

Your Eye Shape and Application

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

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	tinted moisturizer	mineral powder	luminous	matte	medium coverage	day radiance	crème to powder
dry	X	(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
tinted moisturizer	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
day radiance				X			
crème to powder					X		X

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

TOTAL CONVERSION CHART

TIMEWISE LIQUID FOUNDATION	MEDIUM-COVERAGE	LOOSE MINERAL POWDER FOUNDATION	TINTED MOISTURIZER	LOOSE POWDER	SHEER PRESSED MINERAL POWDER	CRÈME TO POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 1	new shade	Ivory .5	Ivory 1	Ivory 1	Ivory 1		
Ivory 2	new shade	Ivory .5	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 3	Ivory 105	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 4	Ivory 100	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 5	Ivory 200	Ivory 1	Ivory 2	Ivory 1	Ivory 2		Buffed Ivory
Ivory 6	Ivory 104	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 7	Ivory 204	Ivory 1	Ivory 2	Ivory 1	Ivory 1	Ivory 2	Blush Ivory
Beige 1	Beige 300	Ivory 2/ Beige 1	Beige 1	Ivory 2	Beige 1	Beige 1	Fawn Beige
Beige 2	Beige 400	Beige 1/ Beige 2	Beige 2	Beige1/ Beige 2	Beige 2	Beige 3	Almond Beige
Beige 3	Beige 304	Ivory 2/ Beige .5	Beige 1	Ivory 2	Ivory 2	Beige 2	Delicate Beige
Beige 4	Beige 404	Beige .5/Beige 1.5	Beige 2	Beige 1	Beige 1	Beige 2	
	Beige 305	Ivory 2	Beige 1	Ivory 2	Ivory 1	Beige 2	Bisque Ivory
Beige 5	Ivory 202	Ivory 2	Ivory 2	Ivory 2	Ivory 2		
Beige 6	Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 7	Beige 402	Beige 2	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Beige 8	new shade	Beige 1.5/ Beige 2	Beige 2	Beige 2	Beige 2	Beige 3	
Bronze 1	Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze 1	
Bronze 3	Bronze 507	Bronze 2	Bronze 1	Bronze 1	Bronze 1		
Bronze 4	new shade	Bronze 2/ Bronze 3	Bronze 1	Bronze 1	Bronze 1	Bronze 1	
Bronze 5	Bronze 607	Bronze 4	Bronze 1	Bronze 1	Bronze 1	Bronze 2	Rich Bronze
Bronze 6	Bronze 600	Bronze 3	Bronze 1	Bronze 1	Bronze 1	Bronze 2	Walnut Bronze
Bronze 7	Bronze 708	Bronze 5	Bronze 2	Bronze 2	Bronze 2		Deep Bronze
Bronze 8	Bronze 808	Bronze 5	Bronze 2	Bronze 2	Bronze 2		Mahogany

After Beige 8 - light to dark

- Bronze 1 YELLOW
- Bronze 2 PINK
- Bronze 3 GOLDEN OLIVE
- Bronze 4 PINK
- Bronze 6 YELLOW
- Bronze 5 GOLDEN OLIVE
- Bronze 7 WARM BROWN
- Bronze 8 WARM BROWN

Note:

- Iv 7 is darker than Bg 1
- Bz 6 is darker than Bz 5

ONCE YOU DETERMINE THE UNDERTONE, STAY WITHIN THAT COLUMN. Example:

A woman who is an Ivory 7 in the winter would likely be a Beige 3 in the summer.

Helpful info in determining

**undertone:
PINK always burns
YELLOW burns then tans
OLIVE tans**

Undertone Chart			
NOTE: Shades are listed from LIGHTEST TO DARKEST			
PINK	YELLOW	OLIVE	
Ivory 1			
	Ivory 2		
Ivory 3			
	Ivory 4		
Ivory 6			
	Ivory 5		
	Beige 1		
Ivory 7			
Beige 3			
	Beige 2		
Beige 4			
		Beige 5	
		Beige 6	
		Beige 7	
Beige 8			

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Ivory 6		
	Ivory 5	
	Beige 1	
Ivory 7		
Beige 3		
	Beige 2	
Beige 4		
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		Beige 6
		Beige 7
Beige 8		

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