

CONTOURING ANIMATION

FLEET WINDOW
EXTERIOR VIEW



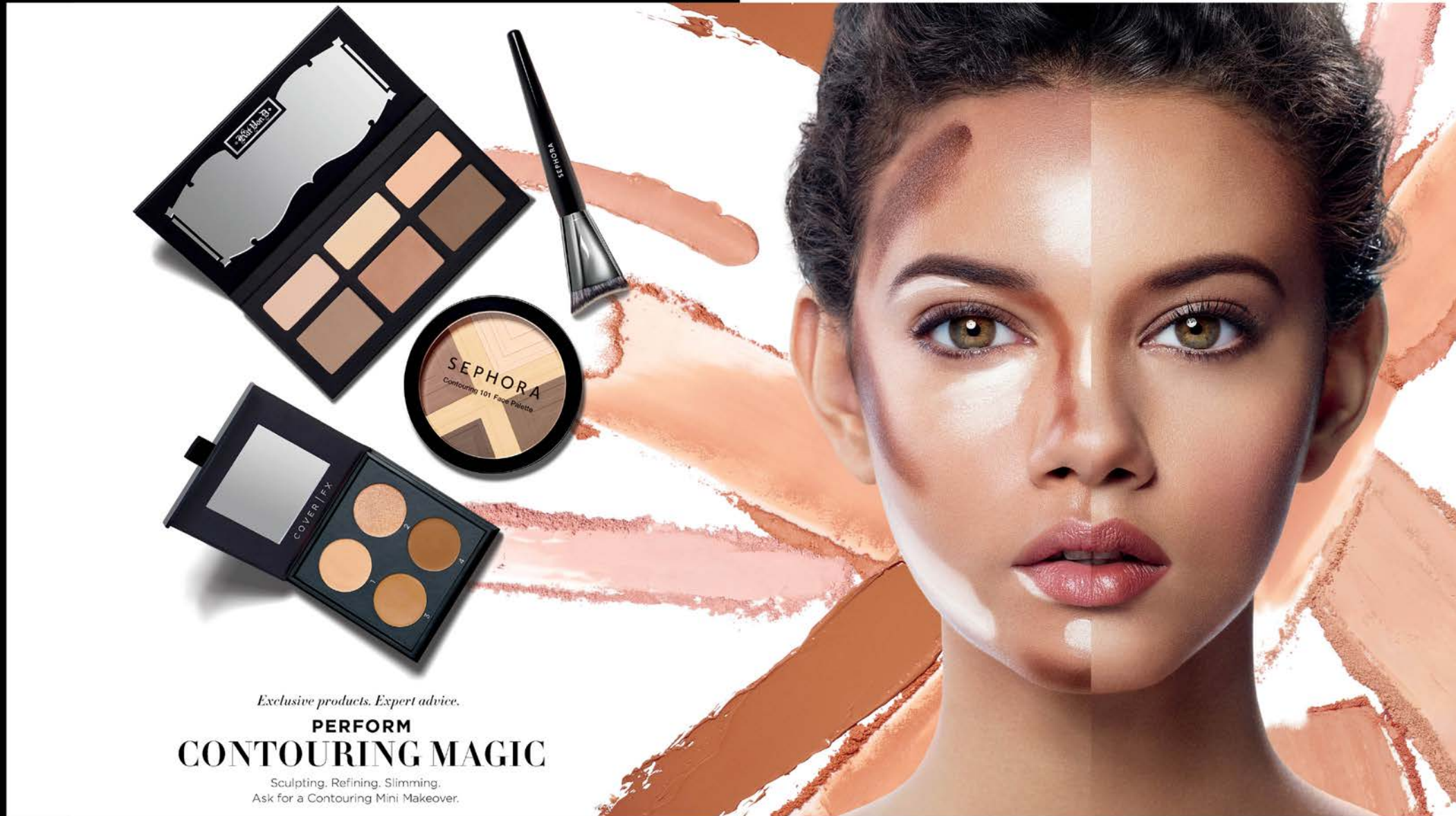
CONTOURING ANIMATION

FLEET WINDOW
INTERIOR VIEW



CONTOURING ANIMATION

ADVERTISING ASSORTMENT 1



Exclusive products. Expert advice.
**PERFORM
CONTOURING MAGIC**
Sculpting. Refining. Slimming.
Ask for a Contouring Mini Makeover.

