

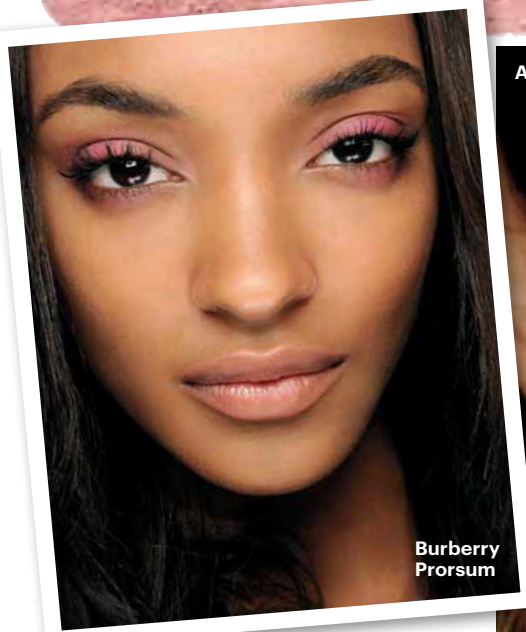
Beauty Reporter

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LOOK NOW Pink Shadow

There's nothing daring about rosy pink—until it's worn on the eyes. This season, the ladylike shade moved from cheeks to lids for a young, sexy flush that won't be confused with an eye infection. —SOPHIA PANYCH

CoverGirl Flamed Out Shadow
Pencil in Hot-Pink Flame



Burberry
Prorsum

Makeup artist Wendy Rowe dusted rose shadow all over the lids at Burberry Prorsum, darkening the center, diffusing the edges, and ditching mascara altogether. "This is how a cool girl wears pink eye shadow," she said.



Burberry
Prorsum



Anna Sui

To get the "halo effect" around the eyes at Anna Sui, makeup artist Pat McGrath spread pink cream blush on lids and finished with glitter. "I used my fingers to melt the cream into the skin," she said.

Shiseido Makeup
Shimmering Cream Eye
Color in PK 302

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TIP

"Reddish pinks and fuchsias can make the eyes look sore or irritated. Instead, try a pale or dusty rose color with a blue undertone," said Rowe.