

SECRETS FROM A BEAUTY INSIDER



MAKEUP GUIDE
SMOKEY EYES

FOR WOMEN OVER 40

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THANKYOU FOR JOINING ME FOR YOUR ONLINE SMOKEY EYE MINI MAKEUP CLASS

Smokey eyes make you feel sexy. They make you feel mighty fine, sheesh even, damn hot. Smokey eyes are my personal go-to technique - they are your go-forth-and-take-on-the-World eyes!

The smokey eye technique helps to balance your eye makeup. It's an amazing trick for giving the illusion of "lifting" a hooded eye. Ladies this is why it's a winner of a technique for you to master.

Missed the LIVE class or want to rewatch it? Click the link [HERE](#)



PLEASE READ THIS:

Please know that when you click some of the products linked in my guides I may receive a small, teeny weeny, affiliate commission payment. As an independent makeup and beauty consultant this small payment enables me to bring you so much free content. So if you love what you find here - and you enjoy my free content, tutorials, lessons, advice, guidance - please support my small business by using the links provided. Thankyou for your wonderful support, Amanda x

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WELCOME TO THE SMOKEY EYE CLUB

THE 3 RULES

The first rule of the Smokey Eye Fight Club is **Keep. It. Simple.**

Don't try to do too much. The "Smokey" bit just means you run a little eyeshadow under the eye.

The second rule of the Smokey Eye Fight Club is **Choose soft, pretty colours.**

Steer away from harsh colours like black.
Experiment with darker colours once you've mastered the technique.

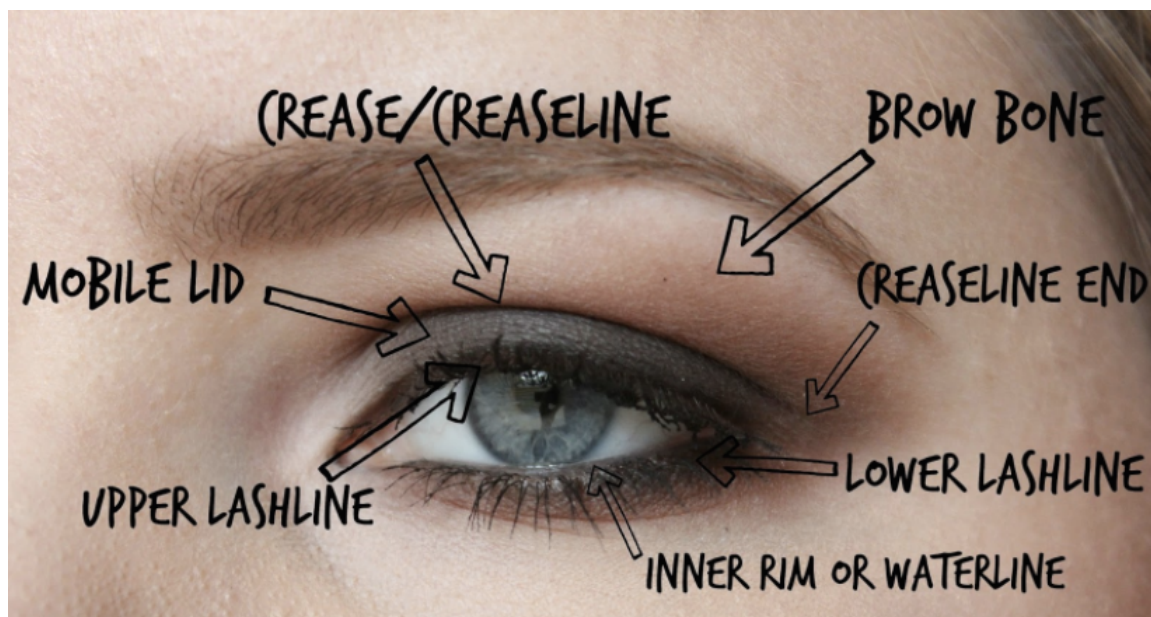
The third rule of the Smokey-Eye-Fight-Club is **Blend, blend, blend.**

This is the secret to a successful smokey eye.
A diffused wash of colour and no hard lines.

THE 5 STEPS TO A SIMPLE SMOKEY EYE

STEP 1 - DO YOUR LOWER LASH LINE FIRST

- Lay your under-eye colour down first.
- I like to use a bronzer for this step, shaping and contouring the eye.
- Run a little bronzer under the lower lash bed. Stay close to the lashline.
- Extend beyond the corners of your lower lash. It should be a diagonal line that looks a bit like a wing! This is what I call creating your “guideline”. A line for where to place colour on the upper portion of your eye.
- Take the fluffy blending brush and diffuse the line of shadow under your eye.



Use this diagram to help you make sense of what goes where.

PRO ARTIST TIP Do not extend beyond the guideline, you will drag your eye downwards - ain't no women over 40 want a droopier eye! Keep colour within this guideline and you will help give the illusion of “lifting” your eyes.

