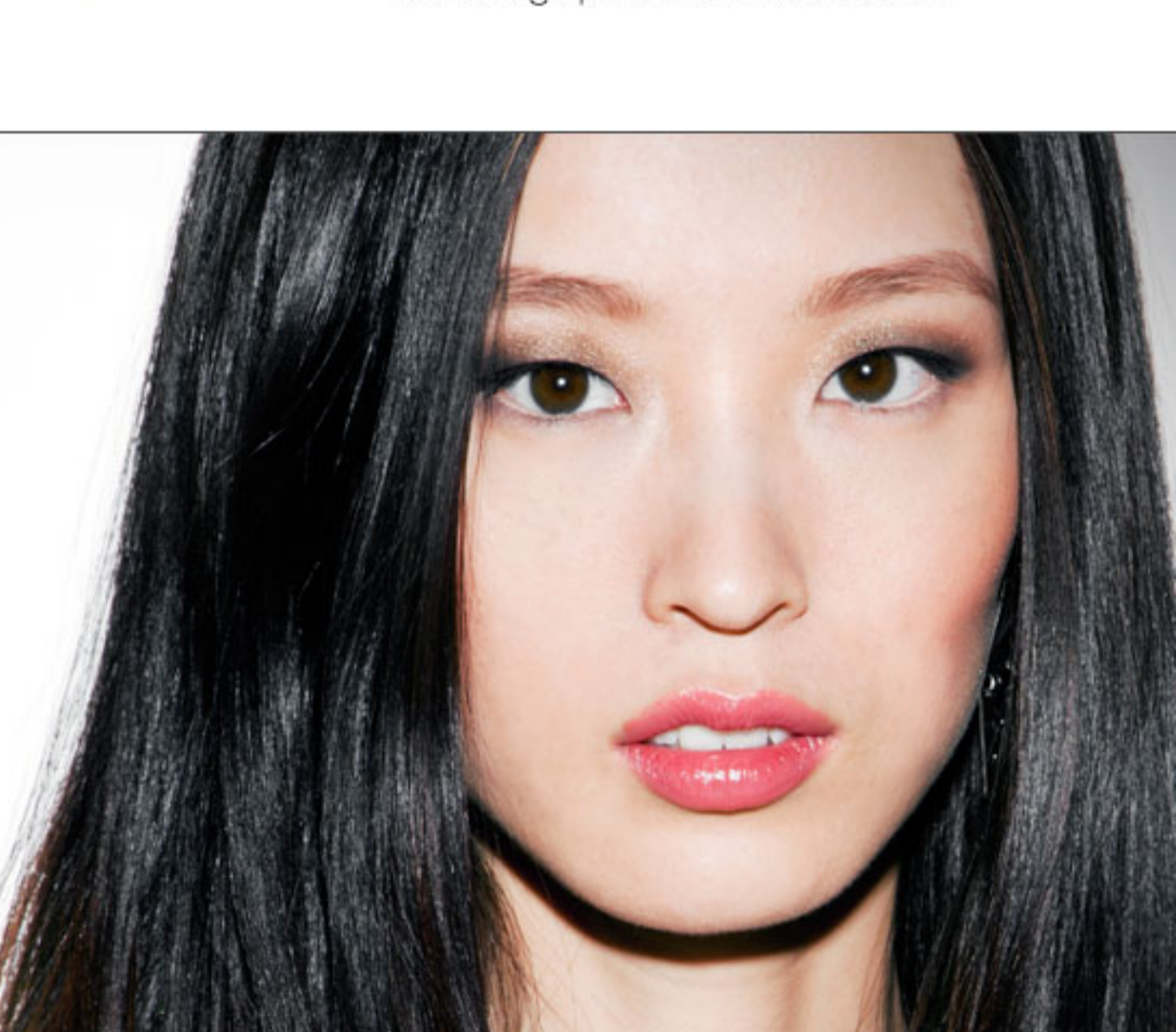


MONOLID EYES

- Little to no crease and less defined brow bone
- Common in Asian eyes
- Large lid space is perfect for multiple looks

