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УЧЕБНОЕ ПОСОБИЕ

ГЛАЗА: ФОРМЫ, КОСМЕТИКА, ПРОБЛЕМЫ, УХОД



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УЧЕБНОЕ ПОСОБИЕ

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Рекомендовано студентам, обучающимся по специальности 43.02.04 Прикладная эстетика как для аудиторной, так и самостоятельной работы.

СОДЕРЖАНИЕ

	Introduction	5
1	Shapes of eyes	6
2	Text A Enhancing shapes of eyes with make up	7
3	Tasks to the text A.....	9
4	Text B Problems of eyes and how to deal with them	11
5	Tasks to the text B.....	12
6	Text C Eye care	13
7	Tasks to the text C.....	14
8	Miscellanea	15
	Список интернет-источников.....	17

ВВЕДЕНИЕ

Пособие предназначено для студентов, изучающих английский язык, как язык специальности 43.02.04 Прикладная эстетика.

Основной акцент сделан на расширение и систематизацию лексического материала по теме «Глаза: формы, косметика, проблемы, уход». Пособие рассчитано на 10 часов аудиторных занятий и состоит из:

- поурочного тематического словаря с текстами для чтения, перевода и развития навыков устной речи;
- упражнений на закрепление лексического и речевого материала;
- профессионально-ориентированных текстов для дополнительного чтения (Miscellanea), направленных на расширение профессиональной эрудиции студентов.

При отборе учебного материала учитывалась не только их профессиональная ориентированность и информативность, но также коммуникативная направленность. Лексические упражнения служат для развития навыков раскрытия значений и запоминания новых слов, выявления их форм и сочетаемости с другими словами.

В учебном пособии использован коммуникативно-ситуативный подход к обучению чтению и устной речи.

Пособие может использоваться как для аудиторной, так и для самостоятельной работы студентов при выполнении индивидуальных, поисковых и проблемных заданий.

EYES: SHAPES, COSMETICS, PROBLEMS, CARE

It doesn't matter what the rest of a person looks like – if he or she has beautiful eyes, he or she is beautiful. Who could argue with that?



Fig. 1

SHAPES OF EYES

Active vocabulary:

an outer corner – внешний уголок глаза
a inner corner – внутренний уголок глаза
a top (bottom) – верх
a bottom – низ
an (eye)lash - ресница
an (eye)brow - бровь
an upper lid – верхнее веко
a lower lid – нижнее веко
a crease - складка
a lash base – основание ресниц
a brow bone – надбровная дуга
an iris – радужная оболочка (глаза)
a pupil – зрачок



Fig. 2

1. Look at the picture and name the main features of the eye (Fig. 2)

2. Match the shapes of eyes with their descriptions:



Fig. 3

Wide-apart eyes



Fig. 4

Close-set eyes



Fig. 5

Evenly-spaced eyes



Fig. 6

Almond eyes



Fig. 7

Small eyes



Fig. 8

Prominent eyes



Fig. 9

Hooded eyes



Fig. 10

Deep-set eyes



Fig. 11

Oriental eyes

- a) They are about an eye's distance apart.
- b) These eyes have a dramatic sultry look.
- c) These eyes set far forward in the face tend to dominate the facial features. The eyelids are too pronounced.
- d) These eyes are set so that the natural crease in the eyelid is not readily seen.
- e) They tend to give your face an open, youthful appearance.
- f) They seem to recede, need to be brought forward. The eyelid crease is set back so the area from the base of lashes to brow bone seems hidden.
- g) These are the most common eye shape with their upswept lift at the outer corner.
- h) They are proportionately smaller in comparison to the rest of the facial features.
- i) These eyes have a distinctive lift at the corner and have a very little lid.

3. Which shape of eyes is yours?

TEXT A

ENHANCING SHAPES OF EYES WITH MAKE UP

There is a great amount of potential for enhancing what is unique about your eyes. It helps to identify the specific shape and setting of your eyes and to use special make up techniques to bring out their beauty. The skillful application of eye makeup is an art. It's a way to express your feeling, your mood and your sense of style.

