

Eye shadow

Eye shadow is a cosmetic item that is used to adorn the eyes and enhance one of the most prominent features of the face. It can add depth and make the eyes appear smaller or larger depending on the colours chosen. It is made in many different colours and textures and comes in powder, liquid, pencil or cream form. It may be applied with a brush or a sponge tip applicator but many people use their fingers.

Pressed powder eye shadow is the most popular type of eye shadow. It is very easy to apply with either a brush or sponge applicator and it suits all skin types.

Eye shadow minerals are another form of powder eye shadow but they are very loose in texture and come in small pots.

Eye shadow pencil is easy to use and may be applied all over the eyelid and then blended with a brush, sponge tip applicator or fingertips.

Liquid eye shadow which is probably the most difficult to apply but it does last a long time.

Cream eye shadow is oil or wax based and most suitable for a dry skin.

Historically eye makeup has been used for many centuries and there are a wide variety of illustrations depicting Egyptian eye makeup in books and museums around the world. The eyes were very heavily made up with dark kohl lining the eye and vibrant shades of green and blue used as eye shadow.

Applying eye shadow

- The colour chosen and amount applied depends on fashion, personal choice and the effect that is required. Colours may be chosen to complement skin tone, eye or hair colour, clothes or just personal preference.
- Eye makeup often makes a very bold statement and should always be blended well and applied gradually to achieve the right look, start with the lightest shade and finish with the darkest.
- A primer should be applied first for a lasting effect.
- When using a dramatic shade of lipstick eye shadow should be subtle and vice versa when going for the dark and sultry smoky eyed look keep the lips pale and glossy.
- To make close set eyes look further apart keep the inside of the lids pale and the darker shades on the outer corners.
- To make wide set eyes look closer together emphasise the inner corner of the eyes with eye shadow and blend away towards the outer corners.
- To make eyes appear bigger use lighter shades and place a cream or white eye shadow in the middle of the brow bone.
- Pearly or sparkly shades are great for highlighting but must be avoided on mature crepey or lined eyes as this only accentuates the lines.