

Put Your Best Face Forward!!

To determine your face shape, pull your hair back from your face and look in the mirror.

- If your face is almost as wide as it is long, and widest at the cheek, it's probably round.
- If your forehead, cheekbones and jaw line are about the same width, it's probably rectangle.
- If your forehead, cheekbones and jawline are about the same width and your jaw is square, it's most likely square.
- If your forehead is wider than your chin, your cheekbones are the same width as your forehead, and your face tapers to a pointed chin, it's probably heart-shaped.
- If your forehead is slightly wider than your chin, your cheekbones are prominent, and your face tapers to a narrow oval, it's probably oval.

Still not sure? Take this simple test.

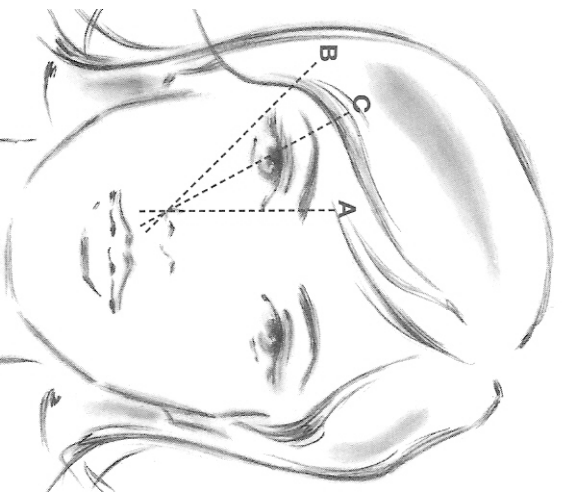
- A. Using a ruler, measure the length of your face from top of head to chin.
- B. Divide the answer by three.
- C. Measure the distance from the bottom of your nose to the bottom of your chin.

If the answer to B is greater than C, your face is probably rectangle or square. If the answer to B is less than C, your face is round. If B and C are equal (or Close), your face it probably oval or heart-shaped. It's oval if you have a round chin and heart-shaped if you have a pointed chin.

Brow Tips:

- A. To find out where your brow should start and end, hold a pencil vertically against one nostril. Where the top of the pencil touches is where your eyebrow should start.
- B. Now, hold the pencil against one nostril diagonally to the outer corner of the eye. This is where your eyebrow should end. If it doesn't extend the brow with a brow pencil.
- C. To create the perfect arch, look straight into the mirror. Hold a pencil vertically against one nostril. Angle it to the outer side of the pupil. The point where the pencil touches is where the brow should arch. Repeat on the other side.

****** Always tweeze from underneath the brow, never from the top, following its natural shape and pulling hairs out in the direction they grow. Never use a razor or over-tweeze.



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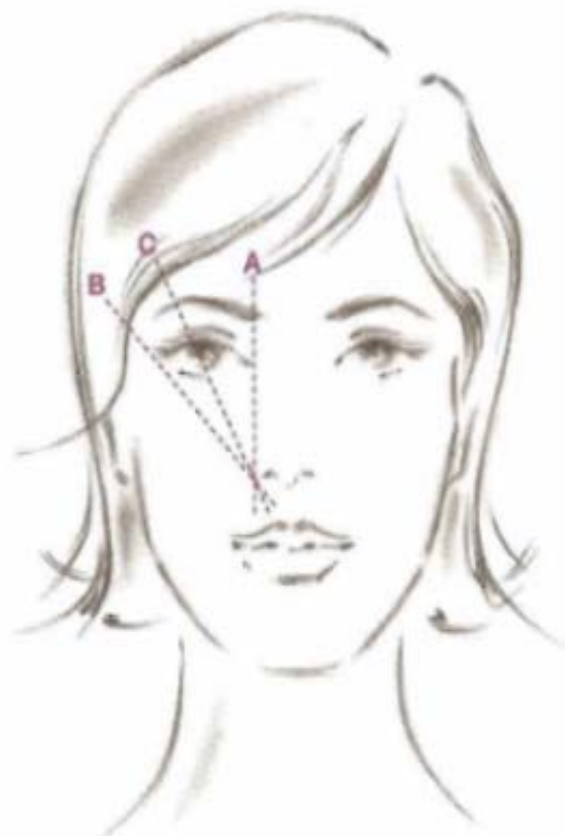
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Brow tips for every facial shape

1. PERFECT BEGINNINGS AND ENDINGS

- A. To find out where your brow should start and end, hold a pencil vertically against one nostril. Where the top of the pencil touches is where your eyebrow should start. B. Now, hold the pencil against one nostril diagonally to the outer corner of the eye. This is where your eyebrow should end. If it doesn't, extend line with a brow pencil.



