

EYESHADOW

Frost shadows give much more opaque coverage and feature a white or silver sparkle. They usually come in fun, light pastel shades that work best on younger skin. Frosted shadows can easily sink into wrinkles and therefore do not work as well on mature skin.

Shimmer shadows offer great, sheer coverage so that when you sweep on the color, you can still see the skin underneath. Shimmer shadows have a subtle sheen and give a hint of sparkle. They typically won't collect in fine lines, which makes them a perfect choice for mature skin. Light shimmer shadows work great for highlighting and bringing out recessed areas of the eyelid. Dark shimmer shadows are great for adding drama without being as harsh as deep-tone matte shades.

Matte is the best for creating a natural no-makeup look and is the best finish for midtone shades because of its natural appearance. It usually contains a higher level of color pigment and works really well for reshaping and defining the eye.

Satin falls perfectly in between matte and shimmer. It's shinier than matte, but not nearly as shiny as a shimmer. A satin finish works well on all skin types, including mature skin.

IVORY

highlight

moonstone - shimmer
spun silk - shimmer
copper beach - shimmer
white sand - matte
crystalline - frost
sheer pink - frost
fig (light) - shimmer
jade (light) - shimmer
cotton candy (pink) - frost
cotton candy (blue) - frost
tutti frutti (pink) - shimmer
tutti frutti (peach) - shimmer
tropical sun - matte
lagoon (light) - shimmer
jungle (light) - shimmer
blue moon (light) - shimmer

midtone

hazelnut - matte
rose mist - shimmer
java (light) - matte
double espresso (pink) - matte

accent

vintage gold - shimmer
lucky penny - shimmer
cinnabar - matte
gold leaf - shimmer
sugarplum - frost
virtual violet - shimmer
current craze - shimmer
storm - matte
cranberry ice - shimmer
java (dark) - matte
whipped coca- matte
fig (dark) - satin
jade (dark) - shimmer
woodland - matte
onyx (light) - shimmer
onyx (dark) - shimmer
periwinkle - matte
rainforest - matte
double espresso (brown) - matte
lagoon (dark) - shimmer
blue moon (dark) - shimmer

BEIGE

highlight

moonstone - shimmer
spun silk - shimmer
copper beach - shimmer
crystalline - frost
goldenrod - shimmer
fig (light) - shimmer
jade (light) - shimmer
safari sunset (gold) - shimmer
cotton candy (pink) - frost
cotton candy (blue) - frost
tutti frutti (pink) - shimmer
tutti frutti (peach) - shimmer
bamboo - matte
gold leaf - shimmer
tropical sun - matte
lagoon (light) - shimmer
onyx (light) - shimmer
jungle (light) - shimmer
blue moon (light) - shimmer

midtone

hazelnut - matte
whipped coca- matte
rose mist - shimmer
java (dark) - matte
double espresso (pink) - matte
woodland - matte
onyx (light) - shimmer

accent

vintage gold - shimmer
lucky penny - shimmer
cinnabar - matte
sugarplum - frost
virtual violet - shimmer
current craze - shimmer
storm - matte
cranberry ice - shimmer
fig (dark) - satin
jade (dark) - shimmer
onyx (light) - shimmer
onyx (dark) - shimmer
periwinkle - matte
rainforest - matte
double espresso (brown) - matte
lagoon (dark) - shimmer
blue moon (dark) - shimmer

BRONZE

highlight

copper beach - shimmer
goldenrod - shimmer
rose mist - shimmer
gold leaf - shimmer
safari sunset (gold) - shimmer
bamboo - matte
tropical sun - matte
tutti fruiti (peach) - shimmer
tutti fruiti (pink) - shimmer
jade (light) - shimmer
lagoon (light) - shimmer
jungle (light) - shimmer
blue moon (light) - shimmer

midtone

cinnabar - matte
whipped cocoa - matte
onyx (light) - shimmer
woodland - matte
double espresso (pink) - matte

accent

storm - matte
current craze - shimmer
virtual violet - shimmer
lucky penny - shimmer
cranberry ice - shimmer
vintage gold - shimmer
safari sunset(copper)- shimmer
onyx (dark) - shimmer
jade (dark) - shimmer
fig (dark) - satin
double espresso (brown) - matte
lagoon (dark) - shimmer
jungle (dark) shimmer
blue moon (dark) shimmer
rainforest - matte

