

LIGHT AND SHADOWS

How they affect your facial appearance



"All the diversity, all the charm, all the beauty of life are made up of light and shade."

- LEO TOLSTOY

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Convexities curve out, reflecting light¹

Note these natural convexities in your facial structure:

- Forehead^{2,3}
- Cheekbones²⁻⁴
- Bridge of the nose³
- Lips³
- Chin⁴
- Jawline⁵



Our eyes are drawn to highlights, which bring brightness to facial features.



Concavities curve in, creating shadows⁵

Look for these natural concavities in your facial structure:

- Area under the eyes
- Area just under the cheekbones
- Nasolabial area or parentheses lines (between the nose and mouth)
- Area under the chin



Shadows are just as important as highlights for creating balance in the interplay of light over the face.

THE RESULT OF CONVEXITIES AND CONCAVITIES

Eye-catching facial highlights

YOUR FOREHEAD: a large, smooth surface with uniform light reflection¹



- A broad, smooth surface with gentle arc

YOUR CHEEKBONES: the most defining highlight^{1,3}



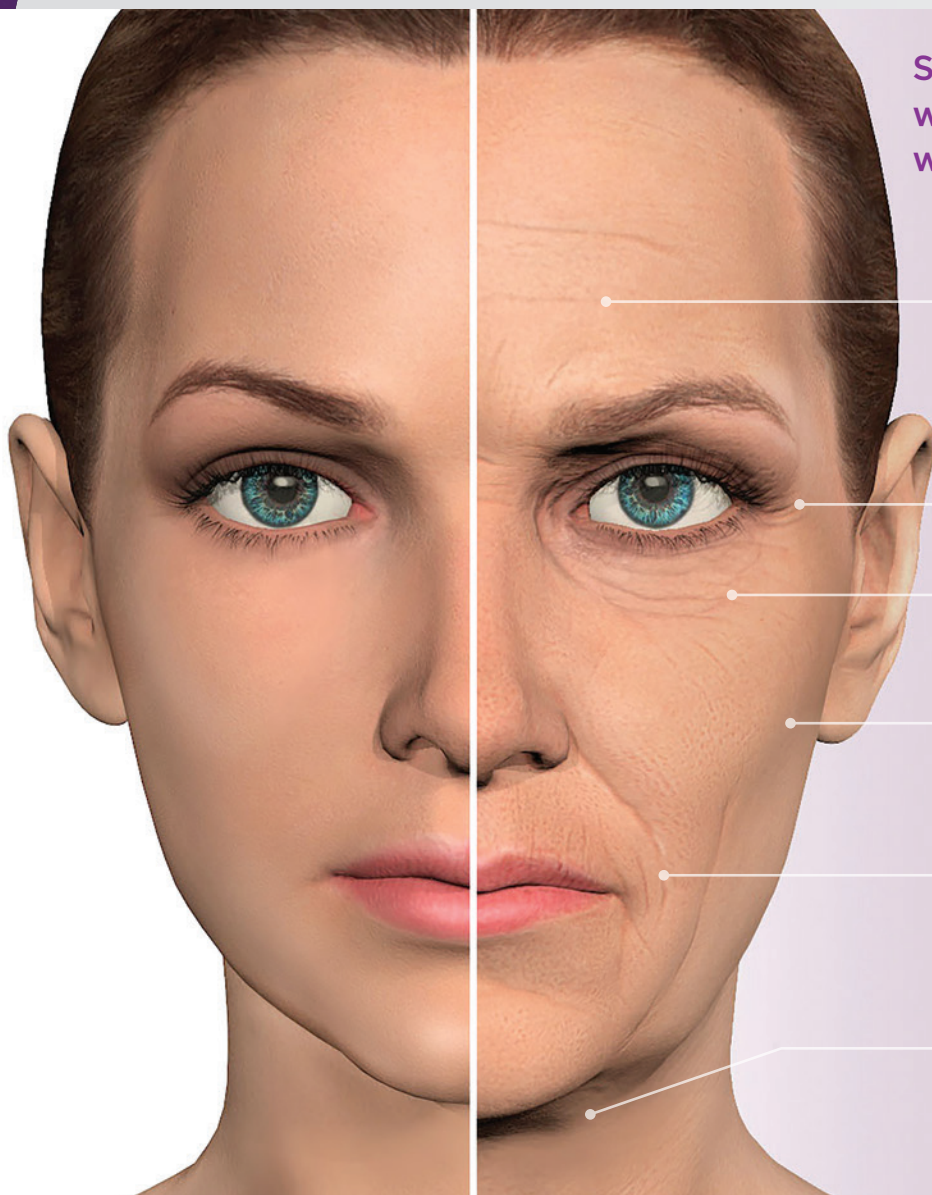
- High and rounded with a subtle S-shaped curve

YOUR LIPS: highlights that attract immediate attention¹

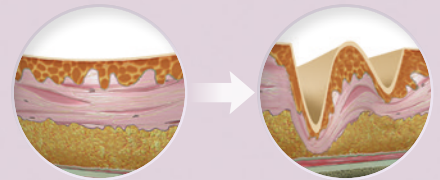


- A single convex unit—your “pout” is enhanced by additional curves like the Cupid’s bow

CHANGES IN FACIAL ANATOMY AFFECT CONVEXITIES AND CONCAVITIES



Smooth, even surfaces give way to shadow-trapping wrinkles and loss of highlights⁵⁻⁸



Lines and wrinkles

Loss of fullness and flattened cheeks^{2,9,10}

- Accentuate shadows under the eye²
- Contribute to shadow-trapping lines around the nose and mouth (nasolabial folds)^{2,10}

Fullness under the chin reflects light instead of desired shadow

LOOK FOR THE BALANCE OF LIGHT AND SHADOWS AS WE TALK THROUGH YOUR FACIAL ASSESSMENT

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