

EYES

PERFECT EYESHADOWS

STORY

All our eyeshadows and lipsticks are made in New York City by an iconic company called iL Makiage. This company has been on millions of fashion and beauty shoots since its inception 35 years ago. In the 1980s, iL Makiage extended to the consumer market a full line of cosmetics sold through salons under the name iL Makiage of Canada, later renamed MAC. (As a note, MAC was later purchased by Estee Lauder and more than likely changed the formula.) iL Makiage has a cult following among industry professionals. Key Makeup Artists like Bobby Brown, Francois Nars, Dick Paige and the late Kevin Aucoin, were all trained by Ilana Harkavi, owner and founder of iL Makiage USA. Every major beauty and fashion magazine, newspaper, and publication worldwide has paid tribute to Ilana Harkavi as a trendsetter in the cosmetics industry.

iL Makiage eyeshadows are a favorite of makeup pros worldwide for their beautiful blending and soft-on-the-skin texture. They contain the highest quality pigments from Israel and are easy to apply and wear. In 1996, iL Makiage won the Allure Magazine Best of Awards for lipsticks and eyeshadows.

This review on the internet from a professional makeup artist is a perfect example of how this product is re-emerging into the cosmetic world: "I used to use this line ages ago and would stock up when I was in New York. For some reason, I lost track of the brand. I'm really glad I came across it again because the quality is superb."

BEST WAY TO USE

Use shadows dry for a powdery, more blendable finish or wet for a bold, more opaque finish. Shadows can also be applied wet or dry as an eyeliner. When applying wet, dampen the brush bristles and touch in the shadow, do not add water to the shadow pan.

INGREDIENTS

Talc, Zinc Stearate, Mineral Oil, Methylparaben, Propylparaben. May Contain: Iron Oxides, Chromium Oxide Greens, Chromium Hydroxide Green, Ultramarine Blue, Ultramarine Pink, Manganese Violet.