

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 3D	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 3D		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 C100				
Ivory C110				
	*(N120)	Ivory W120		
	*(N130)	Ivory W130		
*(C140)	Ivory N 140			
	*(N150)	Ivory W150		
*(C160)	Ivory N160			
		Beige W100		
Beige C110				
Beige C120				
Beige C130	*(N130)			
Beige C140				
	Beige N150			
		Beige W160		
Beige C170				
		Beige W180		
	Beige N190	*(W190)		
	Beige N200	*(W200)		
	Beige N210	*(W210)		
Beige C220				
	Bronze W100			
	Bronze W110			
	Bronze W120			
	Bronze W130			
			Bronze W140	
			Bronze W150	
Bronze C160				
				Bronze C170
				Bronze C180

*appearing to the naked eye

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	TIMEWISE	MEDIUM	CRÈME	LOOSE MINERAL	CC	PRESSED
3D	LIQUID	COVERAGE	TO	POWDER	CREAM	MINERAL
FOUNDATION	FOUNDATION		POWDER	FOUNDATION		POWDER
Ivory C100	Ivory 1			Ivory .5	Light	Ivory 1
	Ivory 2			Ivory .5	Light	Ivory 1
Ivory C110	Ivory 3	Ivory 105		Ivory .5/ Ivory 1	Light	Ivory 1
Ivory W120	Ivory 4	Ivory 100		Ivory .5/ Ivory 1	Light	Ivory 1
Ivory W130	Ivory 5	Ivory 200		Ivory 1	Light	Ivory 2
Ivory N140	Ivory 6	Ivory 104	Ivory 1	Ivory 1	Light	Ivory 2
Ivory W150	Beige 1	Beige 300		Ivory 2/ Beige 1	Lgt to Mdm	Ivory 2
Ivory N160	new shade			Ivory 2	Lgt to Mdm	Ivory 2
Beige W100	Beige 2	Beige 400	Ivory 2	Ivory 2/ Beige 1	Lgt to Mdm	Beige 1
Beige C110	Ivory 7	Ivory 204	Ivory 3	Ivory 2/ Beige .5	Lgt to Mdm	Beige 1
Beige C120	Beige 3	Beige 304	Ivory 4	Ivory 2/ Beige .5	Lgt to Mdm	Beige 1
Beige C130	new shade			Beige 1	Lgt to Mdm	Beige 1
Beige C140	new shade			Beige .5/Beige 1.5	Lgt to Mdm	Beige 1
Beige N150	Beige 4	Beige 404		Beige 1	Mdm to Deep	Beige 1
Beige W160	new shade			Beige 1	Mdm to Deep	Beige 1
Beige C170	new shade		Ivory 5	Beige .5/Beige 1.5	Lgt to Mdm	Beige 1
Beige W180	Beige 5	Ivory 202	Beige 1	Beige 1/Beige 2	Mdm to Deep	Beige 2
Beige N190	new shade			Beige 2	Mdm to Deep	Beige 2
Beige N200	Beige 6	Beige 302	Beige 2	Beige 2	Mdm to Deep	Beige 2
Beige N210	Beige 7	Beige 402	Beige 3	Beige 2	Mdm to Deep	Beige 2
Beige C220	Beige 8		Beige 4	Beige 2	Mdm to Deep	Beige 2
Bronze W100	new shade		Beige 5	Beige 2	Deep	Beige 2
Bronze W110	new shade			Beige 2/Bronze 1	Deep	Bronze 1
Bronze W120	Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep	Bronze 1
Bronze W130	new shade			Bronze 1	Deep	Bronze 1
	Bronze 2	Bronze 504		Bronze 1	Deep	Bronze 1
Bronze W140	Bronze 3	Bronze 507	Bronze 1	Bronze 2	Deep	Bronze 1
	Bronze 4			Bronze 2/ Bronze 3	Deep	Bronze 1
Bronze W150	new shade			Bronze 4	Deep	Bronze 1
Bronze C160	Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep	Bronze 1
	Bronze 6	Bronze 600		Bronze 3/ Bronze 4	Deep	Bronze 1
Bronze C170	Bronze 7	Bronze 708	Bronze 3	Bronze 5	Very Deep	Bronze 2
Bronze C170	Bronze 8	Bronze 808	Bronze 4	Bronze 5	Very Deep	Bronze 2
Bronze C180	new shade		Bronze 5	Bronze 5	Very Deep	Bronze 2

