

FOUNDATION

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 naked eye.

Stripe Testing

IVORY/ BEIGE stripe test from jaw to neck

BENEFITS AND COVERAGE

level of coverage	SPF	oil absorbers	anti-aging	added hydration	buildable coverage	transfer resistant	oil free
cc cream	X		X	X			X
mineral powder					X		X
matte		X	X		X	X	X
medium coverage		X			X	X	X
luminous			X	X	X	X	X
crème to powder					X	X	X

BRONZE/ EBONY stripe test from cheek to jaw

How to Choose the Correct Foundation Formula

Three questions you have to ask:

1. Skin type
2. Benefits you want from your foundation.
3. Desired coverage.

CORRECT FORMULA

skin type	cc cream	mineral powder	luminous	matte	medium coverage	crème to powder
dry	X	(X)	X			X
normal	X	X	X	X	X	X
oily	X	X		X	X	(X)
combination	X	X	(X)	X	X	X

()= means skin might need extra prep to wear this formula or it might not be the best option.

LIQUID UNDERTONE CHART

pink	yellow	olive	golden orange	warm brown
Ivory 1				
	Ivory 2			
Ivory 3				
	Ivory 4			
Ivory 6				
	Ivory 5	Ivory 5		
	Beige 1			
Ivory 7				
Beige 3				
	Beige 2			
Beige 4				
		Beige 5		
		Beige 6		
		Beige 7		
Beige 8				
	Bronze 1			
Bronze 2				
			Bronze 3	
Bronze 4				
	Bronze 6			
			Bronze 5	
				Bronze 7
				Bronze 8

*listed light to dark

CRÈME TO POWDER UNDERTONE CHART

pink	yellow	olive	golden orange	warm brown
Ivory 1				
	Ivory 2			
Ivory 3				
Ivory 4				
	Beige 1			
Ivory 5				
		Beige 2		
		Beige 3		
Beige 4				
		Beige 5		
	Beige 6			
Bronze 1				
			Bronze 2	
				Bronze 3
				Bronze 4
				Bronze 5

Foundation Conversion Chart

TIMEWISE LIQUID FOUNDATION	MEDIUM COVERAGE	CRÈME TO POWDER	LOOSE MINERAL POWDER FOUNDATION	CC CREAM
Ivory 1	<i>new shade</i>		Ivory .5	Light
Ivory 2	<i>new shade</i>		Ivory .5	Light
Ivory 3	Ivory 105		Ivory .5/ Ivory 1	Light
Ivory 4	Ivory 100		Ivory .5/ Ivory 1	Light
Ivory 5	Ivory 200		Ivory 1	Lgt to Mdm
Ivory 6	Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Light
Ivory 7	Ivory 204	Ivory 4	Ivory 1	Lgt to Mdm
Beige 1	Beige 300		Ivory 2/ Beige 1	Lgt to Mdm
Beige 2	Beige 400	Ivory 2	Beige 1/ Beige 2	Mdm to Deep
Beige 3	Beige 304	Ivory 3	Ivory 2/ Beige .5	Lgt to Mdm
Beige 4	Beige 404	Ivory 5	Beige .5/Beige 1.5	Mdm to Deep
	Beige 305		Ivory 2	Lgt to Mdm
Beige 5	Ivory 202	Beige 1	Ivory 2/Beige 1	Lgt to Mdm
Beige 6	Beige 302	Beige 2	Beige 1	Mdm to Deep
Beige 7	Beige 402	Beige 3	Beige 2	Mdm to Deep
Beige 8	<i>new shade</i>	Beige 4	Beige 1.5/ Beige 2	Deep
		Beige 5		
Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Deep
Bronze 3	Bronze 507		Bronze 2	Deep
Bronze 4	<i>new shade</i>		Bronze 2/ Bronze 3	Deep
Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep
Bronze 6	Bronze 600			Deep
		Bronze 3		
Bronze 7	Bronze 708	Bronze 4	Bronze 5	Deep
Bronze 8	Bronze 808	Bronze 5	Bronze 5	Deep

CHOOSING BROW COLOR

When selecting brow color the basic rule of thumb is that it should closely match your hair color (whether natural or chosen). Let's elaborate a bit though because we know it is not just as simple as that.

