

Your Eye Shape and Application

eye shape	highlight	midtone	contour
basic (standard)			
hooded			
deep-set			
close-set			
wide-set			
droopy			
prominent			

_____ do not highlight your brow bone (ever)!!!!!!!

Concealer Undertone Chart

	yellow	olive	golden orange	warm brown
light ivory	x			
deep ivory	x			
light beige	x			
deep beige		x		
light bronze			x	
deep bronze				x

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
 BRONZE/ EBONY stripe test from cheek to jaw

How to Choose the Correct Foundation Formula

Three questions you have to ask:

1. Skin type (what benefits does your skin need).
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.

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

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

TOTAL CONVERSION CHART

TIMEWISE LIQUID FOUNDATION	MEDIUM COVERAGE	CRÈME TO POWDER	LOOSE MINERAL POWDER FOUNDATION	CC CREAM	SHEER PRESSED MINERAL POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 1	<i>new shade</i>	Ivory 1	Ivory .5	Light	Ivory 1	
Ivory 2	<i>new shade</i>		Ivory .5	Light	Ivory 1	
Ivory 3	Ivory 105		Ivory .5/ Ivory 1	Light	Ivory 1	
Ivory 4	Ivory 100		Ivory .5/ Ivory 1	Light	Ivory 1	Antique Ivory
Ivory 5	Ivory 200		Ivory 1	Lgt to Mdm	Ivory 2	Buffed Ivory
Ivory 6	Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Light	Ivory 1	Soft Ivory
Ivory 7	Ivory 204	Ivory 4	Ivory 1	Lgt to Mdm	Ivory 1	Blush Ivory
Beige 1	Beige 300		Ivory 2/ Beige 1	Lgt to Mdm	Beige 1	Fawn Beige
Beige 2	Beige 400	Ivory 2	Beige 1/ Beige 2	Mdm to Deep	Beige 2	Almond Beige
Beige 3	Beige 304	Ivory 3	Ivory 2/ Beige .5	Lgt to Mdm	Ivory 2	Delicate Beige
Beige 4	Beige 404	Ivory 5	Beige .5/Beige 1.5	Mdm to Deep	Beige 1	
	Beige 305		Ivory 2	Lgt to Mdm	Ivory 2	Bisque Ivory
Beige 5	Ivory 202	Beige 1	Ivory 2/Beige 1	Lgt to Mdm	Beige 2	
Beige 6	Beige 302	Beige 2	Beige 1	Mdm to Deep	Beige 2	True Beige
Beige 7	Beige 402	Beige 3	Beige 2	Mdm to Deep	Beige 2	Toasted Beige
Beige 8	<i>new shade</i>	Beige 4	Beige 1.5/ Beige 2	Deep	Beige 2	
		Beige 5	Beige 2	Deep	Beige 2	
Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep	Bronze 1	Mocha Bronze
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Deep	Bronze 1	
Bronze 3	Bronze 507		Bronze 2	Deep	Bronze 1	
Bronze 4	<i>new shade</i>		Bronze 2/ Bronze 3	Deep	Bronze 1	
Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep	Bronze 1	Rich Bronze
Bronze 6	Bronze 600		Bronze 3/ Bronze 4	Deep	Bronze 1	Walnut Bronze
		Bronze 3	Bronze 4	Very Deep	Bronze 2	
Bronze 7	Bronze 708	Bronze 4	Bronze 5	Very Deep	Bronze 2	Deep Bronze
Bronze 8	Bronze 808	Bronze 5	Bronze 5	Very Deep	Bronze 2	Mahogany

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)

BROW POWDER

hair color	eyebrow pencil	mk shadow	brow powder
light blonde/ blonde	classic blonde	hazelnut	#1 / #2
medium/ dark blonde	blonde	hazelnut	#2 / #3
auburn	classic blonde	hazelnut	#3 / #5
light brown	blonde	hazelnut	#3 / #4
brown/ medium brown	brunette	driftwood	#4 / #5
dark brown	brunette	driftwood	#4 / #5 / #6
very dark brown/ black	brunette	espresso	#5 / #6
grey (ivory/ beige)	classic blonde/ blonde	hazelnut	#1 / #2 / #3
grey (bronze/ ebony)	brunette	driftwood	#3 / #4 / #5

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

highlight

honey spice – shimmer
sweet cream – matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lime – shimmer
sterling – shimmer
gold coast- shimmer
rose gold- shimmer
ballerina pink- matte

midtone

hazelnut – matte
driftwood – matte
precious pink – shimmer

accent

stone – matte
chocolate kiss – shimmer
copper glow – shimmer
granite – shimmer
polished stone- 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

BEIGE

highlight

honey spice – shimmer
sweet cream – matte
ballerina pink - matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lime – shimmer
gold coast – shimmer
sterling- shimmer
rose gold- shimmer

midtone

hazelnut – matte
driftwood – matte
stone – matte
precious pink – shimmer

accent

chocolate kiss – shimmer
copper glow – shimmer
french roast- shimmer
truffle- shimmer
granite –shimmer
polished stone- shimmer
iris – shimmer
sweet plum – shimmer
amber blaze – shimmer
emerald - shimmer
azure- shimmer
peacock blue - shimmer
midnight star - shimmer
silver satin - shimmer
espresso – matte
coal – matte

BRONZE

highlight

gold coast- shimmer
golden vanilla- matte
honey spice – shimmer
spun silk – shimmer
precious pink – shimmer
rose gold- shimmer
amber blaze – shimmer
lime – shimmer
polished stone – shimmer
silver satin - shimmer
azure – shimmer
emerald – shimmer

midtone

driftwood – matte
chocolate kiss- shimmer
truffle- shimmer
cinnabar- matte
cinnamon stick- matte
dark cherry- matte

accent

copper glow – shimmer
french roast- shimmer
iris – shimmer
sweet plum – shimmer
peacock blue - shimmer
midnight star – shimmer
espresso – matte
coal – matte