EBONY

highlight

copper beach - shimmer
goldenrod - shimmer
rose mist - shimmer
gold leaf - shimmer
safari sunset (gold) - shimmer
jade (light) - shimmer
bamboo - matte
tutti frutti (peach) - shimmer
lagoon (light) - shimmer
jungle (light) - shimmer
blue moon (light) - shimmer

midtone

cinnabar - matte
woodland - matte
onyx (light) - shimmer

accent

storm - matte
current craze - shimmer
virtual violet - shimmer
lucky penny - shimmer
cranberry ice - shimmer
vintage gold - shimmer
safari sunset(copper)- shimmer
onyx (dark) - shimmer
jade (dark) - shimmer
fig (dark) - satin
double espresso (brown) - matte
lagoon (dark) - shimmer
jungle (dark) shimmer
blue moon (dark) shimmer
rainforest - matte

Eyeshadow chart pg. 63

flesh = spun silk
beige = moonstone
gold = copper beach
sand = bamboo
taupe = hazelnut
rose = double espresso
dark taupe = whipped cocoa
caramel = woodland
mahogany = cinnabar
golden brown = vintage gold
dark brown = double espresso
burgundy = current craze
black = storm

CHOOSING EYESHADOW COLOR

Your makeup is an accessory to you! Your clothing is an accessory to you!
Your makeup is not an accessory to your clothing! They are both designed to make you look good!!!!

- 1. What is her eye color?**
- 2. What is skintone (the lightness or darkness of her skin)?**
- 3. What color is she wearing? (absolute least important question)**

Eye color chart pg. 60

eye color

blue

liner

sable
bronze
charcoal

shadow

hazelnut
whipped cocoa
woodland
vintage gold
lucky penny
cinnabar
gold leaf
safari sunset
double espresso
storm

green

sable
bronze
violet
charcoal

hazelnut
whipped cocoa
woodland
vintage gold
lucky penny
cinnabar
gold leaf
safari sunset
virtual violet
fig
double espresso
storm

brown

sable
bronze
charcoal
violet
steely
indigo
sage

hazelnut
whipped cocoa
woodland
rose mist
vintage gold
cinnabar
lucky penny
gold leaf
safari sunset
sugarplum
virtual violet
periwinkle
fig
current craze
cranberry ice
jade
rainforest
jungle
lagoon
double espresso
storm

grey

sable
violet
charcoal
steely

hazelnut
whipped cocoa
java
sugarplum
onyx
virtual violet
double espresso
storm

LIPLINER

I'm often asked if women have to wear lip liner. While it's an optional step, here are three things to consider to help you decide if lip liner is for you:

1. Lip liner can help define your mouth and reshape your lips if they are uneven.
2. Lip liner can help prevent your lip color from bleeding onto your skin.
3. Lip liner can help your lipstick last longer, especially if you fill in your lips with liner first before applying your lip color.

CHOOSING LIPSTICK COLOR

1. What size are her lips?
2. What is her skintone?
3. What is she wearing? (absolute least important question)

Lipstick Intensity Chart

Bright

pink coral
pink daisy
melon
pink satin
sunburst
red salsa

Neutral

apricot glaze
sweet nectar
toffee
paradise pink
sunset
frosted rose
shell
raisinberry
dusty rose
sheer blush
whipped berries
garnet frost

Deep

downtown brown
amber suede
gingerbread
redwood
black cherry
apple berry
coppermine
magenta
strike-a-pose rose

Layering

mocha freeze
gold dust
pink shimmer

Lipstick chart pg. 67
skintone

fair

lipstick

paradise pink
sweet nectar
sunset
apricot glaze
pink coral
sheer blush
toffee
pink melon
dusty rose
frosted rose

medium

sunset
apricot glaze
pink melon
toffee
sunburst
frosted rose
dusty rose
pink satin
whipped berries

olive

raisinberry
apricot glaze
sunset
whipped berries
sunburst
apple berry
strike-a-pose rose
red salsa
redwood

ebony

gingerbread
black cherry
downtown brown
apple berry
amber suede
magenta
red salsa
redwood

STRIPE TESTING

Depth Level- the lightness or darkness of your skin and foundation. It is how light or how dark your skin and foundation appear to the eye.

