

Cosmetics Directions: Directions are presented in order of application.

Shelf Life

Liquid: 6 Months

Cream: 6 Months

Powder: 1 Year (discard sooner after build-up of oil)

Lipstick: 8 months (discard after illness)

Mascara: 2-3 months (discard after any eye infections)

Eye Concealer:

Use our **100% Synthetic Concealer Brush #58** with all cream concealers to avoid cream under fingernails. Apply lightly to each eye from lower eye area to cheekbone, upper lid to brow, as well as inner and outer corners of the eye. Always touch up outer corners of eyes after completing eye shadow and liner.

Retexturizing Face Primer (a.m.):

Apply on top of moisturizer where pores are noticeable and areas of skin are not smooth, but have a crepy appearance. Use, if needed, as a touch-up during the day on top of foundation. Also, use on face if going out in the sun. Contains UVA/UVB protection to guard against sun damage.

Brightening CC Cream:

Apply before daily moisturizer. Used to brighten skin, even out skin tone, smooth out wrinkles, and correct skin damage

Foundation/Tinted Primer Foundation/BB Creme:

Apply to face immediately after using moisturizer. This helps foundation blend more evenly and prevents streaks. Use **100% Synthetic Chubby Blender Brush #160** or clean fingers to avoid the spread of bacteria. Apply to one area at a time and blend well. With an upward, outward stroke, apply to each cheek, then the chin, above the lips, on the nose, between the eyes, and on the forehead. Do not put foundation under eyes or on neck. Use a blending paddle to smooth around chin and hairline.

Indelible Cream Eye Shadow:

Use the **100% Synthetic Large All-Over Brush #60 or Small All-Over Brush #58** (depending on eye area) to apply cream on the eyelid and, if the cream is a

light neutral shade, apply from lid to brow. Then if you want to apply shadow in the crease, use the **100% Synthetic Angled Sculptor Brush #66**, then smooth out and blend. Do not use sponge applicators, as they will apply cream more heavily. Remember to hold your brushes with an artist-like grip and not like a pencil. The cream will go on more lightly and naturally.

TIPS: The **Dual Action Makeup Remover** is used to remove brows, shadow, eyeliner, and lipstick.

Visit our website to view the tutorial for different eye shapes and application.

Indelible Creme Gel Eyeliner:

Use the **Line and Smudge Brush #44** for this product. When applying, cover all sides of your brush with creme liner and wipe along the top of the jar to remove any extra liner. It is better to have less on the brush to avoid a heavy looking line or having to correct. Avoid drawing a thick line on the upper lid, which gives the eyelids a heavier look.

Eyeliner is only meant to give a thicker look within the lashes, intensify the color of the pupil, and whiten the whites of the eyes. Start from the outer corner of eye and move across the top of the root lashes with short, little strokes. Repeat with the lower lashes. To achieve a smoother line, use a pointed sponge applicator to drag down the upper lid and then up under the lower lashes. Always clean your brush after using or you may have small flakes on your skin with the next application due to creme liner drying on the brush.

TIPS:

- If the applicator by itself does not work, use a dab of **Dual Action Makeup Remover** on the applicator/Qtip. This will lift mistakes right off. Q-tips when damp will be safe near eye area.
- Replace the top of your **Indelible Creme Gel Eyeliner** immediately after using to reduce drying out. Add a drop of **Dual Action Makeup Remover** and mix to moisten the creme if it is too dry.

Eyeliner Pencil:

Hold pencil lightly in hand and slant pencil point when applying. Use short strokes on top of upper lid lash roots. Avoid drawing a line on the upper eyelid, which gives the eyelids a heavy look. Eyeliner is only meant to give a thicker look within

the lashes, intensify the color of the pupil, and whiten the whites of the eyes. For lower lashes, apply either on top of lashes or up underneath. For corrections with eyeliner, use an eye brush and add a dot of **Dual Action Makeup Remover** to applicator and smooth the line. For the upper lid, go down to correct the line; for the lower lash line, go up under the lashes.

TIPS:

- If you have difficulty applying eyeliner due to excess fluid around the eyes, apply Invisible Blotting Powder before applying eyeliner.
- The Ultimate Sharpener is recommended as it does not shred your pencils.