KAT VON D Shade + Light Contour Palette \$46
SEPHORA COLLECTION Pro Contour Blender #77 \$34
SEPHORA COLLECTION Contouring 101 Face Palette \$26
COVER FX Contour & Highlight Kit \$48

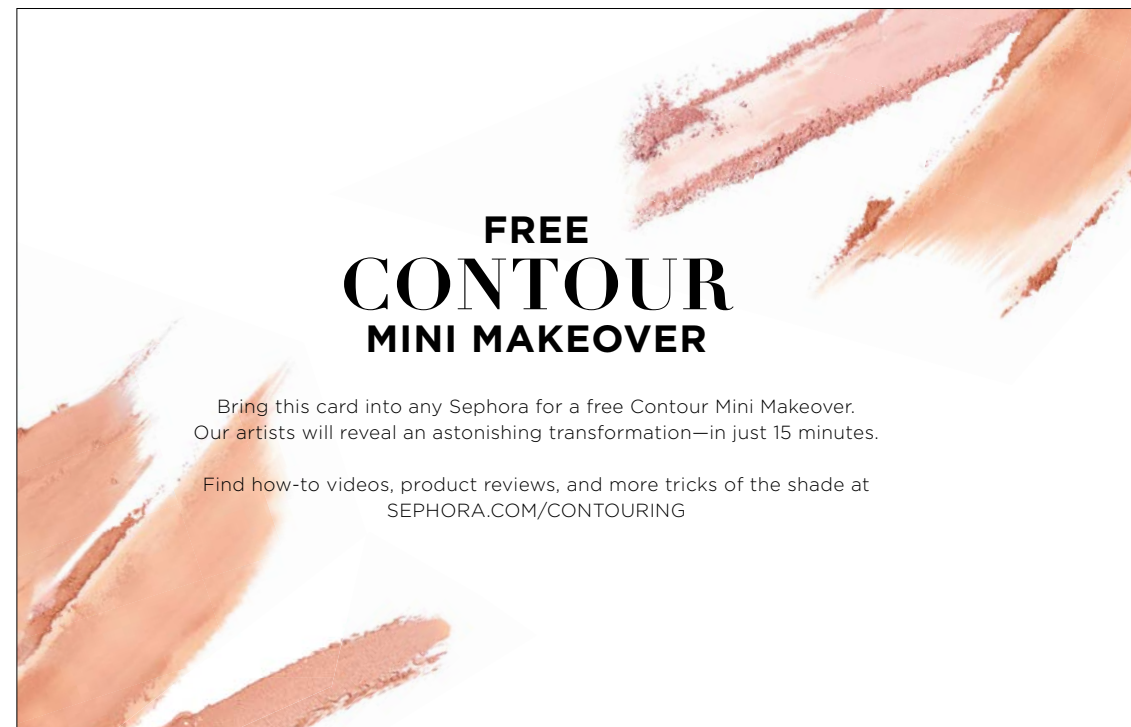
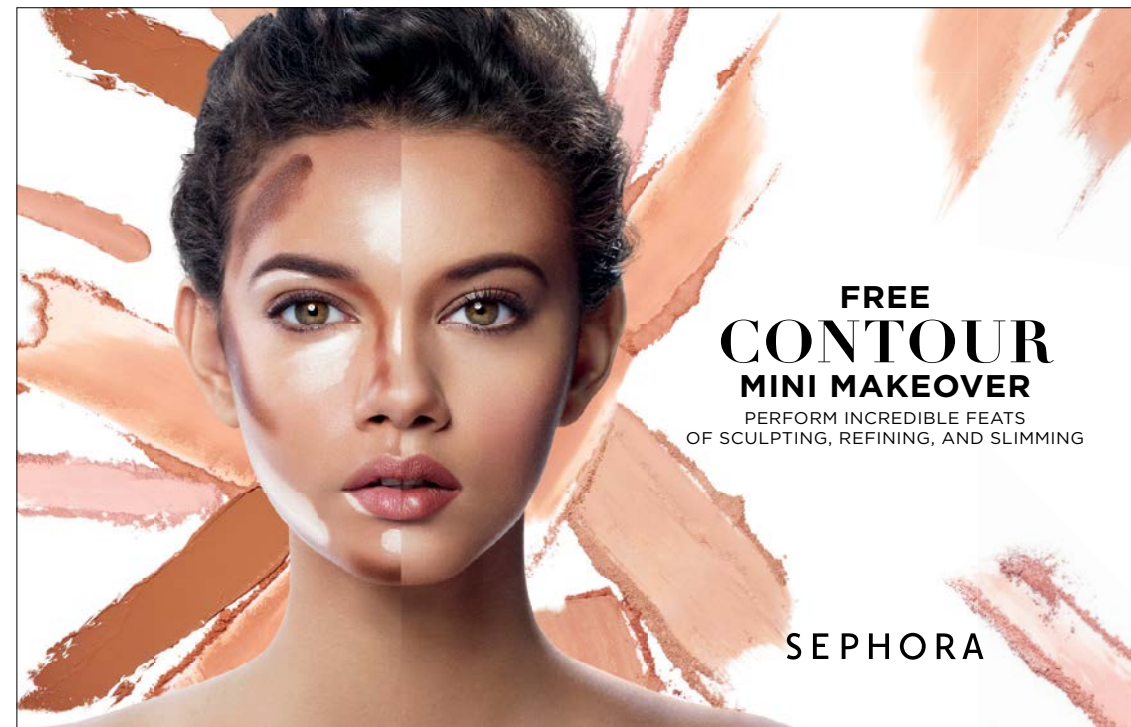
#MAKEOVERSBYSEPHORA