STEP 2 APPLY LONG WEAR EYESHADOW TO YOUR MOBILE LID

- Apply shadow on the mobile lid. Don't extend beyond the guideline you created in Step 1.
- Blend up and slightly over your socket line and diffuse out.
- Don't come too close to the inner corners of your eye.
- Use your Bronzer to deepen the outer 1/3 of your eye and "join up" the wing you created in Step 1. Want more depth and colour? Add a deeper eyeshadow to the outer 1/3 of your upper and lower eyeline.

PRO ARTIST TIP Layering a longwear cream shadow under your eyeshadow will add dimension, "wow" factor and staying power to your look



PRODUCT RECOMMENDATIONS:

- **Ere Perez Cosmetics Rice Powder Bronzer** - A must-have in everyone's makeup purse, perfect for shaping eyes and giving that all over bronzed goddess glow. Click [HERE](#) to learn more. Available in my shop www.amandaramsay.com.au/shop
- **mii cosmetics Forever Eye Crayon** - These bad boys are my holy grail and will totally change your makeup game fore ever. From Australian-owned UK pro-salon brand. Click [HERE](#) to learn more. Available on my website www.amandaramsay.com.au/shop
- **Ere Perez Cosmetics Micellar Water** - 100% natural, clean, gentle yet incredibly effective eye makeup remover. Suitable for sensitive skin. Click [HERE](#) to learn more. Available in my shop www.amandaramsay.com.au/shop

STEP 3 - APPLY EYELINER TOP & BOTTOM

- Line your upper lash line with a gorgeous eye pencil, preferably a 100% natural or organic formula that's safe for really sensitive eyes.
- Smudge and soften your eyeliner using a little eyeshadow or Bronzer.
- Tightline your upper and lower waterline for added drama.



PRO ARTIST TIP:

Lining the UPPER waterline, creates the illusion of thicker eyelashes. Great trick if you're losing eyelashes.

PRODUCT RECOMMENDATION:

Kylies Professional Eye Pencil - Tiger Eye (brown) or (black) Australian 100% natural high performance brand (created by a makeup artist). Click [HERE](#) to learn more.

Available in my shop. You can purchase these individually or as part of the **Easy Everyday Eye Kit** and **Smokey Eyes Kit**. amandaramsay.com.au/shop

STEP 4 - LASHINGS OF MASCARA

- Load up on mascara. Concentrate on the outer corners.
- Start at the root of the lash and "wiggle" the wand up the lash. Repeat 2 - 3 times.



PRO ARTIST TIP:

Before you load up on mascara, curl your lashes. This single, simple tip will open up your eyes, next level. Great for all women over 40 as it really helps create a more "lifted" look.



PRODUCT RECOMMENDATIONS:

- **Makeup Weapons Diamante Encrusted Lash Curler** Created by Australian professional makeup artist Click [HERE](#) to learn more, and get 20% off when you use the code AMANDARAMSAY
- **mii Cosmetics Lash Lover Feature Length Mascara** - The ultimate mascara for mature eyes. It's super lengthening, vividly volumising and ultra-black. This is my new fave mascara. Click [HERE](#) to learn more.
- **INIKA Organic Long Lash Mascara** - Australian certified organic 100% natural, perfect for sensitive + hooded eyes, adds volume & length. My holy grail. Click [HERE](#) to learn more.

STEP 5 - FILL IN YOUR BROWS

Defining your brows really does bring the whole look together.

PRODUCT RECOMMENDATION:

A pencil that fills in the gaps (and does the hard work for you), needs no sharpening coupled with a brow gel that instantly adds volume and definition plus sets your brows ... makes this the easiest eyebrow duo ever. Click [HERE](#) for more info. Available on amandaramsay.com.au/shop



THE SHINE SESSIONS

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Want to learn how to apply all this magnificent makeup to enhance and flatter your skin?

This online masterclass is a series of bite-sized lessons, 25 short, easy to follow video tutorials, printable step by step guides, and "live" Q&A sessions with Amanda that will empower you to simplify your makeup and amplify your look every day. All conveniently housed in one location. Dip in and out as and when it suits you. Come back and practice - you'll have 6 months access - watch a video as you get ready for a night out!

You will learn how to choose the right products to flatter and enhance your individual beauty, look radiant, and feel a million bucks. With Amanda as your biggest cheerleader. You'll have beautiful, enriching positivity and loads of support as we move through this mid-life scenario. Aging beautifully. Together.

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YOUR SMOKEY EYE CHECKLIST



Choose a soft mid-tone matte eyeshadow colour (stay away from black and charcoal grey).



Run a mid-tone eyeshadow colour under your eye first (extend slightly to create guideline)



Place the mid-tone eyeshadow on your mobile lid (don't go past the guideline!)



Blend blend blend. And blend some more.



Line your upper lash bed with a soft eyeliner



Line your lower lash bed with a soft eyeliner



Tightline your upper and lower water line



Curl lashes



Load up on mascara (2 -3 coats)



Fill gaps in your brow. Et voila.



Have you noticed how gorgeous you are? Smokin' hot girl.

Amanda Ramsay