You should stripe test yourself and your costumers every six month!! Your skin can change that often, from season to season!!!

IVORY/ BEIGE stripe test from jaw to neck

BRONZE/ EBONY stripe test from check to jaw

TOTAL CONVERSION CHART

DAY RADIANCE	TIMEWISE	DUAL-COVERAGE	LOOSE POWDER	CRÈME TO POWDER
Pure Ivory	Ivory 100	Ivory 100	Ivory 1	Ivory 1
Rose Petal Ivory	Ivory 105	Ivory 104	Ivory 1	Ivory .5
Soft Ivory	Ivory 104	Ivory 104	Ivory 1	Ivory .5
Antique Ivory	Ivory 100	Ivory 100	Ivory 1	Ivory 1
Blush Ivory	Ivory 204	Ivory 200/104	Ivory 1	Ivory 2
Buffed Ivory	Ivory 200	Ivory 200	Ivory 1	
	Ivory 202	Ivory 200	Ivory 2	
Bisque Ivory	Beige 305	Beige 304	Ivory 2	Beige 2
Fawn Beige	Beige 300	Beige 300	Beige 1	Beige 1
Delicate Beige	Beige 304	Beige 304	Ivory 2	Beige 2
Natural Beige	Beige 305/404	Beige 304/400	Beige 1	Beige 2
True Beige	Beige 302/400	Beige 300/400	Beige 1	Beige 3
Dusty Beige	Beige 404	Beige 400/304	Beige 1	Beige 2
Rose Beige	Beige 404	Beige 400	Beige 1	Beige 2
Almond Beige	Beige 400/402	Beige 400	Beige 2	Beige 3 / Beige 4
Toasted Beige	Beige 402	Beige 400	Beige 2	Beige 4
Cocoa Beige	Beige 402	Beige 400	Beige 2	Beige 4
Golden Bronze	Bronze 504	Bronze 507	Bronze 1	Bronze .5
Mocha Bronze	Bronze 500	Bronze 507	Bronze 1	Bronze .5
Bittersweet Bronze	Bronze 507	Bronze 507	Bronze 1	Bronze .5
Walnut Bronze	Bronze 600	Bronze 607	Bronze 1	Bronze 1
Classic Bronze	Bronze 607	Bronze 607	Bronze 1	Bronze 1
Rich Bronze	Bronze 607	Bronze 607	Bronze 1	Bronze 1
Deep Bronze	Bronze 607/708	Bronze 708	Bronze 2	Bronze 1/Bronze 2
Chestnut Bronze	Bronze 708	Bronze 708	Bronze 2	Bronze 2
Mahogany Bronze	Bronze 708/808	Bronze 708	Bronze 2	Bronze 2

DAY RADIANCE

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
Pure Ivory	Yellow	1.5
Rose Petal Ivory	Pink	2
Soft Ivory	Pink	3
Antique Ivory	Yellow	3
Blush Ivory	Pink	4
Buffed Ivory	Yellow	4
Bisque Ivory	Pink	4.5
Fawn Beige	Yellow	5
Delicate Beige	Pink	5
Natural Beige	Pink	6
True Beige	Yellow	6
Dusty Beige	Pink	6.5
Rose Beige	Pink	7
Almond Beige	Yellow	7
Toasted Beige	Yellow	8
Cocoa Beige	Yellow	9
Golden Bronze	Pink	10
Mocha Bronze	Yellow	10
Bittersweet Bronze	Yellow	11
Walnut Bronze	Yellow	12
Classic Bronze	Orange	12
Rich Bronze	Red	12
Deep Bronze	Brown	13
Chestnut Bronze	Brown	14
Mahogany Bronze	Red Brown	14

