



CREATE THE PERFECT SMOKY EYE WITH MAX FACTOR

When you want a sexy dramatic look, a bold smoky eye is a perennial favourite – a look that never goes out of fashion. And creating the perfect smoky eye is easy with **Max Factor Smoky Eye Secret**.

“A smoky eye look adds a touch of drama to the eyes and is a fantastic way to add some glamour to your overall look,” says **Max Factor Makeup Artist Katherine Conyers**. “Whether it be soft or strong, smoky eyes are attention grabbing and will instantly enhance your features.”

Achieve this Look

- **Step 1** – Start with a great base and cover the eyelid with **Max Factor Mastertouch Concealer**.
- **Step 2** – Line your top and bottom lashes from end-to-end with **Max Factor Kohl Pencil in Black**, staying as close to the lash line as possible.
- **Step 3** – Take the dark shade of **Max Factor Colour Perfection Eyeshadow Duo in Star Studded Black** and smudge along the line, then blend upwards to the crease of the lid.
- **Step 4** – Now apply the silver shade from the duo to the inner corner of the eyes.
- **Step 5** – Finish with two coats of **Max Factor False Lash Effect Mascara in Black**.

A Bolder Option

Replace the dark shade of **Max Factor Colour Perfection Eyeshadow Duo in Star Studded Black** with **Max Factor Earth Spirits Eyeshadow Duo in Onyx**, and the lighter shade

with **Max Factor Earth Spirits Eyeshadow Duo in Wicked White**.

Before applying mascara, apply a strong line of **Max Factor Masterpiece Glide & Define Liquid Eyeliner in Black** over the kohl pencil, flicking up at the ends.

For a softer smoky eye, try **Max Factor Masterpiece Glide & Define Liquid Eyeliner in Smoke**. This light grey shade will still give you a great smoky eye but is soft enough to wear during the day for a sophisticated on-trend professional work look.

Max Factor Smoky Eye Effect Mascara

- **Max Factor Mastertouch Concealer in Fair** – RRP \$25.95
- **Max Factor Kohl Pencil in Black** – RRP \$20.95
- **Max Factor Masterpiece Glide & Define Liquid Eyeliner in Black** – RRP \$20.75
- **Max Factor Colour Perfection Eyeshadow Duo in Star Studded Black** – RRP \$16.95
- **Max Factor Earth Spirits Eyeshadow in Wicked White** – RRP \$12.95
- **Max Factor Earth Spirits Eyeshadow in Onyx** – RRP \$12.95
- **Max Factor False Lash Effect Mascara in Black** – RRP \$24.95

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