



HOW SIMPLE EYELINER TRICKS CAN CHANGE YOUR LOOK



By **LINDA EISNER**
Pencil Me In Cosmetics

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How Simple Eyeliner Tricks Can Change Your Look

Natural Ingredient Eye Liner Pencils in 30 Fun Colors to Fit Every Style



I'm Linda Eisner, the founder of *Pencil Me In Cosmetics*. I have over 35 years of experience designing, developing & creating cosmetics brands. In November of 2007, I created *Pencil Me In* natural eyeliner pencils. For me, the perfect pencil was not yet available. I wanted a pencil that would apply smoothly, last all day, and not cost a fortune. It also had to contain simple, non-irritating ingredients. My idea is to offer a quality product at a reasonable price to benefit the consumer. I was able to create *Pencil Me In*, with high-quality ingredients & pigments at an astonishing low price. It was amazing to me to learn that removing chemicals, known allergens, vitamins & anti-oxidants from a formula can allow so many more people to use your product. I am constantly questioned about customer sensitivities to eyeliner pencils. My response is from my customers claiming their ability to wear *Pencil Me In* as the only pencil that doesn't cause puffiness, inflammation & watery eyes. By combining simple ingredients & pigments at specific levels, we created an amazing pencil.



*Natural Ingredient Eye Liner Pencils
in 30 Fun Colors to Fit Every Style*

My e-book book will explain the philosophy behind our brand. I will explain how modifying the way you currently apply your eyeliner will make you look younger. You will also learn the tricks to choosing which makeup shades are perfect for your hair color, skin tone and style.

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PHILISOPHY BEHIND *PENCIL ME IN* COSMETICS

Simple logic sets *Pencil Me In* Cosmetics apart from the others

As we age, our eyes somehow become smaller. Gone are the days when we could simply add liner to our eyes without paying too much attention and be on our way. Fortunately, we can apply eye lining techniques with quality makeup pencils to make our eyes pop. No matter what your eye shape, the technique below can work for you. Whether you or your clients have fabulous or heavy eyelids or wear glasses, these simple steps open up the eyes and make them more noticeable.

UPPER LASH LINE: Apply a thin line along the upper lash. The liner should start at the inside corner of the eye and continue following the eyelash line all the way to the outer corner. A light-colored pastel eyeliner shade applied to the top of your eye will reflect the light and make the eye appear larger and brighter. Pale green, pink, baby blue, beige, gold and silver are examples of light colors that brighten up the eyes. This technique works well for both day and night. Deciding how much color to use on the upper eyelid depends on the shape of your eye and how much illusion needs to be created. Try smudging the light color all over your upper eyelid to brighten and open the entire area. There will not seem to be enough color until mascara is applied.

LOWER LASH LINE: Line your lower lash with a darker color to contour and shape the eye. Start from the outside corner and line towards to nose. Line half way or three quarters of the lower lash line to shape and define the eye. Do not line all the way into the corner—it makes the eye look smaller. Choose a color based on skin tone, eye color and desired look. I suggest choosing several colors to match various outfits. Smudging the line with your finger, a brush or a cotton swab is also a great technique to soften the defined line and to make the color look more natural.

MASCARA DOES WONDERS: Mascara pulls the entire look together. The pastel colors on your upper lid will stand out through the mascara. Your eyes will look larger and brighter. Personally, I have mainly chosen to wear a white line above my eyes and a char-kohl liner below.



In my opinion, too many people wear dark colors on the upper lid. This adds weight and makes the eye look smaller and tired. By applying a light color along the upper lash line, the eye is not weighed down. We need to add a dark seductive color on the bottom lash line to shape and contour underneath the eye. Follow this tip and looks years younger! *Pencil Me In* offers a terrific selection of **Upper lid colors.**



[24 Karat Eye Pencil](#) [Pink Lady Eye Pencil](#) [Denim Eye Pencil](#) [Sky Eye Pencil](#) [Meteor Eye Pencil](#) [Purple Passion Eye Pencil](#) [Snow Eye Pencil](#)

Our pencils with subtle glitter are called the “Sparks”



[Champagne Sparks](#) [Mint Eye Pencil](#) [Orchid Sparks Eye Pencil](#) [Pink Lady Sparks](#) [Jet Sparks Eye Pencil](#) [Sky Sparks Eye Pencil](#)