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CONTOURING ANIMATION

TIP IN



CONTOURING ANIMATION

IN STORE COLLATERAL

SEPHORA

POWDERS

WHY WE'RE SPELLBOUND
PERFECT FOR BEGINNERS / BUILDABLE COVERAGE / CONTROL OIL AND SHINE

- KAT VON D \$36**
Shade # Light Contour Brush
Dual-sided brush sculpts seamlessly.
- MAKE UP FOR EVER \$39**
Pro Sculpting Duo
Undetectable, gel powder formula for mistake-proof shaping.
- MARC JACOBS \$49**
#INSTAMARC Light Filtering Contour Powder
Fine, jet-milled pigments blend seamlessly into skin.

POWDERS

WHY WE'RE SPELLBOUND
PERFECT FOR BEGINNERS / BUILDABLE COVERAGE / CONTROL OIL AND SHINE

- BÉSAME \$22**
Brightening French Vanilla Face Powder
Sets highlighted areas and color corrects.
- TOO FACED \$40**
Cocoa Contour Kit
Infused with antioxidant-rich cocoa powder.
- SEPHORA COLLECTION \$34**
Pro Contour #79 Brush
Tapered brush for targeted blending.

POWDERS

WHY WE'RE SPELLBOUND
PERFECT FOR BEGINNERS / BUILDABLE COVERAGE / CONTROL OIL AND SHINE

- KAT VON D \$46**
Shade # Light Contour Palette
Pigment-saturated shades that last all day.
- SMASHBOX \$45**
Step-By-Step Contour Kit
Trio of blendable powders for smooth definition.
- KEYVIN AUCCOIN \$59**
The Contour Book
The Art Of Sculpting + Defining
Complete palette for sculpting face, eyes, and brows.

CREAMS

WHY WE'RE SPELLBOUND
IDEAL FOR DRY SKIN / SIMPLE TO BLEND / MAKEUP ARTISTS' GO-TO

- BECCA \$42**
Lowlight/Highlight Perfecting Palette
Two fan-favorite products create soft dimension.
- LAURA MERCIER \$50**
Flawless Contouring Palette
Sheer shades create subtle shadows for natural-looking definition.
- SEPHORA COLLECTION \$34**
Pro Contour Blender #77
Bristles deposit even color with every sweep.

STICKS

WHY WE'RE SPELLBOUND
ULTRA-PRECISE APPLICATION / HANDY AND PORTABLE

- TARTE \$24**
The Sculptor Contouring Face Slenderizer
Formulated with nourishing Amazonian clay.
- TARTE \$32**
The Slenderizer Bamboo Contour Brush
Multitasking, double-ended brush buffs and blends.
- NUDESTIX \$24**
Sculpting Pencil
Double-ended, vitamin-enriched crayon for quick and easy contouring.
- SMASHBOX \$45**
Step-By-Step Contour Stick Trio
Easy-to-wield, ultra-creamy formula sinks into skin.

CONTOURING
MAGIC
SEPHORA

PERFORM INCREDIBLE FEATS OF SCULPTING, REFINING, AND SLIMMING—IN JUST FIVE STEPS.

- PREP**
Apply a natural-finish foundation to skin that's been cleansed, moisturized, and primed.
- HIGHLIGHT**
Use a light matte shade to lighten the high planes of the face, illuminating and accentuating natural bone structure. Apply it symmetrically based on your face shape.
- CONTOUR**
Use a dark contour shade to emphasize the natural hollows of the face and sculpt a more defined shape. Choose a shade that's taupe-based and matte—not orange or shimmery.
- BLEND**
Soften the highlighted areas first with a brush or sponge, using pressing or patting motions. Then use sweeping strokes to brush the contour into the highlight, working toward the center of the face. Always blend with clean tools.
- FINISH**
To lock/makeup into place, set cream contouring products with loose powder, and powder contouring products with a makeup setting spray. Add warmth with blush, bronzer, or luminizer.

