

MK Signature™ Loose Powders

As you read in the January issue of *Applause*® magazine, we've made some shade changes to MK Signature™ Loose Powders. Feedback from the sales force suggested that our Loose Powder shades were too yellow. The six new shades for all skin tones have been updated to provide a more consistent match with our Mary Kay® Foundations and MK Signature™ Concealers, in the same great formula your customers love. For your convenience, you might use this handy conversion chart to help your customers know which shade will be right for them:

Loose Powder Conversion Chart	
If she used:	You might suggest:
Light Ivory	Ivory 1
Ivory	Ivory 2
Beige	Beige 1
Golden Bronze	Beige 2
Light Bronze	Bronze 1
Bronze	Bronze 2

And, to help in choosing the perfect foundation and loose power combination, below are some suggestions:

Medium/Full-Coverage Foundation Shades	New MK Signature Loose Powder Shades
Ivory 100	Ivory 1
Ivory 104	Ivory 1
Ivory 105	Ivory 1
Ivory 200	Ivory 2
Ivory 202	Ivory 2
Ivory 204	Ivory 2
Beige 300	Beige 1
Beige 302	Beige 1
Beige 304	Beige 1
Beige 305	Beige 1
Beige 400	Beige 2
Beige 402	Beige 2
Beige 404	Beige 2
Bronze 500	Bronze 1
Bronze 504	Bronze 1
Bronze 507	Bronze 1
Bronze 600	Bronze 2
Bronze 607	Bronze 2
Bronze 708	Bronze 2
Bronze 808	Bronze 2

This chart is meant to be used as a guide. Remember, as everyone's skin's tones are different, you may need to experiment to find that perfect combination for you and your customers.