

The Shaklee Difference

David Miller
Shaklee - Independent Distributor
1490 Bat Roost Rd
Manchester, Ohio 45144
937-779-0046

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Minerelles™ Application Tips

Here is a collection of helpful makeup tips that you can use in your own makeup application or in your Minerelles or Enfuselle® in-home events. These tips are useful for anyone who wishes to gain new skills or improve their current techniques. Experience Beauty in a New Light™ with these great tips!

Face

- Concealer
 - Apply concealer lightly with your fingertips, or with a makeup sponge for better results.. Dab quickly (“stipple”), but don’t rub. Apply several thin coats rather than one thick coat. Don’t forget the inner corner of your eye, which can tend to be a dark area.
 - For birthmarks or very dark areas, apply concealer, set with powder, apply again, and proceed with one or two applications of foundation.
- Foundation
 - Shake the bottle each time you use it.
 - Minerelles Foundations go on sheer; you don’t need a lot to look great.
 - How to find your perfect color match:
 1. Find the three shades closest to your skin tone. Place a drop of each shade on the back of your hand.
 2. Using a clean, dry finger or a makeup sponge, lightly apply a stripe of each color to your lower cheek down toward your jaw line.
 3. Compare the three shades and choose the one that nearly disappears into your skin.
 - Combine colors to match your skin tone. Always start with the lighter color and add tiny drops of the darker color until a match is achieved. Use the back of the non-dominant hand to blend colors.
 - Use Enfuselle® Calming Complex with foundation to give a smooth application.
 - Use Enfuselle® Time Repair A.M®. with foundation to create a lightweight application of color.
 - Mix Pecan or Mocha foundation with Enfuselle® Hand & Body Lotion to add color to arms and legs in the winter or all year round.
- Pressed Powder
 - Translucent powder makes a great finish for all skin tones. But don’t over apply. Don’t forget to dust your neck (right below your chin) to match your jaw line; this area gets the least amount of sun.
 - Set your foundation and eyeshadow with pressed powder; stipple (instead of brushing on) with the Powder Brush where you tend to be oiliest. You may also use the pressed powder applicator or a makeup sponge to “press” on (instead of wiping on) for touch-ups.
- Blush
 - Smile and apply blush to the apples of your cheeks with the Blush Brush, then sweep outward and upward toward the hairline.
 - Ballerina and Peach Twist blush make great eyeshadows.
 - Use Desert Dream eyeshadow as a blush.
 - Dust Rose Twilight eyeshadow on your cheekbones for a sparkly effect
- Shimmer Powder
 - Apply Radiant shimmer powder to the tops of cheekbones near the hairline, and dab a little on your chin and forehead. Use Gossamer on your shoulders and décolleté.

Eyes

- Remember that dark colors retract and light colors bring forth.
- Blue eyes can be made to look more strikingly blue by using complementary shades of eyeshadow like browns, peaches, bronze.
- Brown eyes can be made to sparkle by using blues, grays, rose.
- Green or hazel eyes will be enhanced using colors that have a pink or purple tone.
- For deep-set eyes, contour less and outline more. Choose light shades on eyelid to bring out the eyes.
- Eyeshadow
 - Layer eyeshadows for drama and definition in the evening – try Slate over

Star Sapphire or Chambord, Cocoa over Midnight Opal, Copper Moon or Emerald Haze, Aubergine over Chambord or Soft Platinum.

