

EYE SHADOW GUIDE *Find the color that's right for you*

PurePressed® Eye Shadow

SKIN TONE	NEUTRAL				WARM				COOL				
FAIR	WHITE	OYSTER	HUSH	SUPERNOVA	BONE	CHAMPAGNE	ALLURE	PEACH SHERBET	WINK	CREAM	NUDE	PLATINUM	MERMAID
	STEAMY				CAPPUCCINO	ROSE GOLD			TAUPE	VIOLET EYES	DUSK		
LIGHT	WHITE	OYSTER	HUSH	SUPERNOVA	BONE	CHAMPAGNE	ALLURE	PEACH SHERBET	WINK	CREAM	NUDE	PLATINUM	MERMAID
	DAWN	STEAMY			CAPPUCCINO	ROSE GOLD			TAUPE	VIOLET EYES	DUSK		
LIGHT TO MEDIUM	WHITE	OYSTER	HUSH	SUPERNOVA	BONE	CHAMPAGNE	ALLURE	PEACH SHERBET	WINK	CREAM	NUDE	PLATINUM	MERMAID
	DAWN	STEAMY			CAPPUCCINO	ROSE GOLD	DARK SUEDE		TAUPE	SMOKY GREY	VIOLET EYES	IRIS	DUSK
MEDIUM	OYSTER	SUPERNOVA	DAWN	CRUSHED ICE	BONE	PEACH SHERBET	CAPPUCCINO	ROSE GOLD	WINK	CREAM	NUDE	PLATINUM	MERMAID
	STEAMY	BLUE HOUR			DARK SUEDE				TAUPE	SMOKY GREY	VIOLET EYES	IRIS	DUSK
MEDIUM TO DARK	OYSTER	HUSH	SUPERNOVA	DAWN	BONE	CHAMPAGNE	ALLURE	PEACH SHERBET	CREAM	NUDE	PLATINUM	MERMAID	TAUPE
	CRUSHED ICE	STEAMY	BLUE HOUR	EBONY	CAPPUCCINO	ROSE GOLD	DARK SUEDE		SMOKY GREY	VIOLET EYES	IRIS	DUSK	MAGIC
DARK	HUSH	SUPERNOVA	DAWN	STEAMY	BONE	CHAMPAGNE	ALLURE	PEACH SHERBET	CREAM	NUDE	MERMAID	SMOKY GREY	VIOLET EYES
	BLUE HOUR	EBONY			CAPPUCCINO	ROSE GOLD	DARK SUEDE		IRIS	MAGIC	FOREST	MERLOT	SHADY LADY
VERY DARK	HUSH	SUPERNOVA	DAWN	STEAMY	CHAMPAGNE	ALLURE	PEACH SHERBET	ROSE GOLD	NUDE	MERMAID	SMOKY GREY	VIOLET EYES	IRIS
	BLUE HOUR	EBONY			DARK SUEDE				MAGIC	FOREST	MERLOT	SHADY LADY	DOUBLE ESPRESSO
DEEP	HUSH	SUPERNOVA	DAWN	STEAMY	ALLURE	PEACH SHERBET	ROSE GOLD	DARK SUEDE	NUDE	MERMAID	SMOKY GREY	VIOLET EYES	IRIS
	BLUE HOUR	EBONY							MAGIC	FOREST	MERLOT	SHADY LADY	DOUBLE ESPRESSO

3-STEP EYES: *conceal. prime. complete.*

Create pretty eye looks from soft to smudgy with *jane iredale* makeup and these three easy steps:



conceal with *Circle\Delete*, *Active Light* or *Enlighten*

Diminish the appearance of under-eye imperfections with skin-conditioning concealers that easily blend and build to the desired coverage:

Circle\Delete® Concealer provides hydration and customized camouflage coverage.

Active Light® Under-eye Concealer reduces puffiness as it conceals.

Enlighten Concealer™ covers very dark circles and severe discoloration.



prime with *Smooth Affair*™ for Eyes

Help eye color glide on and stay on without creasing, smudging or caking. Our buttery-soft, cream-to-powder eye primer also minimizes the appearance of eyelid texture for a beautifully smooth finish.



complete with *color and definition*

Complete the look with *jane iredale* eye shadows, eyeliners and mascaras that condition and protect as they enhance the skin around the eye. Don't forget to smooth, define and set your brows for a perfectly framed eye!

PurePressed® Eye Shadow Duo & Triple

SKIN TONE		NEUTRAL		WARM		COOL
FAIR		BROWN SUGAR SWEET SPOT		OYSTER/ SUPERNOVA TRIPLE COGNAC		SUNDOWN PINK QUARTZ PINK BLISS
LIGHT		BROWN SUGAR SWEET SPOT		OYSTER/ SUPERNOVA TRIPLE COGNAC		SUNDOWN PINK QUARTZ PINK BLISS
LIGHT TO MEDIUM		BROWN SUGAR SWEET SPOT		OYSTER/ SUPERNOVA TRIPLE COGNAC		SILVER LINING SUNDOWN PINK QUARTZ PINK BLISS
MEDIUM	SOFT KISS	BROWN SUGAR		OYSTER/ SUPERNOVA		SILVER LINING SUNDOWN PINK QUARTZ
MEDIUM TO DARK	SOFT KISS	BROWN SUGAR		OYSTER/ SUPERNOVA		SILVER LINING SUNDOWN
DARK	SOFT KISS	BROWN SUGAR		OYSTER/ SUPERNOVA		SILVER LINING SUNDOWN
VERY DARK	SOFT KISS					SILVER LINING
DEEP	SOFT KISS					SILVER LINING

- Blue eyes = warm and neutral tones
- ● Green & Golden Brown eyes = cool and neutral tones
- Chocolate Brown eyes = all tones

jane iredale
THE SKINCARE MAKEUP®