Darker colors that we suggest for the lower lash line

It is not necessary to match the same colors for upper and lower lids. Mix it up



Amethyst Eye Pencil



Black Velvet Eye Pencil



Boysenberry Eye Pencil



Brownie Eye Pencil



Char-Kohl Eye Pencil



Emerald City Eye Pencil



Indigo Eye Pencil



Lapis Eye Pencil



Liberty Green Eye Pencil



One Cent Eye Pencil



Silky Suede Eye Pencil

and/or match your clothing. Ultimately, everyone develops their own arsenal of eyeliner tips and tricks. Remember to experiment with new trends while retaining your own style.

Be aware of the so-called “rules” but be willing to break them when appropriate. The above philosophy will make your eyes look larger. We added all types of fabulous looks to experiment with as well. So keep reading!!



Can't get enough of the Smokey Eye! Eye makeup can easily show how dramatic or natural your look is. Learning how to do eye makeup can help you look stunning every day or for a special event. The proper use of eye makeup is a skill that can not only make an impression on your peers, but can also help you in looking great. Eyeliner provides a dramatic effect with just a little effort. The eye pencil is, with the mascara, the foundation, and the lip balm, one of the most used cosmetic products. Eyeliner should be applied as close to the lash line as possible blending the color into the lashes. Pencil eyeliner is the most popular & easiest to apply.



Pencil Me In COSMETICS

*Natural Ingredient Eye Liner Pencils
in 30 Fun Colors to Fit Every Style*

Our Smokey Eyes 6 pc Set contains: Black Velvet, Platinum, Boysenberry, Char-Kohl, Jet Sparks and Greystone. ("Sparks" colors contain subtle glitter)



Black Velvet Eye Pencil



Platinum Eye Pencil



Boysenberry Eye Pencil



Char-Kohl Eye Pencil



Jet Sparks Eye Pencil



Greystone Eye Pencil



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"American Idol" runner up Adam Lambert at the 2010 SAG Awards in a Smokey Eye
Source: Wikimedia Commons

The Smokey eye is a head turning and dramatic makeup look. It can get you a lot of attention.

This Is How to Create a Smokey Eye:

1. It is very important to do the eyes last because the face is the base and you build up to the eyes. Apply foundation, translucent powder etc., but use light shades on the lips and cheeks because you want the focus to be on the eyes.

2. The next step is to apply an eye primer above the eye area as close to the lash line as possible. This creates a base to hold color.

3. Line both eyes, top and bottom with a dark seductive eyeliner pencil. Then apply a complimentary dark eye shadow with an angle brush. Apply the eye shadow over the pencil cream and then smudge with a small soft rounded brush.

4. The next step is to apply a lighter eye shadow to cover the rest of the eyelid. Blend well. Apply lots of mascara to both upper and lower lashes. Use silvery or golden colored mascara on the tips of the eyelashes to spice up the look. Now take a good look at yourself in the mirror, take a deep breathe... smile...and now you're ready to go!

Show us how you create the perfect smokey eye. Tag us at @healthyEyeliner

We will share your looks on Pinterest, Instagram, Twitter, YouTube and on our Facebook Page.

Successful Retailing

Our goal is offer *Pencil Me In* Eyeliner pencils to salons and spas all over the world as wholesalers. Increase your income and add added value to your customers' salon experience by selling eyeliner pencils in your shops. When we created the *Pencil Me In* display, we focused on the consumer having easy access to testers for all the colors. Too many customers purchase items only to find out it's not what they expected when they get home. This creates a negative shopping experience even if the rest of their salon experience excellent. We strive for positive, happy & return customers.

When I walk into a store, salon or spa, I always look around to see what is displayed on the walls and countertops. I notice the clientele but mostly I like to check out what's new. Colorful items usually get my attention. Waiting time goes by quickly when I am occupied. For the shop owner, selling eyeliner pencils is an additional

income source that doesn't take away from whatever else they are selling. Whether your shop has a designated sales person or the customer can browse on their own, it is very important to have easy-use products to show at this time. A colorful display of eyeliner pencils meets that need. The customers can play with the testers, draw on their hands and choose several colors while they are waiting for their appointment. The client can benefit by selecting several eyeliners at an affordable price as part of their salon experience. It's a fun way to occupy customers time. The store has created value for their customer and increased their income at the same time



This display sits on a counter or shelf.