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	blonde	hazelnut	#1 / #2
medium/ dark blonde	dark blonde	hazelnut	#2 / #3
auburn	dark blonde	cinnabar	#3 / #5
light brown	dark blonde	hazelnut	#3 / #4
brown/ medium brown	brunette	cinnabar	#4 / #5
dark brown	dark brunette	hot fudge	#4 / #5 / #6
very dark brown/ black	black brown	espresso	#5 / #6
grey (ivory/ beige)	blonde/ dark blonde	hazelnut	#1/ #2 / #3
grey (bronze/ ebony)	brunette	cinnabar	#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

biscotti – matte
blossom- matte
crystalline – shimmer
moonstone – shimmer
candelight – shimmer
gold status- shimmer
smoky quartz – shimmer
rose gold- shimmer

midtone

hazelnut – matte
dusty rose– matte
soft heather- matte

accent

cashmere haze – matte
sunlite rose- shimmer
granite – shimmer
golden mauve- shimmer
burnished bronze- shimmer
rustic – shimmer
frozen iris – shimmer
sweet plum – shimmer
cinnabar- matte
mahogany – matte
hot fudge – matte
espresso – matte
merlot- matte
stormy – shimmer
moss - shimmer
emerald nior - shimmer
starry night - shimmer
onyx – matte

BEIGE

highlight

biscotti – matte
blossom- matte
sand castle- matte
crystalline – shimmer
moonstone – shimmer
candelight – shimmer
gold status- shimmer
smoky quartz – shimmer
rose gold- shimmer

midtone

hazelnut – matte
dusty rose– matte
soft heather- matte
cashmere haze- matte

accent

sunlite rose- shimmer
granite – shimmer
shiny penny- shimmer
golden mauve- shimmer
burnished bronze- shimmer
rustic – shimmer
frozen iris – shimmer
sweet plum – shimmer
cinnabar- matte
mahogany – matte
hot fudge – matte
espresso – matte
merlot- matte
stormy – shimmer
moss - shimmer
emerald nior - shimmer
starry night - shimmer
onyx – matte

BRONZE

highlight

sand castle- matte
moonstone – shimmer
candelight – shimmer
gold status- shimmer
smoky quartz – shimmer
rose gold- shimmer
shiny penny- shimmer
sunlit rose- shimmer

midtone

dusty rose- matte
cinnabar- matte
mahogany- matte

accent

burnished bronze- shimmer
rustic – shimmer
sweet plum – shimmer
hot fudge – matte
espresso – matte
merlot- matte
stormy – shimmer
moss - shimmer
emerald nior - shimmer
starry night – shimmer
shadow- matte
evening navy- matte
onyx – matte

EBONY

highlight

sand castle- matte
moonstone – shimmer
candelight – shimmer
gold status- shimmer
smoky quartz – shimmer
rose gold- shimmer
shiny penny- shimmer
sunlit rose- shimmer
frozen iris- shimmer

midtone

cinnabar – matte
mahogany- matte

accent

burnished bronze- shimmer
rustic – shimmer
sweet plum – shimmer
hot fudge – matte
espresso – matte
merlot- matte
moss - shimmer
emerald nior - shimmer
starry night – shimmer
shadow- matte
evening navy- matte
onyx – 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 pg. 87

eye color

blue

liner

deep brown
black

shadow

hazelnut
dusty rose
cashmere haze
shiny penny
burnished bronze
rustic
cinnabar
mahogany
hot fudge
espresso
merlot
sweet plum
onyx

green

deep brown

hazelnut
dusty rose
shiny penny
golden mauve
burnished bronze
rustic
cinnabar
mahogany
hot fudge
merlot
frozen iris
sweet plum
onyx

black

brown

deep brown
black
steely

hazelnut
dusty rose
soft heather
cashmere haze
granite
shiny penny
golden mauve
burnished bronze
rustic
cinnabar
mahogany
hot fudge
espresso
merlot
frozen iris
sweet plum
moss
stormy
emerald nior
starry night
onyx

