

MEDIA OUTLET: Beauty Heaven

SECTION: Beauty Blog
DATE: 7th January, 2011
CIRCULATION: N/A
MEDIA TYPE: Online
REGION: Australia

The screenshot shows the Beauty Heaven website interface. At the top left is the logo 'beautyheaven' with the tagline 'Australia's leading beauty destination'. To the right is a promotional banner: 'Vote for your favourite beauty product to win over \$1,000 worth' with a 'CLICK HERE TO WIN' button. Below the banner is a navigation menu with links: Home, Products finder, Beauty articles, Salons finder, Ask us, Calendar, and Feedback. A secondary menu includes Chat, Quizzes, Video, and Galleries. A search bar is present with a dropdown for 'Beauty brands: Select one' and a 'go' button. The breadcrumb trail reads 'Home » Beauty Blog » How to: shake the eyeliner smear'. The main content area features the 'Beauty blog' title and a large image of a woman's face with dramatic eye makeup. The article title is 'How to: shake the eyeliner smear', dated '07 Jan 2011 15:45 PM' and posted by 'bh'sOlivia'. The text describes a common problem of smudged eyeliner and offers several tips: sharpening the pencil, using a sealant (BeautySnapz Eyeliner Sealer), dusting finishing powder, and using a pen liner. The article concludes with a recommendation for the Nutrimetics nc Liquid Eye Definer Precision Liner Pen and additional advice on base makeup and powder application.

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Home » Beauty Blog » How to: shake the eyeliner smear

Beauty blog



How to: shake the eyeliner smear

07 Jan 2011 15:45 PM | Posted by bh'sOlivia

Back in the day, no matter how precisely I took to my eyes with my kohl pencil in the morning, by around midday, I always had a slight smudge under my bottom lashes and in the corner of my eyes. Until I started in this gig and picked up a trick or tow of course!

So if you tend to encounter the same problem then you should read on, because I'm about to share my secrets to help your liner stay put all day long.

- Always make sure your eyeliner is sharpened, as a blunt pencil leaves a wider line and is more prone to smudging.
- Try using a seal over the top of your line to keep it in place. We like: **BeautySnapz Eyeliner Sealer**.
- You can also try dusting a bit of finishing powder over your kohl or liquid liner, and avoid blinking for as long as you can to give it time to dry.
- Start off with a pen liner. I find these far easier and more accurate to use (especially when you're just starting out), as the line comes out bold and straight

and doesn't smear like some of my kohl pencils do. Try: **Nutrimetics nc Liquid Eye Definer Precision Liner Pen**.

- Make a good base. Liners applied on top of powder eyeshadows generally have good staying power, but cream shadows aren't so good. This is because the creams tend to move and crease into your lid and so often your liner moves with it.
- If you do want to wear a cream shadow, try just lining the inner rim of your eye, or if you really want to line the top lash line, just ensure you apply translucent powder on top of both the cream shadow and liner to help it stay put.