How long have you been wearing makeup? Do you ever look at the ingredients label? Do you pay attention to what's inside your mascara or eyeliner pencils? You need to pay attention to the makeup you are buying. Many companies include unnecessary and potentially harmful ingredients in their makeup products. Be sure to check ingredient labels

I knew if I created a formula that I loved and met all my requirements for being easy to apply, natural and long lasting, **others would love it too.** It took years to perfect the texture, color and payoff. In addition to basic colors, I chose an array of unusual shades that were not yet available in the marketplace.

Most cosmetic companies have 3-5 pencils in their line; **pencil me in** offers 30 fabulous shades. The beauty of our brand is the vast selection of “not your ordinary” colors. Similar to when Hard Candy Nail Polish introduced all the crazy colors for nails. Now many companies offer the same colors. **The difference with our brand** is we offer 30 great colors to choose from!



Are You Wearing the Right Makeup Colors? Sometimes creating our own individual look & finding the right set of eye makeup colors for ourselves can be challenging. After working for so many years with makeup artists and industry professionals, I designed an easy method to choose colors based upon our hair color, complexion and desired look. While this chart is for my eyeliners, you can apply these color tips to your eye makeup as well as your wardrobe.

I consulted with top experts in the industry and through my own experiences these are what I found to be The Best Eyeliner Pencil Colors to Match Individual Looks and Styles.




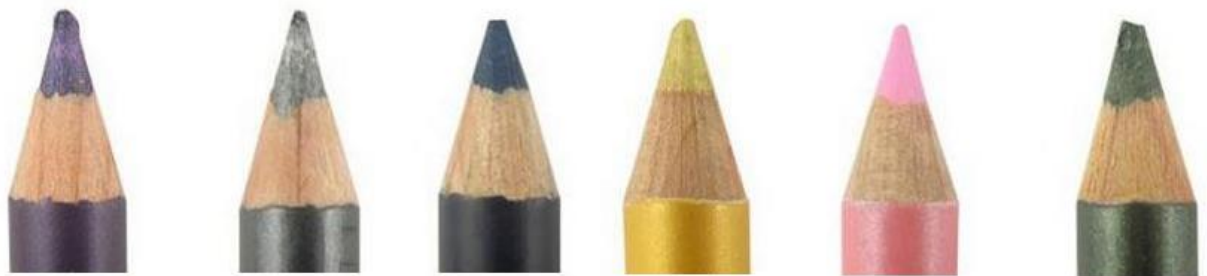

Be sure to share your looks with me on the [Pencil Me In Cosmetics Facebook Page.](#)

Best Eyeliner Colors for Your Hair Color

Red Heads: compliment your scarlet locks with greens, browns, purples, blues and subtle glitter.

Brunettes: enhance your dark tresses with rich colors of bright yellow, pink and deep blues, purples and greens.

Blondes: reflect the light within your golden locks with pastels, metallic and frosted shades.

For Red Heads	Emerald City	Nutmeg	Champagne Sparks	Indigo	Liberty Green	Purple Passion
						
<p>Emerald City Eye Pencil Nutmeg Eye Pencil Champagne Sparks Eye Pencil Indigo Eye Pencil Liberty Green Eye Pencil Purple Passion Eye Pencil</p>						
For Brunettes	Amethyst	Black Velvet	Lapis	24 Karat	Pink Lady	Liberty Green
						
<p>Amethyst Eye Pencil Black Velvet Eye Pencil Lapis Eye Pencil 24 Karat Eye Pencil Pink Lady Eye Pencil Liberty Green Eye Pencil</p>						
For Blondes	Denim	Sky	Purple Passion	Mint	Lapis	Pink Lady Spark
						
<p>Denim Eye Pencil Sky Eye Pencil Purple Passion Eye Pencil Mint Eye Pencil Lapis Eye Pencil Pink Lady Sparks</p>						