Wide-apart eyes tend to give your face an open, youthful appearance. This look can be intensified by applying the strongest eye makeup effects near the outer corner of the eye. Keep shadow uniform within outer corners. Brush lashes straight up.

To make the eyes appear closer together:

- use more intense eye shadow colours near the inner corner of the eyes;
- line eyes completely – top and bottom – from inner to outer corners;
- apply a medium-toned shadow to lids and creases, concentrating the colour on the inner corners;
- use mascara generously, on both upper and lower lashes.

Close-set eyes have a dramatic, sultry look. It can be enhanced by concentrating colour near the eye's inner corners. Extend smoky shadow beyond outer corners to exaggerate them. Brush lashes out.

To make the eyes seem farther apart:

- apply the most intense colour near the outer corners of the eyes;
- line top and bottom of eyes in any colour, but begin drawing a quarter of the way out from the inner eye;
- smudge the lines;
- apply a mascara on to upper and lower lashes.

Evenly spaced eyes are about an eye's distance apart. They can be made to look special with many eye makeup looks.

Almond eyes are the most common eye shape with their upswept lift at the outer corner. These eyes call for creativity. These eyes can be made to look deeper and more intense.

Small eyes are proportionately smaller in comparison to the rest of the facial features. To enhance small eyes line upper and lower (never inside). Use pale, shimmery, eye shadow. Curl lashes.

To enlarge small eyes:

- use a soft-coloured liner on the top and bottom lash lines;
- sweep black mascara on upper lashes;
- apply light shadow on the eyelids;
- apply more intense shades in the creases;
- add lift to the outer corners.

Prominent eyes which set far forward in the face tend to dominate the facial features. The eyelids are too pronounced. Medium to deep shades of shadow on the lids help to minimize their appearance. Liners applied to the lash bases from corner to corner give prominent eyes a mysterious look.

Hooded eyes are set so, that the natural crease in the eyelid is not readily seen. Highlighting the brow bone and lining the lash base gives hooded eyes an alluring shape.

To enhance hooded eyes:

- sweep a lighter shadow on the brow bone and on the inside corner of the eye;
- draw a very thin line along the top lash line and smudge with a cotton swab;
- apply black mascara to upper lashes;
- line upper lash line only;
- gradually soften shadow as you approach the brow.

Deep-set eyes seem to recede, need to be brought forward. The eyelid crease is set back so the area from the base of lashes to brow bone seems hidden.

To enhance the deep-set eyes line upper and lower lids (never just upper). Choose light shadows - pale pink, peach or beige of eye shadow. More intense shading on the brow bone also gives the eyes prominence.

Oriental eyes have a distinctive lift at the corner and have very little lid. The depth of the eyes can increase by deep shades of eye shadow and the dimension can be increased by applying eyeliner as close as possible to the lash base.

Vocabulary

to enhance - улучшать

to look – смотреть, выглядеть

a look – взгляд, выражение (глаз), вид

to tend - склоняться

to apply – наносить

make up – грим, косметика

to keep - сохранять

within – в пределах

to brush - красить

a brush -?

to use - использовать

to line - делать линию, подводить

a line -?

to extend – вытягивать, тянуть

to exaggerate – зд. расширить

to draw- красить, рисовать

to smudge – растушевывать

to dust – зд. наносить

to curl – подкручивать

to enlarge - увеличивать

to sweep – зд. наносить

to highlight – выделять, подчеркивать

to add – добавлять

to set - размещать

up - вверх

out - наружу

eye brow pencil – карандаш для бровей

TASKS TO THE TEXT A

1. Translate the international words into Russian:

potential	effect	creativity
unique	uniform	proportionately
identify	intense	tone
specific	concentrate	dominate
technique	dramatic	minimize
application	distance	natural
style	special	beige
intensify	lift	