FIND HOW-TO VIDEOS, PRODUCT REVIEWS, AND MORE TRICKS OF THE SHADE AT SEPHORA.COM/CONTOURING

HOW-TO: OVAL FACE

ABOUT 1 1/2 TIMES LONGER THAN WIDE / BALANCED AND SYMMETRICAL OVERALL

- PREP**
Apply foundation to skin that's been cleansed, moisturized, and primed.
- HIGHLIGHT**
Use a light matte shade to lighten and illuminate the natural high planes of the face.
- CONTOUR**
Use a dark shade to emphasize the natural hollows of the face.
- BLEND**
Soften and brush the contour into the highlight, working toward the center of the face.
- FINISH**
Add warmth with blush, bronzer, or luminizer.

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HOW-TO: SQUARE FACE

SHARP JAWLINE / LENGTH, WIDTH, AND JAWLINE ARE EQUAL / SHORTER FOREHEAD

- PREP**
Apply foundation to skin that's been cleansed, moisturized, and primed.
- HIGHLIGHT**
Elongate the face with V-shaped undereye highlights.
- CONTOUR**
Shade along the temples and jawline to soften angular features.
- BLEND**
Soften and brush the contour into the highlight, working toward the center of the face.
- FINISH**
Add warmth with blush, bronzer, or luminizer.

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HOW-TO: ROUND FACE

LENGTH AND WIDTH ARE EQUAL / SHORTER FOREHEAD AND CHIN / ROUNDED JAWLINE

- PREP**
Apply foundation to skin that's been cleansed, moisturized, and primed.
- HIGHLIGHT**
Lengthen the face with highlights down the midline.
- CONTOUR**
Shade at the temples and jawline to chisel and create definition.
- BLEND**
Soften and brush the contour into the highlight, working toward the center of the face.
- FINISH**
Add warmth with blush, bronzer, or luminizer.

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HOW-TO: HEART-SHAPED FACE

WIDEST AT THE FOREHEAD / NARROWER, POINTED CHIN

- PREP**
Apply foundation to skin that's been cleansed, moisturized, and primed.
- HIGHLIGHT**
Create width and balance with highlights at the jawline.
- CONTOUR**
Narrow the forehead by shading from the temples down.
- BLEND**
Soften and brush the contour into the highlight, working toward the center of the face.
- FINISH**
Add warmth with blush, bronzer, or luminizer.

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SUPERNATURAL SHAPE DAZZLING DEFINITION