Best Eyeliner Colors for Your Complexion

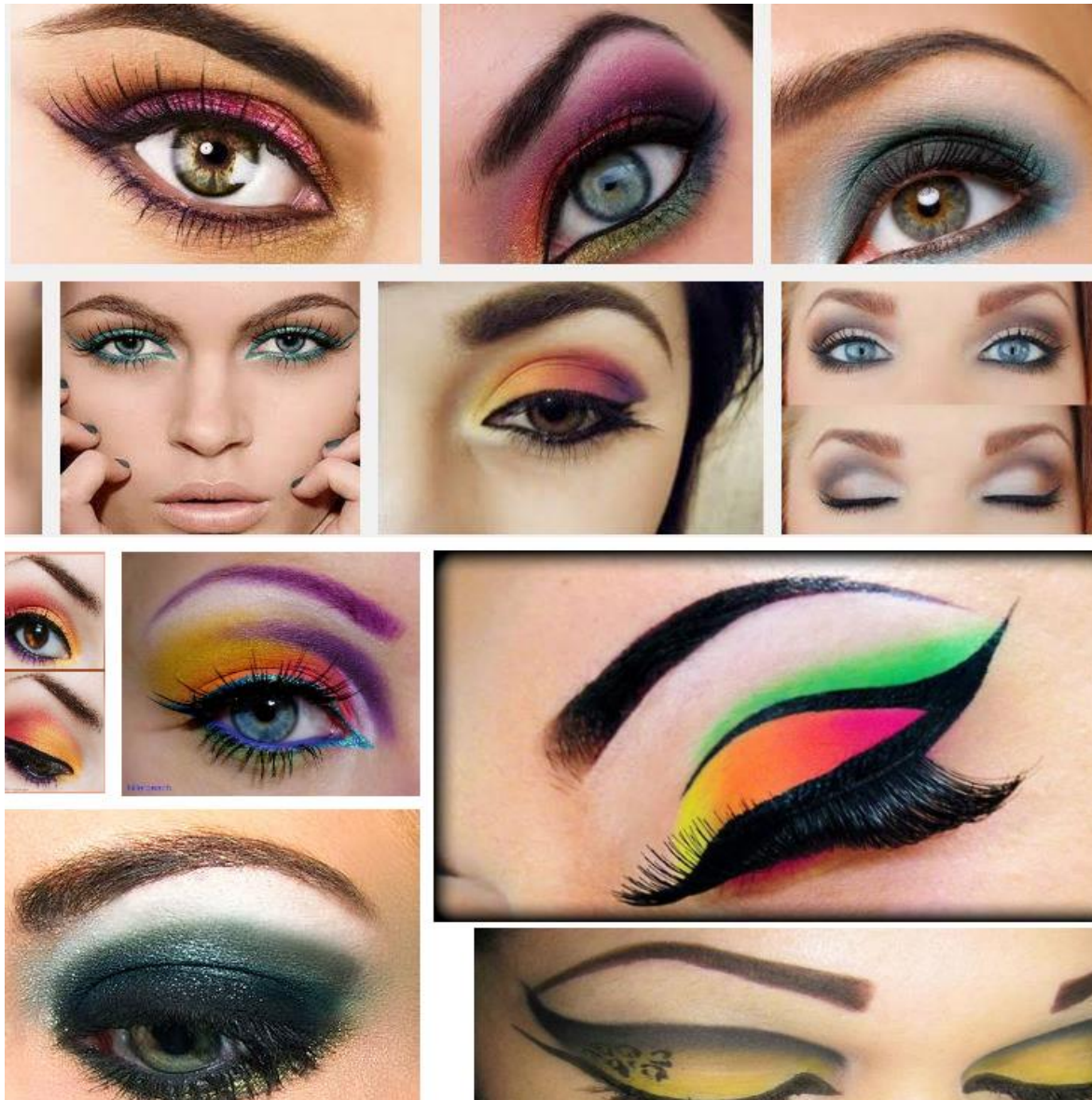
Cool skin tones: look best in richer colors such as blues and greys.

Warm skin tones: look best in nature colors such as nudes, green, browns and yellows.