2. Find the Russian equivalents for the following:

- to use special make up techniques
- to express your sense of style
- a youthful appearance
- the strongest eye makeup effects
- the outer corner of the eye
- to brush lashes
- to make the eyes appear closer together
- more intense eye shadow colours
- line eyes completely
- a medium-toned shadow
- both upper and lower lashes
- by concentrating the colours
- to make the eyes seem farther apart
- line top and bottom of eyes
- a highlighter
- an eye's distance apart
- to look special
- the most common eye shape
- a soft-coloured liner
- extending the top line
- set far forward in the face
- the facial features
- a mysterious look
- a natural crease

3. Find the English equivalents for the following:

- огромный потенциал
- расположение ваших глаз
- умелое нанесение косметики
- в пределах внешних уголков (глаз)
- от внутреннего к внешнему уголку
- красить ресницы наружу
- самый насыщенный цвет
- растушевать линии
- привлечь внимание
- нанести тушь на верхние и нижние ресницы
- такие глаза призывают к творчеству
- выглядеть глубже
- по сравнению с остальными чертами лица
- подкручивать ресницы
- под радужкой
- слишком выпуклые веки
- подводка, нанесенная на основание ресниц
- ватным тампоном
- нужно выдвинуть вперед
- отличительная приподнятость уголка
- очень маленькое веко
- как можно ближе

4. Find the antonyms:

- a) inner, pale, inside, to enlarge, wide-apart, lower, small, unique, top, open, thin.
b) upper, outer, bottom, to minimize, intense, large, close-set, thick, close, out, general.

5. Translate the sentences. Pay attention to the highlighted words:

1. **Line** top and bottom of eyes in any colour. 2. Smudge **the lines**. 3. To enhance the deep-set eyes **line** upper and lower lids. 4. This **look** can be intensified by applying the strongest eye make up effects. 5. With such a strong make up she **looks** mysteriously. 6. **Brush** the lashes straight up. 7. You need a straight-bristled **brush** for each colour when applying eye shadows.

6. Answer the questions:

1. What appearance do wide-apart eyes tend to give your face?
2. What must you do to make the eyes appear closer together?
3. How can be close-set eyes enhanced?
4. Give some advice how to make close-set eyes seem farther apart.
5. What are evenly spaced eyes?
6. What is the most common eye shape?
7. What shadows, liners, mascaras are needed to enlarge small eyes?
8. Prominent eyes are set forward in the face, aren't they?

9. Give the definition of hooded eyes.
10. What colour shades are used to enhance the deep-set eyes?
11. How can you increase the depth of the oriental eyes?

7. Choose the shape of eyes you like best and tell how to enhance it with make up.

TEXT B

PROBLEMS OF EYES AND HOW TO DEAL WITH THEM

Dark circles, puffy eyes and crow's-feet are the three main eye problems that can cloud an otherwise beautiful face.

If your eyes are puffy with dark shadows, it shows you are not getting enough sleep. One can get dark circles and puffy eyes if you had a late night out or didn't have a night's sleep or cried your heart out. But you can make them fade fast.

Preventive methods

For dark circles:

- Gently wash the face, then apply a skin tightening moisturizer around the eyes.
- Grind a raw potato and add almond paste to it. Use the mixture regularly on the under-eyes to get rid of dark circles and puffiness.
- Increase your daily intake of water to minimum 8 to 10 glasses.
- Place two cucumber slices over the eyes and rest for 15 minutes or apply cucumber juice under eyes.
- Getting enough sleep at least 8-10 hours a day can fade out dark circles.

For puffy eyes:

- The puffiness of the eyes can be reduced with a glass of ice water and four stainless steel spoons. Chill the spoons in the water and then place one over each eye. When the spoons become warm, switch them with the others chilling in the glass of water. Keep switching until you see the improvement.
- Settle down for two to five minutes with a chilled, steeped chamomile or green tea bag over each eye. The natural properties of these herbal teas help to bring puffy eyes back down to size.
- Cucumber contains anti-inflammatory properties to reduce redness and puffiness of eyes. Slice a large cucumber, reserve two slices to place over eyes. Peel and puree the remaining cucumber. This can be applied as a pack onto your face. Remove after fifteen minutes. Apply moisturizer thickly to seal in water.