2. CREATING THE PERFECT ARCH

- C. To create the perfect arch, look straight in the mirror. Hold a pencil vertically against one nostril. Angle it to the outer side of the pupil. The point where pencil touches brow is where brow should arch. Repeat on the other side.

The perfect tweeze

Always tweeze from underneath the brow, never from the top, following its natural shape and pulling hairs out in the direction they grow. Never use a razor or over-tweeze.

Heart

- Wide forehead
- High cheekbones
- Face gradually narrows to the chin
- Chin tapers to a point

Style goal

Choose rounded styles and shapes that help soften the face and highlight your beautiful heart shape.

CELEBRITY EXAMPLES

Jennifer Aniston
Julia Roberts
Mariah Carey

YOUR BEST EYEBROW SHAPE

By shaping brows in a round half-moon, you will help soften face and emphasize its heart shape.



HEART: YOUR BEST EYEWEAR STYLES

The following styles will soften your face and help offset a narrow chin.



- Select frames that are wider at the bottom such as aviator styles. Frames with rounded tops and squared bottoms are also good choices.
- Opt for frames that sit just below the temples to add balance.

YOUR BEST HAIRSTYLES

- A blunt shoulder-length cut will add fullness to a narrow chin and balance your look.
- To widen a narrow chin, a chin-length style is ideal.
- Side-slanted bangs draw attention away from the jaw line.



Oval

- ✔ Forehead is slightly wider than the chin
- ♥ Prominent cheekbones
- 📏 Face gracefully tapers to a narrow, oval chin

Style goal

Choose styles and shapes that maintain oval.

CELEBRITY EXAMPLES

Ashley Judd

Sarah Michelle Geller

YOUR BEST EYEBROW SHAPE

To maintain an oval appearance, the brow should curve down toward the lower part of the ear.



OVAL: YOUR BEST EYEWEAR STYLES

The following styles will complement an oval shape.

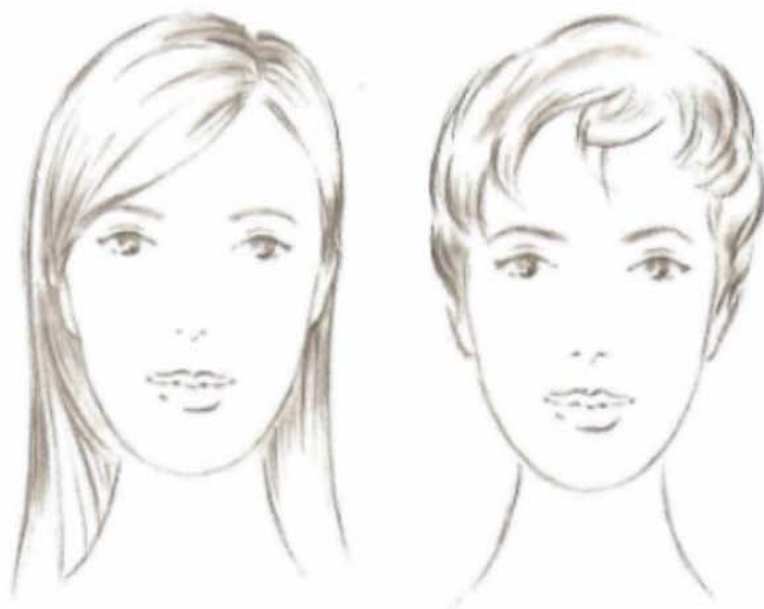


- ✔ Select frames that are as wide or wider than the broadest part of your face.
- ♥ Keep frames in proportion to face.
- 📏 Avoid frames that sit below the temples. They can unbalance the face.

YOUR BEST HAIRSTYLES

With a perfectly balanced face, you can wear almost any style — long or short, layered or bobbed — it's up to you!

If your face is more oblong, choose hairstyles with more volume on the sides.



Rectangle

- ⚠ Face is longer than it is wide
- ↗ Forehead, cheekbones and jawline are about the same width
- ☹ Chin may be prominent

Style goal

Choose horizontal styles and shapes that break the length of the face, making the face appear more oval.