Cool Tones	Indigo	Pink Lady	Greystone	Denim	Buff Black	Velvet
						
<p><u>Indigo Eye Pencil</u> <u>Pink Lady Eye Pencil</u> <u>Greystone Eye Pencil</u></p> <p><u>Denim Eye Pencil</u> <u>Buff Eye Pencil</u> <u>Black Velvet Eye Pencil</u></p>						
Warm tones	24 Karat	Liberty Green	Emerald City	Amethyst	One Cent	Nutmeg
						
<p><u>24 Karat Eye Pencil</u> <u>Liberty Green Eye Pencil</u> <u>Emerald City Eye Pencil</u></p> <p><u>Amethyst Eye Pencil</u> <u>One Cent Eye Pencil</u> <u>Nutmeg Eye Pencil</u></p>						

Best Eyeliner Colors for Your Desired Look

Creating a Smokey, Neutral or Dramatic eye can be simple once you learn the tips, tricks and truths. Professional Make Up artists make it look easy! You too can create fabulous eyes. Learning the steps of creating the desired look, for every day wear or a special event can be easily achieved. The proper application of eye makeup is a skill that is easily learned. Get ready to impress your peers, feel great and look amazing!



If you create eyeliner application technique videos, I would be honored to share them with our readers. Tag us at @healthyeyeliner or post on our You Tube page.

Email: Linda@PencilMeInCosmetics.com

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Smokey Eyes	Black Velvet	Platinum	Boysenberry	Char-Kohl	Jet Sparks	Greystone
<p><u>Black Velvet Eye Pencil</u> <u>Platinum Eye Pencil</u> <u>Boysenberry Eye Pencil</u> <u>Char-Kohl Eye Pencil</u> <u>Jet Sparks Eye Pencil</u> <u>Greystone Eye Pencil</u></p>						
Dramatic Eyes	Onyx	Jet Sparks	Snow	Lapis	Silky Suede	Amethyst
<p><u>Onyx Eye Pencil</u> <u>Jet Sparks Eye Pencil</u> <u>Snow Eye Pencil</u> <u>Lapis Eye Pencil</u> <u>Silky Suede Eye Pencil</u> <u>Amethyst Eye Pencil</u></p>						
Neutral Eyes	Snow	Silky Suede	Onyx	Meteor	Brownie	Buff
<p><u>Snow Eye Pencil</u> <u>Silky Suede Eye Pencil</u> <u>Onyx Eye Pencil</u> <u>Meteor Eye Pencil</u> <u>Brownie Eye Pencil</u> <u>Buff Eye Pencil</u></p>						

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Creating Dramatic and Seductive Looks

When creating exotic looks, use your contour colors (the darker colors) to create the illusion of depth and the highlight color (the light & bright colors) to bring the area forward. Darkness pushes in and lightness brings forward. The easiest way I have found to explain my meaning of highlighting and contouring is to use your cheeks as an example. Apply a dark matte color under your cheek bone in a straight line going towards your ear. Move your brush back and forth several times to blend the color well. The darkness is pushing-in the skin & creating an illusion of high cheek bones. Next apply the cheek color (blush) onto the cheek area in a soft circular motion also blending well. Then on the area above the cheek bone, apply a light or even frosted color. Apply this at the same angle as the contour color and blend. The darkness pushes the cheek in whereas the light color pulls the cheek out. This technique gives the illusion that you have high, well-defined cheek bones.

