

Eyeshadows

Choose from a range of finishes from shimmery to creamy to matte:

- **LUXIVA® Luminous Shadow** — Long-wearing, high-sheen powder eyeshadow.
- **LUXIVA® Lasting Eyecolor** — Extended-wear powder eyeshadow.
- **LUXIVA® Creme Eyelites** — Versatile cream-to-powder formula.
- **MERLE NORMAN SHIMMERSTICK® Creme Eyeshadow** — Creamy pencil that works as an eyeliner or shadow.

Eyeliners

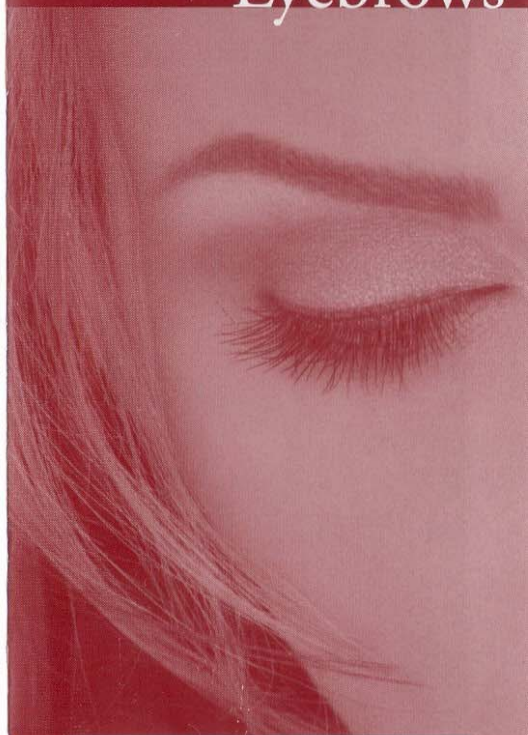
Select the formula right for you.

- **LUXIVA® Lasting Creme Eyeliner** — Highly-pigmented, long-wearing waterproof cream eyeliner.
- **AUTOMATIC DEFINITIVE™ Eye Pencil** — Long-wearing, creamy pencil with the convenience of a smudger.
- **DEFINITIVE™ Eye Pencil** — Wood-clenched pencil that wears for hours.
- **The Makeup Artistry Eye Liner Brush** — Enables precise lining or can be used to soften lines.

Did You Know ...

- Change is good. Wearing new colors creates a fresh look.
- Less is best. A thin layering of eyeshadow helps to create a well-blended look.
- Blending is key when applying eye or brow color.
- When using two shades of brow powder, use the darker color first to create definition.
- If brows are sparse, use feathery strokes to fill in color where needed.

Eyes & Eyebrows



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MERLE NORMAN®

Eyes & Eyebrows

Brow Shapes

Through proper styling, brows can give an instant lift, create an eye-brightening, youthful look and help correct challenges with facial shapes.

Soft Angled Brow

The classic brow style; well-balanced and flattering for all face shapes.



Angled Brow

Ideal for anyone wanting a “lift” for a more youthful appearance.



Round Brow

Great for a square face; helps the face appear rounder and softens features.



Flat Brow

Horizontal lines help an oblong face appear shorter; provides a natural look.



Brow Products

For a perfectly groomed effect, try:

- **Automatic Fine Brow Pencil** — Firm-textured fine point.
- **DEFINITIVE™ Brow Pencil** — Waterproof for long wear.
- **ONLY NATURAL™ Brow Powder Duet** — Two shades for custom blending and soft, natural color.
- **Tinted Brow Sealer** — Grooming tool to keep full brows in place.

Eye Color Placement

How and where you apply eyeshadow can enhance your natural eye shape.

A light color highlights, a medium shade helps to meld the whole look or add just the right “pop” of color, while a dark shade creates depth.

Shadow and Liner Effects

When paired with eyeshadow, eyeliner creates drama, gives a lift and naturally enhances the eye.

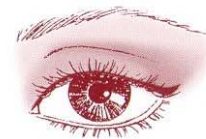
Classic-Chic



The Look: A subtle shading of color.

Lining Option: Enhance the natural shape of the eye.

Uplifting Eye Opener



The Look: Upward sweeps of color wake up tired-looking eyes.

Lining Option: Extend the liner beyond the outer corners, at an upward angle, along the upper lash line.

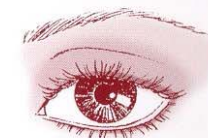
Smoky-Sultry



The Look: Deep gradient tones encircle the eye for a bold statement.

Lining Option: Line the entire eye with a dark liner then use a brush with a powder shadow to smudge the lines into a soft haze.

Simply Luminous



The Look: Shimmery tones put the spotlight on the eyes.

Lining Option: Apply a thin line along top and lower lash lines. Use a lighter color in the inner corners of the eyes.

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