Crow's-feet are those wrinkles or tiny lines at the corner of the eyes. Once it appears, it is difficult to make it fade. It can only be faded with the aid of injections or cosmetic surgery. It is better to prevent them from occurring in the first place.

- Wear a sunscreen with a sun protection factor (SPF) of 15 or more to avoid the ultra violet rays of the sun which cause wrinkles on the skin.
- Always wear sunglasses when you go out in the sun.
- Sleeping on your back helps smooth out the wrinkles because gravity works to pull the skin backward. If you cannot sleep on your back, at least try to switch sides frequently.

- The skin below your eyes is thin and has few oil producing glands. So don't pull it as you apply and remove make up. Any time you apply cream or lotion, dab, don't rub.
- Regular use of Retin-A cream, an acne product that exfoliates the skin, also improves the appearance of fine crow's-feet

Vocabulary

dark circles – темные круги

puffy eyes – опухшие глаза

crow's feet – «гусиные лапки»

otherwise – во всем остальном

to have a late night out – гулять до поздна

to cry one's heart out – горько рыдать

to fade – исчезать

preventive – профилактический

moisturizer – увлажнитель

mixture – смесь

to get rid – избавляться

to increase – увеличивать

intake – потребление

cucumber – огурец

to reduce – сокращать

to chill – охлаждать

to switch – зд. менять

improvement – улучшение

to settle down – зд. сидеть

herbal – травяной

chamomile – ромашка

to remove – удалять

anti-inflammatory –

противовоспалительный

a wrinkle – морщина

glands – железы

to pull – тянуть

to exfoliate – шелушиться

TASKS TO THE TEXT B

1. Find the international words in the text and translate them into Russian.

2. Find the suffixes in the words that follow and say what part of speech they are:

Beautiful, preventive, moisturizer, mixture, regularly, puffiness, stainless, switching, improvement, natural, property, herbal, redness, thickly, injection, cosmetic, protection, factor gravity, frequently, appearance.

3. Translate into English using the text:

1. Темные круги под глазами, опухшие глаза и «гусиные лапки» - вот три основных проблемы, которые могут омрачить во всем остальном красивое лицо. 2. Но вы можете быстро от них избавиться.

3. Положите два ломтика огурца на глаза и оставьте на 15 минут.

4. Спите по 8-10 часов в сутки.

5. Охладите ложки в ледяной воде и затем наложите их на каждый глаз.

6. Натуральные свойства травяных чаев помогают снять припухлость с глаз.

7. Огурец обладает противовоспалительными свойствами.

8. Удалите смесь через 15 минут.

9. «Гусиные лапки» - это морщинки или крошечные линии в уголках глаз.

10. Кожа под глазами тонкая и содержит мало жира, который производится железами.

11. Ультрафиолетовые лучи являются причиной морщин на коже.
12. Регулярное использование крема с витамином А также улучшит состояние тончайших «гусиных лапок».

4. Read the dialogue and act it out:

- Good afternoon.
- Good afternoon, miss. What can I do for you?
- I have some problems with my eyes.
- What's the matter?
- My eyes got puffiness with dark shadows.
- What is the reason of this?
- You see I work a lot with the computer. Sometimes I don't have a night sleep because of such work...
- I see. You got tired. But I can help you make these problems fade fast.
- What shall I do?
- At first you must get enough sleep, at least 8-10 hours a day. Then I advise you to increase your daily water intake to 8-10 glasses.
- And what about cosmetic application?
- No cosmetics. We shall try some natural aid: eat a lot of vegetables. They contain essential vitamins A, B, C. Reduce the puffiness with ice-water and stainless steel spoons.
- Oh, I know this old remedy!
- And at last use the natural properties of herbal teas...
- What teas?
- Chamomile, for example. It helps to bring puffy eyes back down to size.
- Thank you very much for your advice.
- Not at all. And don't forget that it is better to prevent the problems from occurring than to make them fade!
- Bye.
- See you!

