



Announcing Face Inks New EXTREME Formula Application

We are happy to announce that Face Inks Pigments have been completely reformulated with an EXTREMELY concentrated formula that slips into the skin and barely requires touching up! You will be amazed at the color retention in these NEW shades.

410 - Palm

When you think Palm...think a fabulous soft and neutral green that compliments both warm and cool complexions and any color eye. Palm is a bit greener and bolder than Rainforest. Palm can be darkened with a few drops of Onyx or softened with Rainforest to create a bolder mossy green.

Avoid Rabbit Eye

I am not a fan of warm brown shades between the eyelashes. Warm browns will create what many makeup artists call "Rabbit Eye." This simply means that the eyes will appear red and irritated much like a rabbit that has a red rim around its eyes. Not attractive. If my client is too fair for Onyx or Almost Black but wants depth, I reach for Palm and/or Rainforest.

Create a Smudged Liner

Complete the color between the lashes with your choice of color. You can select Onyx, Almost Black, Rainforest or Taupe Brown. This can be done with either a 3-liner or a 5-Magnum.

For a smudgy look, I use a 5-Magnum and smudge or widen the outer areas of top and bottom eyelids or sometimes just the bottom.

Smudging the Bottom Eyelids

Dip into the Palm pigment and then into distilled water for dilution and then shade straight down, slightly. Don't go too far down. Use soft, downward strokes to avoid



depositing too much color. Too much pressure will just widen your line, so build slowly. Wipe and decide if you need to add more pressure. Most often, you will. Add just a little more pressure each time and then wipe to see how much color has been deposited. Build color slowly to create the smudge. Be sure each time you dip into your color; you follow it by dipping into the water. This maintains a diluted formula.

Smudging Top Eyelids

By applying the same conservatism, simply stroke upward from the lashes to create the smudge.

Tips for Face Inks EXTREME Face Ink formulas:

Eyebrows: Be generous when warming these new shades due to the concentration.

Lighter Brow Shades: I add 1-3 drops of Butterscotch to my formula.

Mid-Range Shades: I add 2-4 drops of Butterscotch to my formula. I add a few drops of Henna if I want some warmth.

Deeper Brown Shades: I add at least 4 drops of Butterscotch along with 2-4 drops of Henna, if I want to retain some warmth.