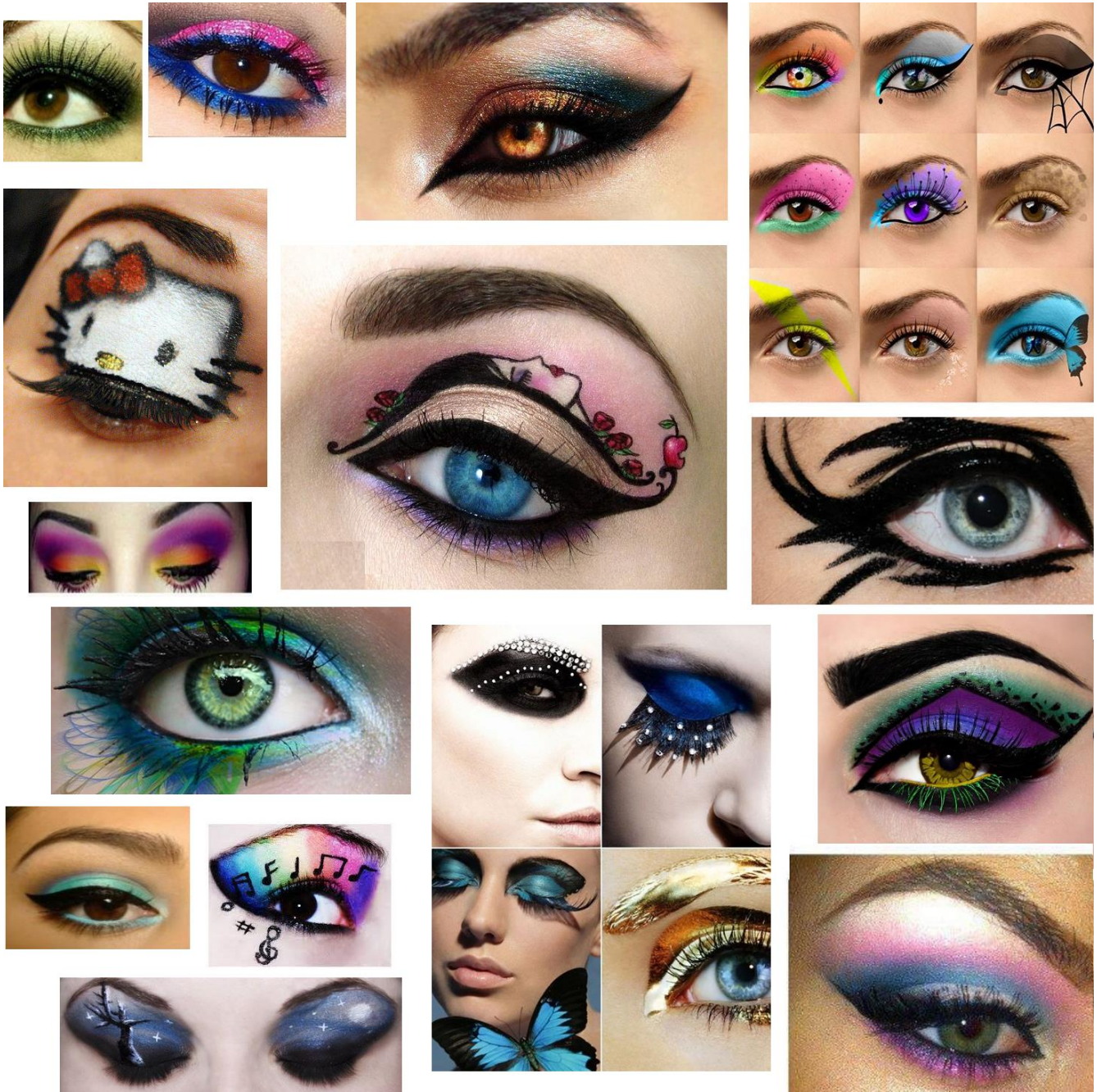
The same basic concept applies when creating fabulous eyes. A darker color pencil is applied into the crease of the eye and blended well. Then a medium color pencil is blended onto the eye lid. The lightest or frosted color is then applied directly under the eyebrow. Apply many colors to increase the glamour. To maximize the intensity & be even more creative, dab a brush with any eye shadow color you like. Gently pat it over the blended pencil color. The powder will adhere to the pencil creme. When eye shadow is blended with pencil in this way, you can create truly exotic eyes. Experiment with the concept and have fun with it.

I'd love to see your one-of-a-kind creations!!!

Be sure to share your looks with me on Twitter @healthyeyeliner.

On this page are some examples of exotic eyes that I found on the internet. Many different eye make-up products were used to create these spectacular looks not just *Pencil Me In*. The artists are super creative and really take eye make up to the next level.

Fabulous, Exotic & Creative Eyes!



*Be sure to share your looks with me on Pinterest
#HealthyEyeliner & Follow me @ [pinterest.com/healthyeeyeliner](https://www.pinterest.com/healthyeeyeliner)*

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Why Are Some Eyeliners Hard to Apply?

You will receive varying results with different pencil brands because not all pencils are created equal. Some brands will tend to look a bit chalky when blended and don't smudge easily while other pencils have a softer wax base, which makes them a little more transparent and malleable. In high quality pencils with a lot of pigment, you'll also notice that some colors blend more easily due to the type of pigment they contain, with some being drier or more granular or opaque than others. You can spend your money experimenting and see how other brands behave, or you can choose *Pencil Me In* natural eyeliners. Since, I took the guess work out; you can trust our formula to outperform all other eyeliner pencils.