5. Answer the questions:

- Have you got any of these?
- Can you give the definitions of dark circles, puffy eyes and crow's feet?
- How do you deal with your eye problem? (Give some advice).

TEXT C EYE CARE

Eyes, soft like flowers, full of passion and filled with magic attract everyone. Everyone looks in the eyes first. This is the most important and effective part of the body. Though beautiful eyes are a blessing, still normal eyes can also be made effective with care, make up and intellect.

Ladies understand the importance of the eyes; still they become careless in preserving beauty. Neither they give them proper rest nor nutritious food.

If you want your eyes to be attractive, keep yourself healthy. When you have good health, the eyes will have natural shine and there will be glow.

Take food full of proteins and vitamins. Vitamins A, B and C are very essential for the good care of the eyes. Carrot, celery, parsley, spinach, etc. contain a large amount of vitamin A. 8 to 10 hours of sleep is a must for bright eyes.

For eye care:

Splash the eyes with cold water. Apply cotton wool pads, soaked in warm milk, weak tea solution or rose water on the eyes. Press gently and leave for 10 to 15 minutes.

To avoid eye strain:

- Do not work in dim light
- Do not read continuously in buses and trains.
- Do not stare too long at anything without blinking the eyes. Blinking provides lubrications and relief from light.
- Do not rub the eyes too hard.
- To give momentary relief to the eyes, close the eyes with the palms so that no light can enter. Now open the eyes in the palm cup and stare into this darkness for a minute.

Exercises for eyes:

- Lift the eyes to the ceiling and then to the floor. Repeat it for 10 times. Rest the eyes either by blinking rapidly or covering them with palms.
- Look straight ahead at eye level, then slowly to left side at eye level and then to right side at eye level. Repeat it for 3 or 4 times.
- Make a circle, first clockwise and then anti-clockwise with the eyes. Repeat for 5 times.

Care for eyebrows and eyelashes:

- Eyebrows and eyelashes should be brushed daily with a small brush.
- Rub eyebrows and eyelashes with olive oil or coconut oil or almond oil to encourage hair growth.
- For cleansing and nourishment of eyebrows, rub them with a little egg white and rinse it off after 10 minutes.

TASKS TO THE TEXT C

- 1. Read and translate the text.**
- 2. Make up not less than 5 questions to the text.**
- 3. Tell the group how you care of your eyes. Give your proper advice of eye care.**

MISCELLANEA

EYE COSMETICS AND MAKE UP



Fig. 12

For eye makeup choose the correct colours and shades to complement your personality. The choice of the eyeliner and mascara should be compatible with the natural eyelash colour. A right touch and right colour is needed for beautiful, attractive eyes.

Cleanliness and hygiene should be followed when using eye cosmetics or it can lead to some infections of the eyes. It is not good to borrow or lend any eye make up and it is best to always keep your hands clean while using eye make up.



Fig. 13

EYE SHADOWS leave a shiny or opaque finish depending on the time of make up and shape of eyes. To achieve the perfect daytime look with eye shadow, you need to follow some basic guidelines. The basic tones you need are:

- 1) a pale highlighter shade for your brow bone area;
- 2) a basic shade for your eyelids. The shades you choose can be deep-toned or pale, neutral or bright, but they should be applied so that they are not too strong. Blending is important while applying eye shadow. The colour used should be appropriate to the colour of the skin and match the colour of the dress. When you use more than one shade they should be so well blended that you can't tell where one ends and the next one begins.