- light blonde- same shade as hair or one shade darker
- medium to dark blonde- same color as hair
- auburn- same color as hair
- light brown- same color as hair or one shade lighter
- medium to dark brown- same color as hair or one shade lighter
- very dark brown to black- one shade lighter than hair your color
- silver or grey- use a blonde or soft taupe color for ivory/ beige skin tones and use a light golden brown for bronze/ ebony skin tones (a silver or grey color to match hair would just wash you out and make you look older)

hair color	eyebrow pencil	mk shadow
light blonde/ blonde	classic blonde	hazelnut
medium/ dark blonde	blonde	hazelnut
auburn	soft auburn	driftwood
light brown	blonde	hazelnut
brown/ medium brown	brunette	driftwood
dark brown	brunette	driftwood
very dark brown/ black	soft black	espresso
grey (ivory/ beige)	classic blonde/ blonde	hazelnut
grey (bronze/ ebony)	brunette	driftwood

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.

Ivory Skin Tone

Highlight

Honey Spice-shimmer
shimmer
Moonstone-shimmer
shimmer
Spun Silk-shimmer
Crystalline-shimmer
Lime-shimmer
Sterling-shimmer
Gold Coast-shimmer
rose gold -shimmer
ballerina pink-matte
sweet cream -matte

Midtone

Precious Pink-shimmer
Hazelnut- matte
Driftwood-matte

Accent

Chocolate kiss -shimmer
Copper glow – shimmer
Granite – shimmer
French roast - shimmer
Truffle- shimmer
Amber blaze – shimmer
Iris – shimmer
Sweet plum – shimmer
Emerald - shimmer
Azure - shimmer
Peacock blue - shimmer
Midnight star – shimmer
Silver satin – shimmer
Espresso – matte
Coal – matte
Stone– matte

Beige Skin Tone

Highlight

Honey Spice-shimmer
Moonstone-shimmer
Spun Silk-shimmer
Crystalline-shimmer
Lime-shimmer
Sterling-shimmer
Gold Coast-shimmer
rose gold -shimmer
ballerina pink-matte
sweet cream -matte

Midtone

Hazelnut- matte
Driftwood-matte
Precious Pink- shimmer

Accent

Chocolate kiss -shimmer
Copper glow – shimmer
Granite – shimmer
French roast - shimmer
Truffle- shimmer
Granite-shimmer
Amber blaze – shimmer
Iris – shimmer
Sweet plum – shimmer
Emerald - shimmer
Azure - shimmer
Peacock blue - shimmer
Midnight star – shimmer
Silver satin – shimmer
Espresso – matte
Coal – matte

Bronze Skin Tone

Highlight

Honey Spice-shimmer
Precious Pink-shimmer
Spun Silk-shimmer
Lime-shimmer
Gold Coast-shimmer
Rose gold -shimmer
Azure-shimmer
Emerald-shimmer
Amber blaze – shimmer

Midtone

Driftwood-matte
Stone-matte

Accent

Chocolate kiss -shimmer
Copper glow – shimmer
French roast - shimmer
Truffle- shimmer
Iris – shimmer
Sweet plum – shimmer
Peacock blue - shimmer
Midnight Star-shimmer
Espresso – matte
Coal – matte

Ebony Skin Tone

Highlight

Honey Spice-shimmer
Precious Pink-shimmer
Lime-shimmer
Gold Coast-shimmer
Rose gold -shimmer
Azure-shimmer
Emerald-shimmer
Amber blaze – shimmer
Copper Glow-shimmer
Silver Satin-shimmer

Midtone

Espresso-matte
Truffle-shimmer

Accent

Chocolate kiss -shimmer
French roast - shimmer
Truffle- shimmer
Iris – shimmer
Sweet plum – shimmer
Peacock blue - shimmer
Midnight Star-shimmer
Espresso – matte
Coal – matte

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

Best Shadows for Eye Color

Blue Eyes:

hazelnut
driftwood
french roast
chocolate kiss
truffle
amber blaze
copper glow
sweet plum
espresso
coal

Green Eyes

hazelnut
driftwood
french roast
chocolate kiss
truffle
amber blaze
copper glow
granite
sweet plum
iris
espresso
coal

Brown Eyes

hazelnut
driftwood
stone
granite
silver satin
sweet plum
espresso
coal

BLUSH

Your blush color choice should never be any darker than your naturally flush.

The purpose of blush is to brighten and wake up your face.

Matte bronzers look the most natural on ivory/ beige skin.

Bronzers with shimmer work best on deep bronze/ ebony skin.

PROPER PLACEMENT

When applying bronzer and blush, you want to concentrate the majority of your color on the cheekbone; that is the proper placement. Just take this can't-miss application placement test:

1. Smile.
2. Locate the center of the apple of your cheek and place your index finger there.
3. Next, place your thumb at the top of your ear where it connects to your head.
4. Now take your thumb and bring it toward your index finger. The bone you feel is your cheekbone.
5. Apply your color directly onto the cheekbone.

LIP LINER

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)