CREAM TO POWDER

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
Ivory 0.5	Pink	3
Ivory 1.0	Yellow	3
Ivory 2.0	Pink	4
Ivory 3.0	Yellow	4
Beige 1.0	Yellow	5
Beige 2.0	Pink	5
Beige 3.0	Yellow	7
Beige 4.0	Yellow	8
Bronze 0.5	Yellow	11
Bronze 1.0	Orange	12
Bronze 1.5	Red	14
Bronze 2.0	Brown	14

UNDERTONE

depth level

30 **2**
undertone

0 = yellow

2 = olive

4 = pink

5 = more pink

7 = golden orange

8 = warm brown

DEPTH LEVEL CHART

more pink	pink	yellow	olive	golden orange	warm brown
105					
	104				
		100			
	204				
		200			
			202		
305					
	304				
		300			
			302		
	404				
		400			
			402		
	504				
		500			
				507	
		600			
				607	
					708
					808

my makeup makeover

For optimal use-This program is designed to be used for you and your customer, in front of a computer. Together you will reveal a computerized makeup look created specifically for her. It is easy and takes very little time- time that you and your customer will enjoy the experience of discovering what her makeup desires are and developing a look that reflects her own unique lifestyle.

With a home computer:

How to use for existing customers:

- With the Mary Kay pink customer profile questionnaire- you will have access to some of her details- click on **create a new makeover button** on the home page and enter customers name, email address, home address, phone number, etc. Save this information and you will be able to go to **existing makeovers button** and make any necessary edits-once you see her face to face.
- Since you have already established a purchasing relationship- Invite her and a few friends over for a real one-on-one customized makeup look designed for her and created by Robert Jones, he is a product development consultant for your company, so he understands all aspects of your color line. He does your Look Books, and color 101 cards.
- With the customer in front of you- you will have a few questions to answer, together you will select her eye shape and lip shape- all this is shown on the screen to visually assist you both- she will be delighted that you are taking the time to help teach her to apply her eye makeup by presenting her with a specific eyeshadow application diagram!
- Once a customer has a personal makeover profile in the my makeup makeover program you will have an abundance of looks for her - you can simply send her a new sample page filled with another selection of her looks- via the mail!
- The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence- because he is there helping to guide you in making your customer look and feel her prettiest!
- **my makeup makeover** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It becomes a relationship building experience!
- And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.
- If necessary- you can call her and ask her questions based on Robert's pre- profile questionnaire- available at www.mymakeupmakeover.com
- From our website www.mymakeupmakeover.com you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eyeshadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.

How to use with new customers:

- Invite her and a few friends over for a real one-on-one customized makeup look designed for her and created by Robert Jones, he is a product development consultant for your company, so he understands all aspects of your color line. He does your Look Books, and color 101 cards.
- Using the Mary Kay pink customer profile questionnaire- and Roberts' pre-profile questionnaire you can call her and enter the following details on your computer- click on **create a new makeover button** on the home page and enter customer's name, email address, home address, phone number, etc. Save this information and you will be able to go to **existing makeovers button** and make any necessary edits once you see her face to face.
- With the customer in front of you- you will have a few questions to answer, together you will select her eye shape and lip shape- all this is shown on the screen to visually assist you both- she will be delighted that you are taking the time to help teach her to apply her eye makeup by presenting her with a specific eyeshadow application diagram!
- It will be easy to follow up with her- you can simply mail her a sample page filled out with another look that you have saved in the program – an evening look for an upcoming holiday, etc.
- If you are using with a new hostess use the pre-profile form, call her and enter her info. Print out all of her makeover pages and put them into use when you do her makeover before her skincare class. Make sure to show all of the guests and let them know that they will receive the same customized makeover when they host a class.
- From the www.mymakeupmakeover.com website you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eye shape eyeshadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.