Many of us experience seasonal issues when applying eyeliner.

Don't leave your makeup on a cold counter top or in a warm car because it can temporarily change the consistency of the make-up. Most cosmetics are designed to be applied at room temperature. Application will be different if you try to apply your makeup outside of normal temperature range. It doesn't mean that the cosmetic is poor quality, old or needs to be discarded; it means you need to allow the cosmetic to be brought back to a normal temperature before using. For example, a cosmetic pencil left on a cold countertop may feel dry and scratchy when applying. The application will be uncomfortable. A simple solution is to warm up the pencil before applying. You can roll the pencil between your hands to warm it up. Draw a few small lines on the back of your hand to warm the core. Once the core is warmed, the application should be silky smooth as usual. If your pencil core is left in a hot steamy bathroom, the point may melt and smear during application. Allow the pencil to cool before you apply. Use of electric means to heat or cool your cosmetics is not recommended. Store the sharpened pencils in a cool dry place. Fortunately, the *Pencil Me In* eyeliner pencil cores are hard enough that the points won't break during application yet soft enough for easy glide-on use. I remember my mother used to light a match to the pencil point to make it soft enough to apply. Thankfully, times have changed and with *Pencil Me In*, that's no longer an issue.

Touch Ups and Re-Applications Are Unnecessary

Pencil Me In Cosmetics uses a high concentration of pigment in its formula. When pigment (the color) is saturated and blended properly into a formula, the color will be more vibrant and it will glide on easily. It feels very similar to applying mineral powders, wet or dry they glide on effortlessly. Our color lasts a long time & will not fade away. It will stay where you put it and not melt away. However, it is important to note that make-up remover residue, creamy rich eye & face creams can and do

leave a film on the skin. If color cosmetics are applied on top of this film, there is a good chance that color, any color will not last. A great trick to keep your color true and keep from fading is to gently dust translucent loose powder all over your face and neck before & after applying your color cosmetics. This technique gives the color something to adhere to. Like an artist's canvas, you need to prepare it before you paint. Setting your color will help it to last. Eye pencils like Pencil Me In, made with a bees wax base last much longer than other products. Bacteria doesn't grow on wax. If your eye pencil starts to crumble, you should throw it away

I'd like to share some of **my ideas on color usage**. It is very important to select the colors carefully because eyeliner adds depth to the lashes and makes them look



thicker. Some of the colors I love to use this way are Onyx, Boysenberry, Char Kohl & Brownie. I blend these colors into the lash line and add mascara. It looks more natural than false eyelashes. Sometimes I use a lighter application of the same shade or a lighter color on the upper lid. The larger the eyelid the thicker the line can be. You don't need to have a steady hand to draw the line in one stroke. You could do it in

short strokes but remember there should be no breaks in the line. I believe there is no right way to apply eyeliner. For the upper eyelid, I prefer to start at the inside corner and work my way out. And go in the opposite direction on the lower lid.