EBONY

highlight

gold coast- shimmer
rose gold- shimmer
honey spice – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
copper glow - shimmer
lime – shimmer
polished stone- shimmer
silver satin- shimmer
azure – shimmer
emerald – shimmer

midtone

cinnabar – matte
chocolate kiss- shimmer
truffle- shimmer
cinnamon stick- matte
dark cherry -matte

accent

french roast- 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)

Eye color chart from color theory

*no highlights are listed, experiment!!!!

eye color

liner

shadow

blue

deep brown
black

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

green

deep brown
black

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

brown

deep brown
black
steely

hazelnut
driftwood
stone
precious pink
french roast
chocolate kiss
truffle
amber blaze
copper glow
granite
silver satin
sweet plum
iris
emerald
azure
peacock blue
midnight star
espresso
coal

grey

deep brown
black
steely

hazelnut
driftwood
stone
granite
silver satin
sweet plum
espresso
coal

EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
Basic (standard)			Close-Set		
highlight	22	color	highlight	22	color
midtone	11/20	crease	midtone	11/20	crease
contour (accent)	30	color	contour (accent)	30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Hooded			Droopy		
highlight	22	color	highlight	22	color
midtone	27/11	color	midtone	11/20	crease
contour (accent)	15/30	color	contour (accent)	30	color
blending brush	16/28		blending brush	16/28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Deep-Set			Prominent		
highlight	22	color	highlight	22	color
midtone	20/11	crease	midtone	27	color
contour (accent)	30	color	contour (accent)	27/30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14				
Wide-Set					
highlight	22	color			
midtone	11/20	crease			
contour (accent)	30	color			
blending brush	16/28				
contour lower lashline	13/19	smudger			

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)

LIPSTICK INTENSITY CHART

IVORY/ BEIGE

bright

wild about pink
citrus flirt
sassy fuchsia
scarlet red
firecracker
sizzling red
poppy please
powerful pink
haute pink

neutral

rosewood
naturally buff
first blush
color me coral
sunset peach
pink cherie
tuscan rose
natural beaute
rosette
bashfully you
tuscan rose
subtly you
rich truffle
always apricot

deep

spiced ginger
berry couture
berry a la mode
crushed berry

BRONZE/ EBONY

bright

wild about pink
citrus flirt
red smolder
haute pink
firecracker
sizzling red
poppy please
powerful pink

neutral

spiced ginger
sienne brulee
tuscan rose
citrus flirt
exotic mango
apple berry
lava berry
chocolate
richtruffle

deep

berry couture
crushed berry
berry a la mode
mystic plum

SEMI-SHINE SKINTONE CHART																							
	I1	I2	I3	I6	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR2	BR1	BR3	BR4	BR6	BR5	BR7	BR8
			105	104	100	204	200	202	305	300	302	404	400	402		504	500	507		600	607	708	808
lipstick																							
love me pink	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
rosewood	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
naturally buff	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
sunset peach	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x					
haute pink	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
raspberry ice	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
scarlet red	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x		x		x	x
luminous lilac	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x		x		x	x
apple berry	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x		x		x	x
red smolder	x	x	x	x	x	x	x	x	x	x	x	x	x	x				x		x		x	x
spiced ginger																							
berry couture													x	x						x		x	x

GEL SEMI-MATTE LIPSTICK																							
	I1	I2	I3	I6	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR2	BR1	BR3	BR4	BR6	BR5	BR7	BR8
			105	104	100	204	200	202	305	300	302	404	400	402		504	500	507		600	607	708	808
lipstick																							
bashful you	x	x	x	x	x	x	x	x	x	x	x	x	x										
rich truffe																							
mauve moment	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
always apricot	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
poppy please	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
powerful pink	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
midnight red	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
crushed berry							x	x	x	x	x	x	x	x									

lip gloss	LIP GLOSS SKINTONE CHART																						
	I1	I2	I3	I6	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR2	BR1	BR3	BR4	BR6	BR5	BR7	BR8
			105	104	100	204	200	202	305	304	300	404	400	402		504	500	507		600	607	708	808
silver moon	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
golden	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
sun blossom	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
café au lait	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
fancy nancy	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
pink parfait	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
pink wink									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
pink luster	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
beach bronze				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
rich spice														X	X	X	X	X	X	X	X	X	X
shock tart	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
berry dazzle											X	X	X	X	X	X	X	X	X	X	X	X	X
shock tart	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
rock n red	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

	TRUE DIMENSIONS SKINTONE CHART																						
	I1	I2	I3	I6	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR2	BR1	BR3	BR4	BR6	BR5	BR7	BR8
			105	104	100	204	200	202	305	304	300	404	400	402		504	500	507		600	607	708	808
first blush	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
pink cherie	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
wild about pink	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
sassy fuchsia	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
color me coral	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
tangerine pop	X	X	X	X	X	X	X	X	X	X	X	X	X	XX	X	X	X	X	X	X	X	X	X
coral bliss	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
citrus flirt	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
exotic mango			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
tuscan rose	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
natural beauty	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
rosette	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
sienne brulee							X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
spicen' nice											X	X	X	X	X	X	X	X	X	X	X	X	X
firecracker	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
sizzling red	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
chocolatte																							
berry a la mode	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
lava berry																							
mystic plum											X	X	X	X	X	X	X	X	X	X	X	X	X