



Pigment of the Month: Midnight Plum

On sale for \$15.00, regularly \$25.00

Welcome, fellow practitioners to 2013.

I would like to wish you all, again, a prosperous New Year and remind you that Beau is here to support you in every possible way.

I am sure you noticed the many shades of gray (no pun intended) being used in our apparel the past year and this season, as well. For many women, gray can appear dull and draining. One great way I counter this is to use a purple, like Midnight Plum, around the eyes. I find, it makes every eye color more interesting and harmonizes with every complexion, and will still look fabulous when gray is out of trend.

Midnight Plum is a beautiful, soft purple with subtlety and perfect for the client that doesn't want black for fear of being too harsh but I don't want to give her brown since it creates a pinkish "rabbit eye." I often use Black Noir for the top eyeliner and Midnight Plum for bottom eyeliner.

I also add a few drops of Black Noir to Midnight Plum to deepen it for top eyeliner and use it straight on the bottom. Midnight Plum can also be a second color or even used a wash for a shaded effect outside the first color.

Face Inks colors are very heavily concentrated with pigment particles for thickness, not glycerin, so it can safely be diluted with a drop of distilled water.

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beauinstitute.com to place your order!**