CONTOURING AND HIGHLIGHTING FOR FACE SHAPES

1. IDENTIFY YOUR FACESHAPE USING SILKS UNDERSTANDING FACE SHAPES TIPS AND TRICKS.

2. UNDERSTANDING CONTOURING AND UNDERSTANDING HIGHLIGHTING:

C  Contouring is when matte powders and creams are used to refine and reshape the features of the face. A contour shade should be 2 shades darker than your foundation colour so that you can create shadows to sculpt and define the face.

H  Highlighters are used to enhance facial features and even out face symmetry. Highlighting products are lighter than your foundation by 1-2 shades. There are two types of highlighters, the illuminating highlighters and matte highlighters.

H  Matte highlighters push your features forward. They conceal uneven skin tone and draw flattering attention to the features you want to enhance. Illuminating highlighters are used to boost skin radiance. Illuminators are only applied to the highest points of the face. They are used to attract light to the skin for a healthy glow.
COUNTOURING & HIGHLIGHTING

1. **ROUND**
   - The cheekbones are the widest part of a round face. The chin is soft and the jawline is round. Think of a square face, but with softer angles.
   - Contour the neck
   - Contour the jawline to define the jaw
   - Contour under the chin and jawline to sculpt the jaw from the neck
   - Contour under the cheekbone to sculpt and define the cheeks
   - Contour along the hairline on the forehead to shade the top of the face
   - Contour the sides on the nose to slim the face
   - Highlight the centre of the forehead, centre of the chin, bridge of the nose and under eyes with highlight shade foundation
   - Highlight the highpoints of the cheeks, nose and brow bone with Argan Body Shimmer

2. **SQUARE**
   - A square face has a wide jawline and forehead. The sides of the face are strong and angular. The jawline is straight, well defined and has minimal curves.
   - Contour the sides of the jawline to reduce the heaviness in that area
   - Contour under the chin and along the jawline to shape and soften
   - Contour under the cheekbone and up to the temple to lift the entire face
   - Contour the sides of the forehead sweeping the hairline
   - Highlight the centre of the forehead, bridge of the nose and under eyes with highlight shade foundation
   - Highlight the highpoints of the cheeks with Argan Body Shimmer

3. **HEART**
   - A heart-shaped face has a long and pointed jawline, the chin is the smallest point of the face. Think: a triangle flipped upside down on one point.
   - Contour the wider points of the face, the forehead and the cheekbones
   - This will soften the width of the face and align the cheeks with the jawline
   - To reduce a prominent chin contour under the chin blending towards the centre
   - Highlight the centre of the forehead and sides of the jawline to balance the face
   - Highlight under the eyes and bridge of the nose
   - Avoid highlighting the chin if the chin is pointed
**COUNTOURING & HIGHLIGHTING**

**4 OVAL**

An oval face shape will have a forehead that is just slightly wider than your chin – think upside down egg. Your jawline will be a bit rounded and your face will be longer than it is wide.

- **C** This face shape contours naturally
- **C** Contour under the cheekbones following down toward the mouth to lift the face
- **C** If the face is long oval, contour the forehead and chin to shorten the length of the face
- **H** Highlight to the tops of the cheekbones, the brow bone, down the centre of the nose and the cupids bow

**5 OBLONG**

This face shape has a prominent forehead and chin. Long/ Oblong faces are similar to oval and square-shaped faces. However, a long face is longer in length than width. Your forehead, cheeks and jawline should all be pretty much the same width.

- **C** Contour the forehead and the chin to balance the face
- **C** Contour under the chin and along the hairline to reduce the length of the face
- **C** Contour the cheekbones to define the cheeks. Apply blush to the apples of the cheeks sweeping outwards
- **H** Highlight the centre of the face to widen the middle of the face
- **H** Highlight under the eyes and centre of the forehead
- **H** Avoid highlighting the chin
- **H** Highlight the centre of the nose