

# MOTIVES® EYE BASE

**MOTIVES**  
LOREN RIDINGER

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## DETAILS

A creamy, weightless formula that helps smooth and even the complexion of the eyelid, creating a perfect canvas for eye makeup. This formula extends the wear of eye shadow, prevents creasing, and makes shadow colours more even, intense, brilliant-looking, fresh, and just-applied all day.

## BENEFITS

- Smooths and neutralizes the eyelids
- Keeps the eye shadow from creasing
- The eye color stays true

## FAQ

How should I use Motives Eye Base? Smooth Motives Eye Base over bare lids before applying eye makeup. You can use either your finger or a Motives Eye Blender Brush.

Why should I use a base before applying eye shadow? The natural oils in your skin can make shadows crease or run when they are in contact with an eye shadow. Applying a base before the shadow puts a buffer layer in between the oils and the shadow making the shadow look better and stay on longer.

Does the color of the base matter? No. Because the purpose of the base is to hold onto eye shadow color, the color of the base itself is less important.

Can I wear Motives Eye Base without wearing any eye shadow? Yes. The base eliminates the appearance of shiny eyelids, so you can use it just to reduce shine as well.

I have sensitive skin. Can I use Motives Eye Base? Yes. Motives Eye Base will not irritate sensitive skin because it is made with gentle ingredients