STUDIO TECHNIQUE

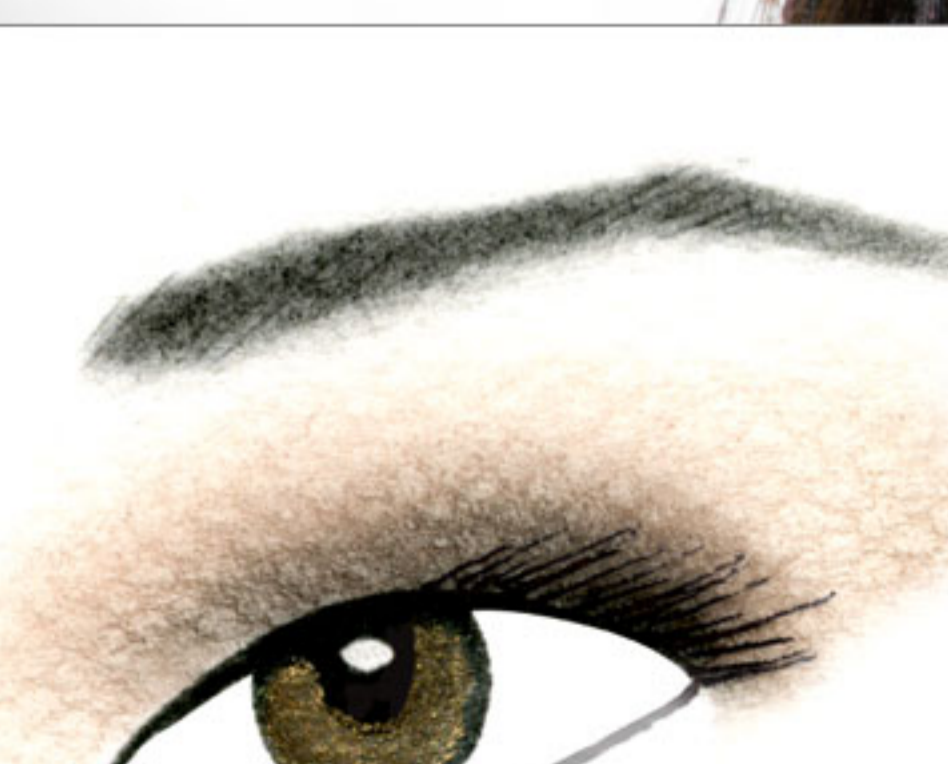
Create definition and dimension



MONOLID EYES

YOUR BEST NIGHT LOOK

- 1 Sweep a light matte shade across brow bone
- 2 To maximize large lid space, apply a medium shimmer shade to entire lid
- 3 Line upper lashline with a dark shade, diffusing upward to create definition

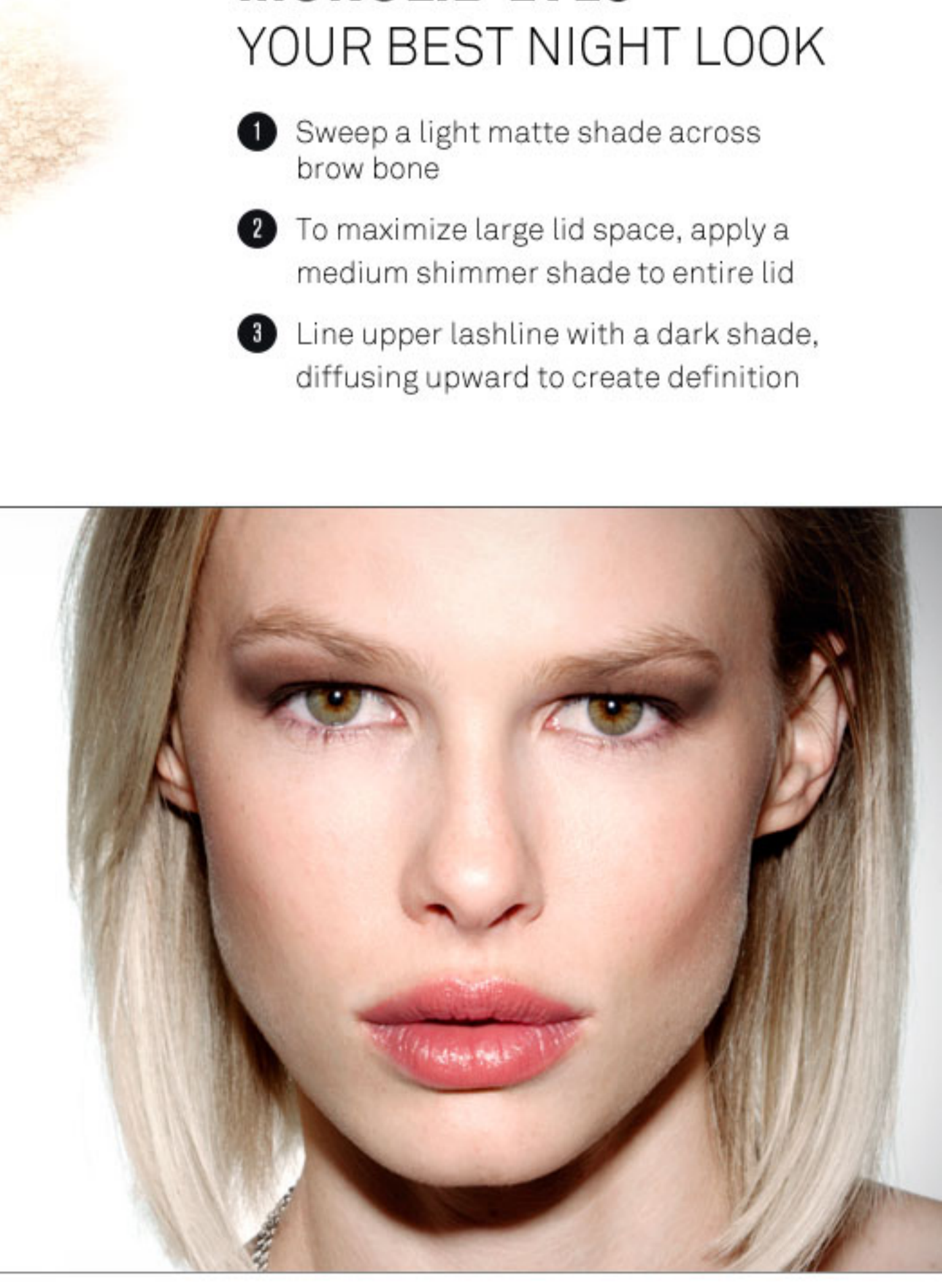


HOODED EYES

- Natural crease appears hidden
- Less visible lid
- Great for contouring

STUDIO TECHNIQUE

Enhance visible eyelid space



HOODED EYES

YOUR BEST NIGHT LOOK

- 1 To give the eye more prominence, apply a light shade to brow bone and inner corner
- 2 Apply a medium shade across entire lid, blending upwards above crease
- 3 Line upper lashline with dark matte shade, diffusing upwards at outer corner for added definition



GET EVEN MORE LOOKS FOR YOUR EYE SHAPE!

SHOP **FULL EXPOSURE PALETTE**