With a laptop and printer:

- All of your customers saved information will store on your hard drive.
- Take your laptop and printer to a basic skin care class- go early and create a personalized makeup makeover with the hostess! Once her guests see what you can do with makeup- they will want to book a glamour or makeup party!
- With a laptop and printer you can have your one-on-one with as many customers as you can- printing out her specialized look- you will look very professional!!!
- And all your guests will enjoy looking at each other's looks- you can change their lifestyle category to see if they prefer to try another category of looks.
- You can print any number of her looks based on her lifestyle, her final report page- you can pull her samples and have her apply them with her easy to follow personal eyeshadow application diagram page. Or you can print a sample page and have her take her look with her! Along with her eyeshadow application diagram – she will feel confident about how to do this at home!
- The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence- because he is there helping to guide you make your customer look and feel her prettiest!

- **my makeup makeover** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It becomes a relationship building experience!
- And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.

With a laptop without a printer:

- All of your customers saved information will store on your hard drive.
 - Since you will not have a printer with you- be certain to pre-print out enough of the printouts that you will need before you go to you class or your one on one with your customers.
- sample pages**
eyeshadow application diagrams (for every eye shape)
- With the results of your customer's look on the screen- you can take the information on one look and then attach the samples to the pre-printed sample page. You can follow up when you get home and connect to a printer- then send her hardcopy with your thank you.
 - Take your laptop to a basic skin care class- go early and create a personalized makeup makeover with the hostess! Simply use you pre-printed report pages (eyeshadow application diagram) to show her customized eyeshadow application. Once her guests see what you can do with makeup- they will want to book a glamour or makeup party!
 - With a laptop you can have your one-on-one with as many customers as you can- simply use your pre-printed sample page and eyeshadow application diagrams- you will look very professional!!
 - And all your guests will enjoy looking at each other's looks- you can change their lifestyle category to see if they prefer to try another category of looks.
 - You can create any number of her looks based on her lifestyle, her final report page- you can pull her samples and have her apply them with her easy to follow personal pre-printed eyeshadow application page. Or you can use a pre-printed sample page and have her take her look with her! Along with her eyeshadow application diagram – she will feel confident about how to do this at home!
 - The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence- because he is there helping to guide you make your customer look and feel her prettiest!
 - **my makeup makeover** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It is a fun experience!
 - And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.

How to print out pages for a complete pre-profile:

- From the www.mymakeupmakeover.com website you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eye shape eyeshadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.

How to use at a training center guest night:

- As a group create 5 stations;
- Station one, greet and pre-profile guests using Robert's pre-profile or the Mary Kay customer profile
- Station two, stripe test in natural daylight (use daylight bulbs during the evening)
- Station three, have a laptop w/ printer - go through all the details requested by Robert- you can easily use the pre-profile cards to expedite the input of information- however it doesn't take very long (maximum 5 minutes)- confirm her eye shape, her lip shape, her eye color, lifestyle, etc.
- Station four, print out her final look page if you have a printer- if not- take the information on the screen and transfer the look to a sample page and her eyeshadow application diagram which you pre-printed.
- Station five, compile her look, give her samples from her final report page, her eye shape diagram and let her apply her look right there!

How to use at a basic skin care class:

- Pre-profile your hostess and present (in front of her guests) her customized **my makeup makeover** look with a sample page her eyeshadow application diagram and the one look. You can follow up with her other looks at any given time- through the mail- you can give her an evening look. Build her trust.
- Book one-on-one consultations- or arrange a girl's night out- once they are comfortable with the excellent skin care products- assure them that you will consider their lifestyles with respect- show them you can be trusted to not overwhelm them with product- that you want her to look and feel HER prettiest.

Bridal palette chart pg. 54

Light

flesh = spun silk
taupe = hazelnut
golden brown = vintage gold
coral = apricot glaze
coral = tiger lily
natural = dusty pink

Medium

rose = rosemist
dark taupe = whipped cocoa
dark brown = double espresso
rose = sweet nectar
nude = cocoa cremé
flesh = chocolate

Dark

sand = bamboo
caramel = woodland
charcoal = storm
berry = apple berry
berry = cranberry
chocolate = dark chocolate