

*“How to Never Have Raccoon Eyes  
Again...”*

# **Enchanting Eyes**

**A Step-By-Step Guide For  
Easily Creating the Smokey Eye  
Effect...**

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Marilyn Etzel**

# Introduction

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## Step 1: Preparation

### Do You Dare?

Smoky eyes have been all the rage for some time now and their popularity shows no signs of waning. But be forewarned: the smoky eye look is not for the shrinking violet; it requires a bold statement of self-confidence. It also requires skill and know-how so that 'dramatic' does not cross over to 'raccoonish' or 'clownish'.

### It's All In The Colors

Prior to creating a smokey eye, you should carefully choose the colors that complement your complexion and suit the occasion. The easiest way to coordinate the colors is to buy a 3-in-1 or a 4-in-1 eye shadow compact that features the same color in varying shades. The most common choices for smokey eyes are shades of gray, purple, or brown.

## Step 2: Choosing Your Colors

### Complexion

Fair and light complexions should avoid dark, overpowering shades and stick to neutrals. Medium skin tones are best suited for the smoky eye effect because more liberties can be taken with color and the impact is greater than for a dark complexion. Women with dark skin should aim for brighter shades rather than deeper and darker.

### Eye Color

A woman's eye color is another consideration in choosing shades. Brown-eyed women should gravitate toward bronze shades with an accent of green for an added effect. Purple and copper are appropriate for green-eyed women while blue-eyed women should consider pink-hued brown shades.

## Hair Color

Likewise, hair color plays a part in color choice. Blonds should stick with neutrals, redheads with warm shades, and brunettes should choose brighter, bolder shades.

## Other Considerations

A couple of additional things to think about: girls with small eyes should proceed with caution when trying to achieve the smokey eye effect. It can easily get out of control, especially with the use of heavy eyeliner. Also, when the smoky eye is employed, more control should be exerted over the amount of emphasis placed on the lips. You should emphasize the mouth or the eyes, but not both. It's just too distracting.

## Step 3: Applying the “Smokey Eye”

### Primer

The most important key to achieving the effect of a smoky eye is proper blending. Therefore, the canvas (or in this case, your eyelid) must be prepped so that it provides a smooth surface upon which to work. An eyelid primer is a must.

The primer, while making the lid receptive to blending, will also give the eye makeup its staying power. It also comes in handy for women with particularly oily lids or crepey lids that cause the eye color to crease up.

Apply the primer in an even layer, always using a gentle touch. Remember that the skin on the eyelids is the thinnest, most sensitive skin on the body. It's highly susceptible to sagging with continued pull and tug. When applying the primer, use your ring finger (making sure you wash and dry your hands thoroughly before handling the makeup) to dot the primer onto the lid lightly, moving from the inner lid outward and from the lower lid upward to the brow. Use only the minimal amount as you apply.

Topic 2  
Subhead

## The Main Event

The first step in applying color is to highlight the browbone for contrast. Using the lightest color, gently apply across the browbone with your thickest eye shadow brush and then along the inner third of your bottom lashes using a thinner, more defined brush.

Next, use a flat-bristle eye shadow brush to apply the medium shade in your set across the eyelid, stopping short of the inner one-third of the lid area where the lightest color has already been applied. The third step in color application is applying the darkest or brightest shade (whichever applies in your situation) to the crease area using a broad sweep outward.

## Blending

Once all the colors are applied...blend! Using your medium eye brush, blend the colors where they meet one another. Proper blending is mandatory to achieving the smoky eye look. If necessary, re-apply the lightest shades to the brow area and the inner eye for a dramatic contrast but make sure to blend as you go.

## Step 4: Finishing Touches

### Eye Liner

For the finishing touches, apply coordinating eye liner to the upper and lower lids. The liner will need to be blended into the shadow although not as much as the shadows to one another. A little definition is needed here.

### Mascara

The final step is to apply mascara to the upper and lower lashes, using a slight circular motion as you proceed from the roots to the tips of the lashes. Use a lash comb to separate and define the lashes and apply a second layer of mascara if necessary. Topic 3 Subhead

## Step 5: Go Have Fun!

A smokey eye should invoke mystery but should not be mysterious in its creation. It's actually not that difficult! It also makes a great statement at nighttime events ranging from concerts to awards ceremonies to weddings. Good luck! (And remember to practice it before you try to pull it off for an event.)