

# MOTIVES<sup>®</sup> WATERPROOF EYE PENCIL

**MOTIVES**  
LOREN RIDINGER

BENEFITS

FAQ'S



## BENEFITS

- Will not smear
- Long lasting
- Waterproof
- Rich color that glides on smoothly
- Blend easily with smudger

## FAQ'S

What is the best way to use my Motives Waterproof Eye Pencil?

Gently pull your eyelid taut at an upward angle. Beginning at the inner corner, draw small, connected dashes along the top lashes. Be sure to stay close to the lash line so there is no skin visible between the lashes and the liner. To make eyes look bigger, extend the liner slightly beyond the outer corners. Blend the connected dashes together with the attached smudger.

What look can I achieve with the Motives Waterproof Eye Pencil?

Motives Waterproof Eye Pencils are great for all looks – day or night. Pair with neutral shades to achieve a sophisticated look for the office. At night, smudge the liner and blend with darker, sexier eye shadows for a great smokey eye. Motives Waterproof Eye Pencils resist smearing throughout the day and night so you always have the perfect look.

Which color will complement my eyes?

Because Motives Waterproof Eye Pencils come in a dark brown and a black, every eye color will be emphasized and look great. Brown and black are neutral colors, so every eye color will be complemented by the subtle but beautiful colors.

How easy is Motives Waterproof Eye Pencil to remove?

Though it stays on through rubbing and perspiration, when the time comes to cleanse it can be easily removed with Motives Waterproof Eye Makeup Remover.