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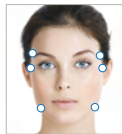
FACE SHAPE FUNDAMENTALS FOOL-PROOF STEPS TO DETERMINING YOUR FACE SHAPE

Whether you're in the market for a new pair of eyeglasses or sunglasses, make sure your frames work with your face shape. Well-chosen eyewear can help create balance, working to enhance strong features while offsetting imperfections.

According to Cheryl Kramer, beauty director at Redbook, "Face shape plays an important role in beauty decisions, including how to apply your makeup, how to wear your hair and what eyewear you choose."

But how do you determine your face shape? To quickly and easily find your face shape, imagine dots at the brow line, cheekbones and jaw line.

- **Oval:** Cheek dots are farthest apart and the brow and jaw lines curve slightly inward.
- **Round:** Dots are widest at the cheekbones and the brow and jaw lines have a definite inward curve.
- **Square:** All dots are equally as far apart.
- **Heart:** Dots on the brow area are the farthest apart and dots on the jaw line are closest together.



Once you have determined your face shape, you're ready to find the perfect pair of frames. Remember to contrast frame shape with face shape, keep the eyewear proportionate to your face and keep eyes centered in the frames. To learn more about finding the best frames for your face shape, visit www.eyecessorize.com.

About Eyecessorize

Eyecessorize is The Vision Council's campaign to increase awareness of the fashion and lifestyle aspects of eyewear. By sharing the latest in eyewear trends, advances in technology and advice from eyewear experts, The Vision Council educates millions of Americans about options in eyeglasses and sunglasses. For more on fashion trends, tips and information on eyewear, visit www.eyecessorize.com.