grey

deep brown
black
steely

hazelnut
cashmere haze
soft heather
granite
stormy
sweet plum
espresso
onyx

EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
Basic (standard)			Close-Set		
highlight	22	all-over	highlight	22	all-over
midtone	11/20	all-over	midtone	11/20	crease
contour (accent)	30/38	crease	contour (accent)	30/38	crease
blending brush	16/28		blending brush	28	
contour lower lashline	38/13/19	smudger	contour lower lashline	38/ 13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Hooded			Droopy		
highlight	22	all-over	highlight	22	all-over
midtone	27/11	all-over	midtone	11/20	all-over
contour (accent)	15/30	crease	contour (accent)	30	crease
blending brush	16/28		blending brush	16/28	
contour lower lashline	38/13/19	smudger	contour lower lashline	38/13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Deep-Set			Prominent		
highlight	22	all-over	highlight	22	all-over
midtone	20/11	crease	midtone	27	all-over
contour (accent)	38/30	crease	contour (accent)	27/30	all-over
blending brush	16/28		blending brush	28	
contour lower lashline	38/13/19	smudger	contour lower lashline	38/13/19	smudger
highlight lower lashline	14				
Wide-Set					
highlight	22	all-over			
midtone	11/20	all-over			
contour (accent)	30	crease			
blending brush	16/28				
contour lower lashline	38/13/19	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.

BLUSH/ BRONZER SKINTONE CHART																								
blush	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5		B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8
			105	104	100	204	200	202	305	304	300	302	404	400	402		504	500	507		600	607	708	808
darling pink	x	x	x	x	x	x	x	x	x	x	x													
hint of pink	x	x	x	x	x	x	x	x	x	x														
rosy nude	x	x	x	x	x	x	x	x	x	x	x	x	x	x										
rogue rose	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x								
shy blush	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x								
juicy peach	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
hot coral							x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
dessert rose															x	x	x	x	x	x	x	x	x	x
wineberry															x	x	x	x	x	x	x	x	x	x
golden copper																	x	x	x	x	x	x	x	x
bronzer																								
light medium	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
medium-dark								x			x	x	x	x	x	x	x	x	x	x	x	x	x	x

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																								
lipstick	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5		B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8
			105	104	100	204	200	202	305	304	300	302	404	400	402		504	500	507		600	607	708	808
love me pink	x	x	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	x	x	x	x						
naturally buff	x	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	x	x	x	x	x	x			
haute pink	x	x	x	x	x	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	x	x								
scarlet red	x	x	x	x	x	x	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	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	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	x	x	x	x	x	x
spiced ginger															x	x	x	x	x	x	x	x	x	x
berry couture														x	x	x	x	x	x	x	x	x	x	x

GEL SEMI-MATTE LIPSTICK																								
lipstick	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5		B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8
			105	104	100	204	200	202	305	304	300	302	404	400	402		504	500	507		600	607	708	808
bashful you	x	x	x	x	x	x	x	x	x	x	x	x	x											
rich truffle											x	x	x	x	x	x	x	x	x	x	x	x	x	x
mauve moment	x	x	x	x	x	x	x	x	x	x	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	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	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	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	x	x	x	x	x	x	x	x	x	x
crushed berry								x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

LIP GLOSS SKINTONE CHART																								
lip gloss	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5		B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8
			105	104	100	204	200	202	305	304	300	302	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	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	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	x
café au lait	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	x
pink parfait	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	x
pink luster	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	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	x
berry dazzle											x	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	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	x

TRUE DIMENSIONS SKINTONE CHART																								
	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5		B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8
			105	104	100	204	200	202	305	304	300	302	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		
pink cherie	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		
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	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		
tangerine pop	x	x	x	x	x	x	x	x	x	x	x	x	x	x	xx	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	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	x
tuscan rose	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
natural beaute	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						
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
firecracker	x	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	x
chocolatte														x	x	x	x	x	x	x	x	x	x	x
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	x
lava berry															x	x	x	x	x	x	x	x	x	x
mystic plum											x	x		x	x	x	x	x	x	x	x	x	x	x