Eye shadows come in a variety of forms like pressed powders, pencils, sticks, gels or creams. Pressed powders are the most popular form of shadows. They are available in pearly and matt textures. You can get a better effect, if you apply them with a wet brush. The cream shadows are oil or wax based. It is best suited for dry lids and should be avoided on greasy eye lids. Pencils have a high colour and filling ability. Gels are suited for oily skins.

When you apply eye shadow, always start with the highlighter shade. Brush it just under the outer end of each eyebrow and quickly blend the colour inward toward the inner end of the eyebrow, above the inner corner of the eye. After that apply the eyelid shadow by beginning in the centre of each lid, just above the pupil of your eye. With a blending brush, make a quick back and forth motion. Finish the make up by blending upward to meet the highlighter shade.

EYE LINERS are the most extensively used form of eye make up. Eye liner is used to make the eyes more prominent and create an illusion of thicker lashes. Eye lining is done with a black or brown eye liner on the top lid of each eye and sometimes under the lower lashes. The line should be smooth instead of a harsh line.

Eye liner comes in liquids or pencil form. Care should be taken when using liquid eye liner. It should not go into the eyes. Liquid liners can be either water based or alcohol based. Alcohol based liners are water proof.

To apply liquid eye liner, draw the brush out of the bottle or tube and stroke it against the mouth of the tube to remove excess liquid and taper the brush to a fine point.



Fig. 14

Using the very tip of the brush, stroke the eyeliner evenly across the lid as close to the base of the lashes as possible, beginning with the inner corner of the eye and continuing to the outer corner of the eyelid. Apply the line in several short brush strokes.

EYE DEFINING PENCIL adds definition and a hint of colour to the bottom of each eye. It is available in variety of colours. The pencil should have a fine point and a medium to soft lead so it glides on easily under the lower eyelashes.

To apply eye defining pencil, lightly stroke a single, fine line under the lower lashes starting at the outer corner of the eye. The line must be close to the base. Run the pencil smoothly under the lashes along each lower eyelid to the inner corner of the eye. Then use an angles brush or a cotton swab to soften and blend the line. Eye defining should never be a hard, thick line.



Fig. 15

EYE BROW PENCIL emphasizes the eye brows, improves their shapes and makes them look thick. The colour of the eyebrow pencil should never be darker than that of your brows or hair colour.

To apply eyebrow pencil, brush your eyebrows with a eyebrow brush to remove excess foundation or face powder. Then with outward brush strokes, smooth the hairs in the direction in which they grow.

To shape your brows properly, begin by using short, light strokes of the pencil to outline the top of each eyebrow up to its arch. Use featherlike strokes to extend each brow to the end. Fill in any sparse areas by using these same strokes. Then brush your brows with an eyebrow brush to smooth them and blend in the pencil strokes.



Fig. 16

MASCARA thickens the eye lashes and increase attractiveness of the eyes and emphasize them. It gives the eye make up the finishing touch. Light coats are better than thick ones.

There are 3 different forms of mascara - water based, water proof and the mixed variety. Mixed variety is the most useful one. Water based mascaras can be applied quickly and removed easily. So they are gentle to the lashes and eyes. But they won't stay for a long time, as the mascara smudges easily when it comes into contact with water, tears and perspiration. Water proof variety stay for a long time and is water proof and smudge proof. They are a good investment as they are resistant to contamination and can be used even years after they have been manufactured. But it takes a long time to dry and is difficult to remove the liner. The mixed variety is a combination of water based and water proof mascaras. This dry quickly and is easy to remove.

Apply mascara by looking straight into the mirror, with your chin lifted slightly so you can see your lashes clearly. Gently twist the spiral brush as you withdraw it from the mascara bottle. Stroke your upper lashes evenly from their base to the tips, curling them upward with the brush as you apply the mascara. Apply mascara to the lower lashes with downward strokes, wiggling the brush back and forth a bit to separate the lashes. After you have applied the mascara to both eyes, you can repeat the application to add more fullness to your eyelashes.



Fig. 17

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