

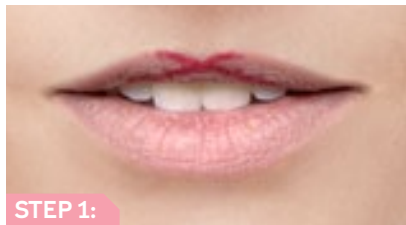
LIP LINER 101



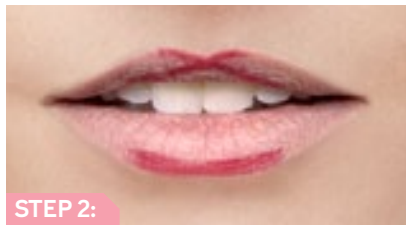
WHAT DOES A LIP LINER DO?

- Extends the wear of lipstick.
- Keeps lipstick from feathering outside the natural lip line.
- Balances uneven lip shape.
- Gives the illusion of fuller lips.
- Creates a defined Cupid's bow.

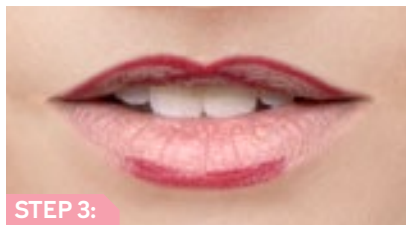
Tip: Use light, short strokes when applying liner to keep lip line looking natural and not leave a harsh line as lipstick wears off.



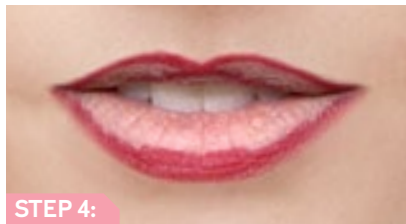
STEP 1:



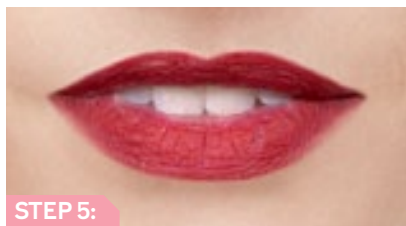
STEP 2:



STEP 3:



STEP 4:



STEP 5:

HOW TO LINE YOUR NATURAL LIP LINE:

STEP 1: Start with a smile! This will stretch out your lips and help create an even line. Define the Cupid's bow with an "X."

STEP 2: Line the center of your bottom lip, right underneath the Cupid's bow.

STEP 3: Complete the top line by starting in the corner of your mouth and follow the natural lip line until it meets the Cupid's bow. Repeat on the other side.

STEP 4: Complete the bottom lip line starting in the corner of your mouth and follow the natural lip line until it meets the center line. Repeat on the other side.

STEP 5: Fill in lips with lip liner; this will help your lipstick last longer.

WHAT COLOR DO I PICK?

Choose a lip liner shade that matches closest to the lipstick you'll be wearing. But what if there isn't a good match? Not a problem! Choose the shade that matches closest to your natural lip color. Our smooth, creamy, **waterproof** formula comes in eight shades.



Tip: Use the built-in shaper cap to keep the tip of the product perfectly trimmed.



MARY KAY