- The recipe for smoky eyes: Layer! Layer Slate over Aubergine over Rainforest. Line outer corners of top and bottom lids with Charcoal eye pencil and smudge with a cotton tipped applicator. Set the eye pencil with Slate eyeshadow, applied carefully with the Contour eyeshadow brush.
 - Eyeshadows can be used as eyeliners, using the lip brush with Cocoa or Slate eye shadow.
- Eye Pencil**
- Smudge eye pencil with a cotton tipped applicator for a soft look.
 - Use Plum eye pencil to line your lips.
 - Apply eye pencil as close to your lashes as possible, avoiding a blank “gap” between the color and your lashes.
 - Set your eye pencil with a complementary eye shadow color over the pencil, applied carefully with the Contour eyeshadow brush.
- Eyebrows**
- Highlighting the brow bone will create a natural eye lift. Apply a lighter color to the brow bone to accentuate the area under the outer eyebrow (use Sand Dollar, Stardust, La Crème, or Rose Twilight).
 - Blonde eye pencil works for most people; feather the color on the hair.
 - If eyebrows are unruly, lightly apply Enfuselle Lip Treatment and groom with brow brush.
 - Apply a little bit of matching eyeshadow to your eyebrows. Midnight Opal eyeshadow works well (use the Contour brush or lip brush).
- Mascara**
- Blot the end of the mascara wand on a tissue to avoid caking.
 - Apply mascara first to the top of the lashes for more coverage; then the outer corners of top lashes. Even out the application as you move inward. Apply mascara to bottom lashes by holding the applicator vertically and moving the brush side to side.
 - For special occasions, make your mascara last longer:
 1. Apply one coat of mascara to top and bottom lashes.
 2. Using a wedge sponge, carefully apply translucent powder to lashes using a back & forth motion on lashes three times.
 3. Apply another coat of mascara. This technique is designed to separate the lashes.
 - Separate eyelashes with the Brow Brush / Comb.
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- Lips**
- Lip Pencil**
- Use Refining Polisher to exfoliate your lips, especially in the winter.
 - Even out the outline of your lips with a light layer of foundation applied with a makeup sponge. Proceed with applying lip pencil.
 - Use Blonde eye pencil to line your lips for a natural look.
 - Use Tawny Pink lipstick over Nutmeg or Spice lip pencil.
 - Use Plum eye pencil to line your lips.
 - For thin lips, apply lip pencil beyond the natural lip line. Apply a lighter color of lipstick or lip gloss to the center of the lower lip.
 - For full lips, apply lip pencil within the natural lip line.
 - For uneven lips, use lip pencil to redefine the lip area.
- Lipstick**
- For long-lasting lipstick color,
 1. Line lips with lip pencil and fill in lips
 2. Apply lipstick
 3. Blot with tissue
 4. Apply lipstick again and finish with a dab of lip gloss (optional).
 - Layer lipsticks to create your own look. Try Terra Cotta lipstick over Red Lava lipstick, Tawny Pink over Cinnamauve, and Copperfection over Toasted Copper.
 - If you are very tanned, use a pale lipstick shade – try Terra Cotta.
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- Nails**
- Shake bottles well before using. It’s important that your nails are completely dry and clean before applying Minerelles™ Nail Lacquer.
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- First, apply one coat of Base & Top Coat to dry, clean nails to provide a smooth surface. Allow five minutes for the coat to dry (skip this coat to allow for faster drying time.)
 - Second, apply one coat of Minerelles Nail Color thinly and evenly. Allow five minutes to dry. For a deeper shade, apply a second coat of color and allow another five minutes to dry.
 - Finish with one coat of Base & Top Coat to seal in and extend the wear of your application. Allow five minutes to dry. (You may choose to apply the top coat the next day to help hide any scuffs or blemishes.)
 - You may need to adjust the drying time of Minerelles Nail Lacquer, depending on many factors: the number of coats, method of drying, and external environment. Because Minerelles Nail Lacquer is not formulated with ingredients typically associated with fast-drying polishes, you may need to lengthen the drying time between coats to achieve optimal results. (Well worth the wait!)
 - For a quick application of color, simply apply one coat of color thinly and evenly. (Follow up with a second coat and/or top coat the next day.)
 - Other fast-dry tips: skip the base coat; use a fan in between coats; apply just one coat of color (thinly and evenly); make sure your nails are *completely* dry and clean.
 - Great summer colors: Candlelight, Guava, Mandarina, Chai, and Blush Mist.
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