Indelible Automatic Brow Pencil:

Hold the pencil very lightly in your hand with an artist's grip, not like a pencil. Use the side of the point and apply with very soft, short strokes. This will give you a more natural look. Brush lightly with the **spooly end of the Duo Brow Brush** to make your brow look natural and to even out color.

TIPS: For easier application and extended wear, dust **Invisible Blotting Powder** over brows before applying Brow Pencil.

Brush on Brow:

Apply powder with the slanted brush tip of the **Duo Brow Brush**. Hold brush lightly in hand with an artist's grip, not like a pencil. This avoids brows looking drawn on. Use very light, short strokes, and dab brush before using. Use the spooly end of the Duo Brow Brush over brows to smooth and even out color.

TIP: For easier application and extended wear, dust **Invisible Blotting Powder** over brows before applying Brush and Brow Powder.

Brow Ink/Brow Tint with Fibers:

Hold the wand parallel to the eyebrow and apply only on the hairs with one application. Avoid using the point of the brush. Let dry and then lightly brush hairs with the spooly end of the **Duo Brow Brush**. Brow Ink is used to cover silver hairs in brows and hairlines. It gives the brows a defined look to complement the eyes. Brow Tint with Fibers will do the same but also thicken your brows. **Invisible Brow Ink** is a clear gel used to keep brow hairs in place and define brows without color.

Perfect Blush:

Hold the brush with an artist's grip and not like a pencil. Dab brush lightly on blush and then dab on tissue before applying to cheeks. Use soft, circular motions on the cheek area. Apply no lower than the corners of the lips and not beyond the smile line. Go across the face for a natural look, rather than angling upward by the eyes. Blend cheeks with the **Magic Makeup Brush**. Wash brush each week with your facial cleanser. Always start off with a clean brush when applying a new blush color.

TIP: Use **Blush Brush #200 (small)** or **#250 (large)** to promote a natural look. Retractable brush available for cosmetic bag.

Blush Glow/Finishing Powder:

Using **Blush Brush #250** or **Jumbo Buffer Brush #330**, apply very lightly all over the face to give the proper finish.

TIP: Avoid using **Blush Brushes #200 (small)** and **#250 (large)** as you may mix the perfect blush and the blush glow colors.

Sugar Lip Scrub:

Massage lips with lightly dampened fingers and lips to remove dry skin on lips.

Vitamin C/E Lip Treatment (a.m./p.m.):

Apply at night and at other times when not wearing lipstick. If worn under lipstick, the lip color may not last as long. Vitamin E is for healing, while the Vitamin C is for conditioning.

Lip Base Lite:

Apply to the lighter lip to balance with the darker lip. Primer used to even out the top and bottom natural lip colors.

Invisible Blotting Powder (Oil Free):

Dust lips with powder to prevent lipstick from feathering and to promote long-lasting lipstick. Dust around the rim of the eye to reduce excess moisture and easily apply eyeliner.

TIP: It is also effective on oily areas of the face to refresh the skin.

Lip Liner:

Slant the point to apply the liner. Use short, soft strokes to avoid a heavy, dark lip line. Lip Liner will give the lip a more defined and clean look, as well as reinstating the lip shape and for long-lasting lipstick.

TIP: The **Ultimate Sharpener** will prevent your pencils from shredding.

Lipstick:

Prepare your lips with the **Invisible Blotting Powder** under your lipstick to prevent lipstick colors from feathering.

Liquid Matte Lipstick*:

To keep on **10 hours**, prepare lips with the **Invisible Blotting Powder** and **lip liner** before applying the liquid matte lipstick. Add a touch of lip gloss in the middle of your lips or a touch of your favorite non-liquid lipstick if preferred.

***Liquid Matte Lipstick is great while wearing a mask!**

Lip Gloss:

To wear over Lipstick or gloss alone (avoid lip gloss if you struggle with lips feathering).

Mascara:

Apply from under upper lashes and brush upward. If, however, upper lashes touch skin, apply on top of lashes. Apply on top of lower lashes to avoid mascara on skin, unless wearing waterproof mascara. Wipe point of brush wand around the rim of the product before application and do not apply with the point. Avoid looking down until lashes are dry. For outdoor activities, we recommend the invisible brow ink.

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HOLLY SALLADE

Skin Care Cosmetics

Cosmetic Directions & Application



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TO YOUR COSMETICS

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