Onyx Eye Pencil



Boysenberry Eye Pencil

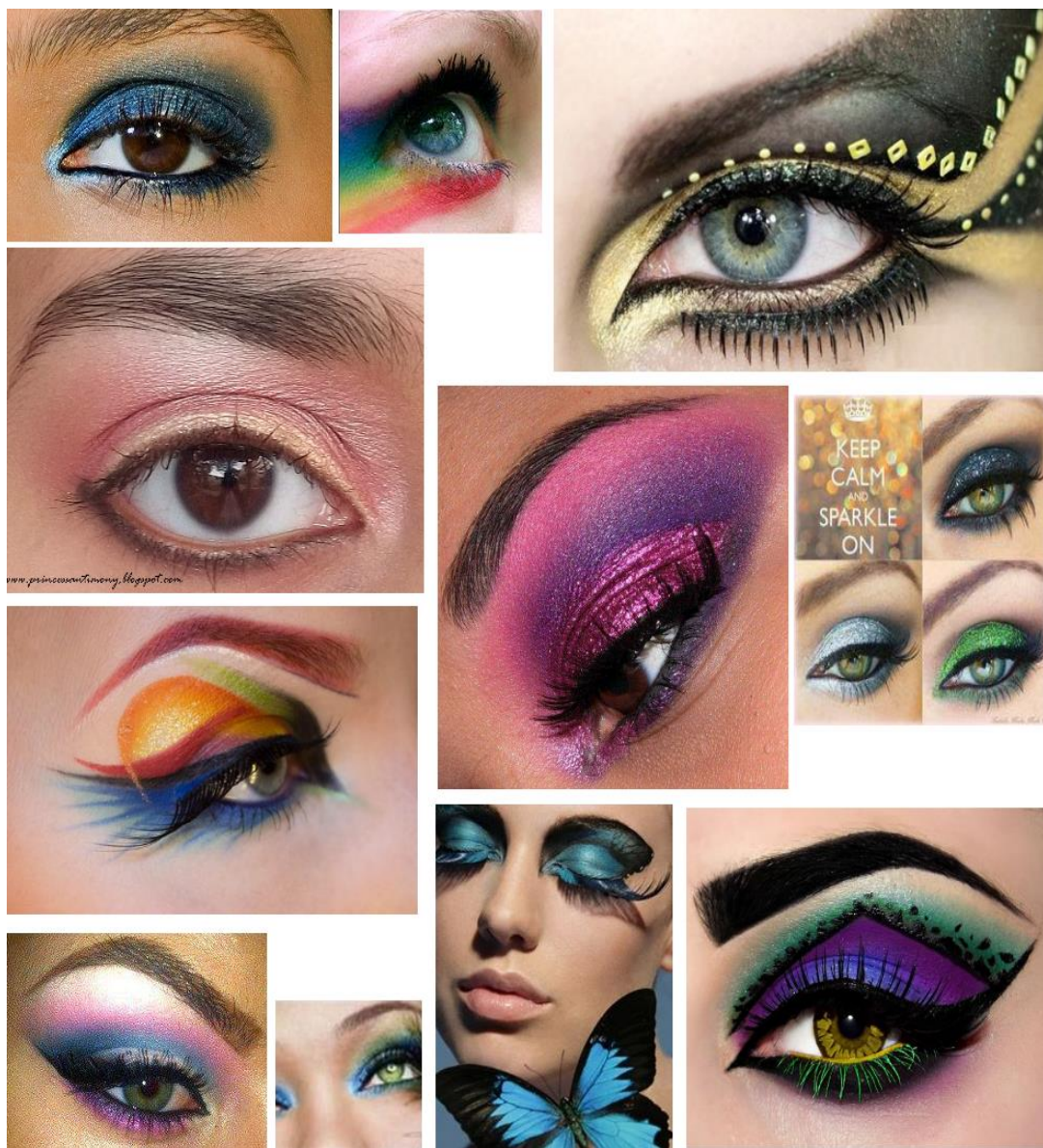


Char-Kohl Eye Pencil



Brownie Eye Pencil

Glitter Eyeliner: *Pencil Me In* cosmetics created 6 glitter colors called “sparks”. Glitter eyeliner should never be worn on the inside lid of the eye also known as the waterline. These colors should not be placed inside that delicate eye area. Experiment with lots of colors. Cosmetics are available for our enjoyment and to make us feel more confident. We are already beautiful. Makeup when used properly enhances our natural beauty. Remember I will be sending more tips and tricks in the coming weeks. Please watch for them!



Be sure to share your looks with me the [Pencil Me In Cosmetics Facebook Page](#).

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Dedication

I would like to dedicate this book to my precious husband, **Mike Eisner**. With his endless love and tremendous support both financial and mental, I have been able to persevere as an entrepreneur. You are my rock, my partner, my love and my best friend forever. I would also like to thank my parents, Lorraine and Arnold Rosen, for teaching me such a strong work ethic. No matter what the challenge, keep moving forward and never give up. I am so grateful for their unconditional love and support. To my mentors, colleagues & friends who constantly supported me in all of my endeavors, I appreciate and acknowledge you. Randi



Zucker, Donna Burke, Stephanie & Gabriel Eisner, Herman Zimmerman, Maurizio & Angie Cajamarca & Lorraine Heuthe. I thank you for your perseverance in creating this masterpiece.

I'd love to hear from you. Please be sure to share with me your makeup looks.



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