They're Not Just Parlor Tricks

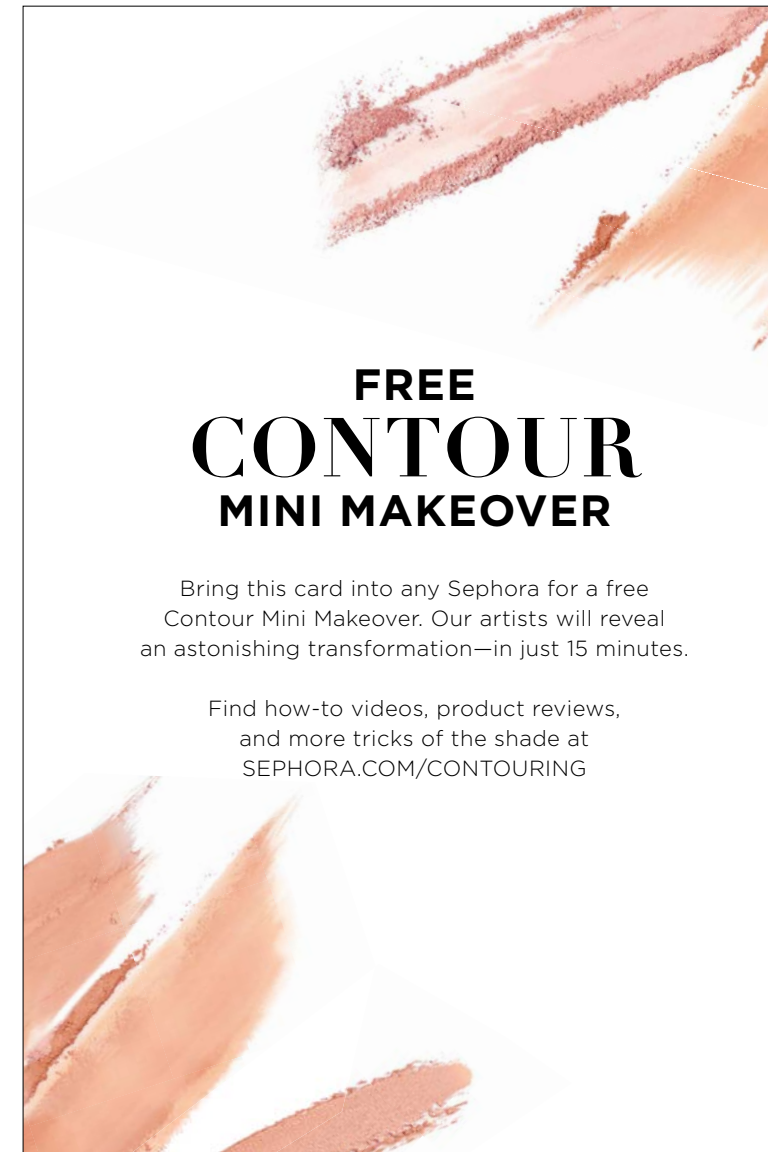
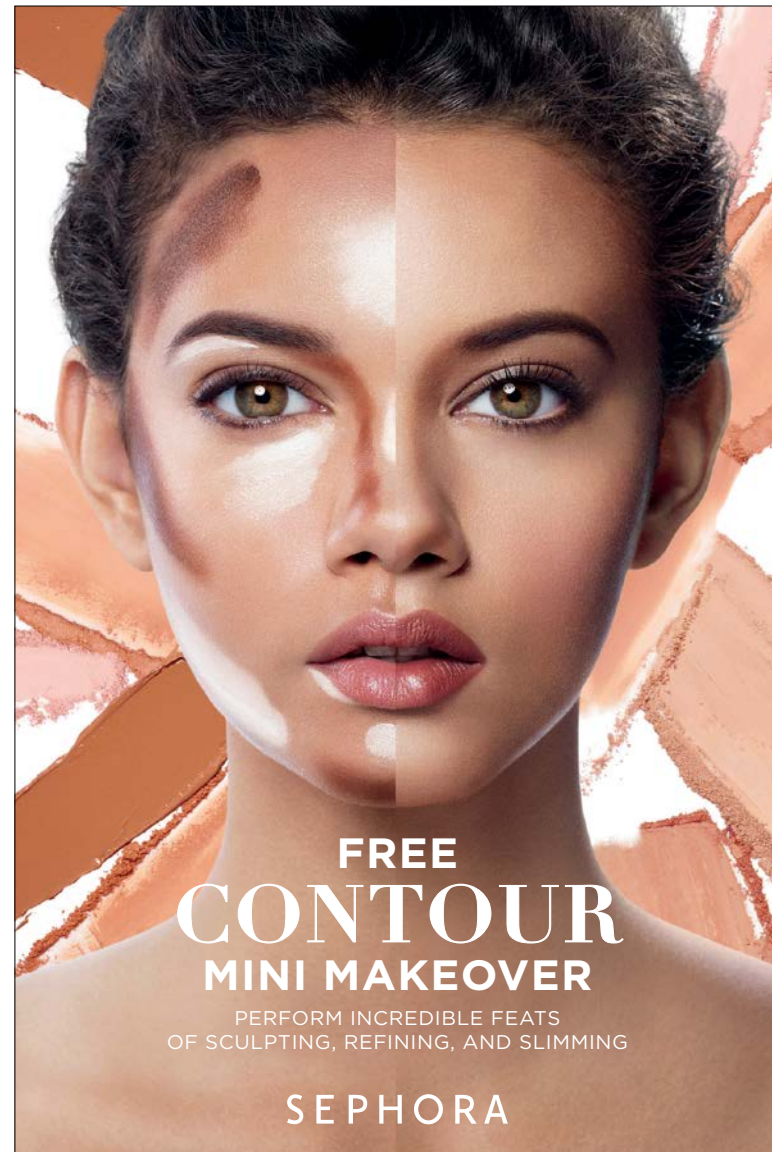
Contouring is the art of using shadow and highlight to sculpt, balance, and transform your face. Cheekbones appear out of thin air. Angles are refined in an instant. Imperfections vanish with the wave of a brush.

Use this guide to learn the right contouring techniques for your face shape and explore our astounding range of products—all available exclusively at Sephora. For one-on-one advice, visit the Beauty Studio for a free Contour Mini Makeover.

FIND HOW-TO VIDEOS, PRODUCT REVIEWS, AND MORE TRICKS OF THE SHADE AT SEPHORA.COM/CONTOURING

CONTOURING ANIMATION

INBOX PIECE



CONTOURING ANIMATION

ENDCAP