CELEBRITY EXAMPLES

Jennifer Love Hewitt
Claudia Schiffer
Stephanie Seymore

YOUR BEST EYEBROW SHAPE

Avoid creating an arch which can lengthen an elongated face.



RECTANGLE: YOUR BEST EYEWEAR STYLES

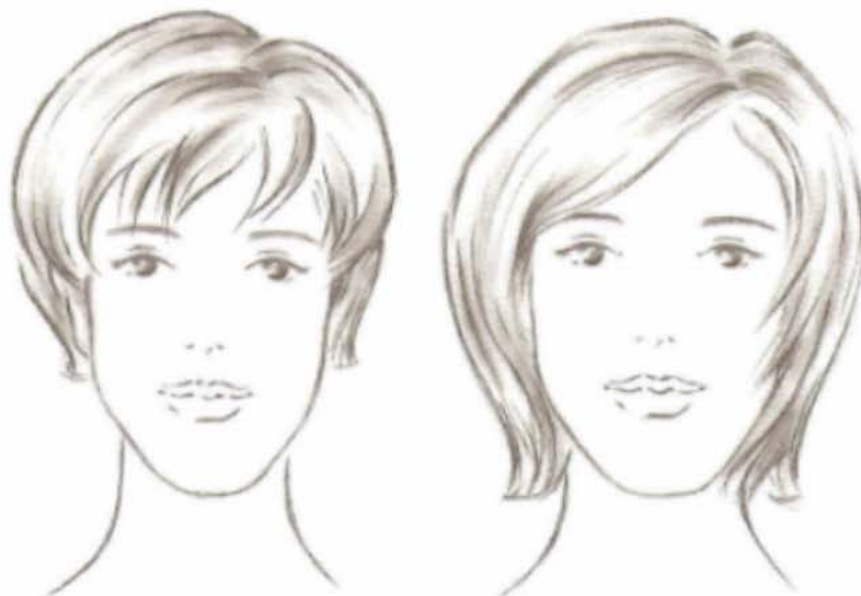
The following styles will help make your face appear shorter and wider.



- ⚠ Select round, deep shapes with top-to-bottom depth.
- ↗ A low bridge will shorten the nose.
- ☹ Frames that sit just below the temples can add width.

YOUR BEST HAIRSTYLES

- ⚠ Fringe-style bangs can minimize a long shape and add width.
- ↗ Bangs that just touch the brows help shorten a long face.
- ☹ Opt for styles that add width and volume.



Round

- Full with few angles
- Width and length are in same proportions
- Face is widest at the cheeks

Style goal

Choose styles and shapes that help elongate your face and make it appear more oval.

CELEBRITY EXAMPLES

Cameron Diaz
Uma Thurman
Vanessa Williams

YOUR BEST EYEBROW SHAPE

To create a more oval appearance:

- create a high-arched brow by placing peak of the arch out toward the end of the brow.
- aim the end of the brow toward the tip of the ear.



ROUND: YOUR BEST EYEWEAR STYLES

The following styles will make your face appear more oval.



- Avoid round shapes which will emphasize facial roundness.
- Look for slightly angular, narrow frames. They should be wider than they are deep.
- Choose frames that sit high or mid-height at your temples to create a longer profile.

YOUR BEST HAIRSTYLES

- A layered shag is the perfect shape for a round face.
- Keep the sides close to the face and promote height at the crown.



Square

• Strong jawline

▲ Forehead, cheekbones and jawline are all about the same width

Style goal

Choose styles and shapes that help balance jawline and elongate face.

CELEBRITY EXAMPLES

Brooke Shields

Maria Shriver

Demi Moore

YOUR BEST EYEBROW SHAPE

To create a strong-angled eyebrow to balance a strong jawline:

▲ place peak of the brow directly above the square of the jaw.

• aim the end of the brow toward the middle of the ear.



SQUARE: YOUR BEST EYEWEAR STYLES

The following styles will elongate your face and balance a strong jawline.



▲ Choose frames that are wider than the widest part of your face.

▲ Frames should be more horizontal than vertical to balance a square jawline.

• Select gently curved, narrow styles to minimize squareness and lengthen the face.

▲ Frames with decorative touches or more weight on top will balance a strong jawline.

YOUR BEST HAIRSTYLES

▲ Soften the edges of a square shape by directing soft bangs down over your temples.

• Long hair should fall to, or past, shoulders.

