

L'Oréal Paris Get The Look –Smoky Butterfly

ON SCREEN TEXT: Because you're worth it.
L'ORÉAL
PARIS

House music plays.

Cut to close-up of woman looking at camera.

ON SCREEN TEXT: what's next from paris?
THE SMOKY
BUTTERFLY

ON SCREEN TEXT: starring

Cut to shot of Voluminous Butterfly. Cut to shot of Voluminous Smoldering Eyeliner. Cut to Billy Brasfield seated in front of picture frames.

ON SCREEN TEXT: and
BILLY B
CONSULTING MAKEUP ARTIST, L'ORÉAL PARIS

Cut to clapboard. Cut to Billy Brasfield being interviewed.

BILLY: L'Oréal Voluminous Mascara has long been my go-to mascara. It was a must-have in my makeup kit for years and years and years. The new Butterfly Voluminous Mascara is fiber-infused.

Cut to close-up of hands applying mascara to woman.

BILLY: The new asymmetrical brush does the work for you.

Cut to Billy Brasfield being interviewed.

BILLY: So you get this really great, intense black, beautiful coat on every single lash.

Cut to close-up of woman looking at camera.

ON SCREEN TEXT: get the look:
THE SMOKY
BUTTERFLY

Cut to Billy Brasfield applying eyeliner to woman.

ON SCREEN TEXT: step 1
Apply Liner

Cut to close-up of hands applying eyeliner to woman.

BILLY: Using the Voluminous Smoldering Eyeliner, make short, easy strokes right at the base of the lash, and then line the inside water line. It's really soft and comfortable.

Cut to Billy Brasfield using brush on woman.

ON SCREEN TEXT: step 2
 Smudge Liner with Brush

Cut to close-up of hands using brush on woman.

BILLY: This is a soft angled brush. The great thing about the pencil is, it's pliable. So you can start creating the shape and make it as smoky and blended as you'd like. So I'm blending it up onto the lid, continue underneath, and then just work that out however much of a smoky effect that you want.

Cut to Billy Brasfield using brush on woman.

ON SCREEN TEXT: step 3
 Apply Shadow

Cut to close-up of hands applying eyeshadow to woman.

BILLY: Take a shadow and apply it over the liner. Gonna help set it and make it last longer. Just work that right into your crease.

Cut to Billy Brasfield applying mascara to woman.

ON SCREEN TEXT: step 4
 Apply Mascara

Cut to close-up of hands applying mascara to woman.

BILLY: With the mascara, you want to get right into the base of the lash, work it from the base out. With the curvature of this new wand. Fits your eye perfectly. It reaches the outer lashes effortlessly. Grabs them and separates them and coats them all at once. I recommend doing mascara on both top and bottom. It's really going to add to the smoky effect.

Cut to close-up shots of woman with smoky eyes looking at camera.

BILLY: And there you have an incredibly beautiful smoky butterfly every time.

ON SCREEN TEXT: Because you're worth it.
 L'ORÉAL
 PARIS
 For more information visit lorealparisusa.com

Fade out.