

Eye Shadow Application

How to Get Standout Eyes

When choosing eye makeup, take into consideration your natural coloring and personal style. For some women, a neutral eye shadow and a coat of mascara are more than enough. And then there are other women who feel their best with full eye makeup; base color, lid color, contour, highlighter, liner, and mascara.



Eye Shadow

Mahya Mineral powder shadow is versatile and easy to work with. Choose from soft matte or shimmery. Glittery shadows are great for the teens. Our shadows are formulated to be used dry or damp, which allows you to adjust the intensity of the color.



Use any of the Mahya Minerals as an eye shadow. Just use a cotton swab or sponge applicator or brush and lightly dip into the desired color. Apply the eyelid. Choose a lighter color as a highlighter and on the brow bone. Using a damp applicator gives you more dramatic matte look.



Our basic tip is step-by-step for creating a classic eye. You can use it as a starting point and adjust it depending on the occasion or how much time you have.

1. Choose a light, medium, and dark eye shadow shade.
2. After sweeping the light shade all over the lid, use an eye shadow brush to dust the medium shade on the lower lid.
3. For added definition, apply a deeper shade on the outer corner of the eye.
4. Finish by lining eyes with a dark shade of eye shadow. You can use Plum, Auburn, Smoky to give a mahogany color; Night for navy color; Forest and Rain Forest for forest green color, Bullet and Gothic for black color. You can line just the upper lash line or both upper and lower lash lines. If

you choose to line eyes all around, make sure top and bottom liner meet at the outer corner of the eye.

How to Groom Your Brows

Well-groomed brows frame your face and give it a more polished look. It's amazing how plucking and filling in the brows can lift and open up the eyes.

Pluck any stray hairs between the brows. The inner corner of the brow should line up with the inner corner of the eye. Tweeze hairs growing below the brow. Pull hairs in the direction they are growing, in one quick motion. To enhance the natural arch of the brow, tweeze hairs just below the arch. Clean up stray hairs above the outer corners of the brows.

Beauty Tips for Thin Brows

If your brows are sparse from years of over plucking, illness, or medication, you can give them a boost with makeup. Use a soft eyebrow pencil to fill in sparse areas or holes in the brow. For the most natural look, draw in short, hair like lines. Once you've filled in your brows, soften the lines by layering powder shadow. Apply the shadow using an eye-brow brush with bristles that are stiff and angled at the tip. If the brow color too strong, tone it down by pressing loose face powder onto your brows with a powder puff.

The right brow color should complement your hair color.

Hair Color

Pale blonde
Medium to dark blonde
Light to medium brown
Medium to dark brown
Black
Light red
Medium red
Slate
Light gray
White

Brow Color

Light ash blonde
Ash blonde to sable
Sable to mahogany
Mahogany to reddish brown
Mahogany to smoke (never black)
Taupe or camel
Taupe to reddish brown
Mahogany or dark gray
Slate or gray
Gray or taupe