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	midtone	accent
honey spice – shimmer	hazelnut – matte	sienna – matte
sweet cream – matte	silky caramel – matte	vintage gold – shimmer
moonstone – shimmer	precious pink – shimmer	chocolate kiss – shimmer
spun silk – shimmer		golden olive – shimmer
crystalline – shimmer		granite -shimmer
sweet pink – matte		raisin – matte
lemongrass – shimmer		cinnabar – matte
dusty lilac – shimmer		amber blaze – shimmer
blue metal – shimmer		ivy garden – shimmer
		iris – shimmer
		sweet plum – shimmer
		steel – shimmer
		denim frost - shimmer
		navy blue – matte
		espresso – matte
		coal – matte

BEIGE

highlight	midtone	accent
honey spice – shimmer	hazelnut – matte	vintage gold – shimmer
sweet cream – matte	silky caramel – matte	chocolate kiss – shimmer
moonstone – shimmer	sienna – matte	golden olive – shimmer
spun silk – shimmer	precious pink – shimmer	granite -shimmer
crystalline – shimmer		raisin – matte
sweet pink – matte		cinnabar – matte
lemongrass – shimmer		amber blaze – shimmer
dusty lilac – shimmer		ivy garden – shimmer
blue metal – shimmer		iris – shimmer
		sweet plum – shimmer
		steel – shimmer
		denim frost - shimmer
		navy blue – matte
		espresso – matte
		coal – matte

BRONZE

highlight	midtone	accent
honey spice – shimmer	sienna – matte	vintage gold – shimmer
spun silk – shimmer	raisin – matte	chocolate kiss – shimmer
precious pink – shimmer	cinnabar – matte	golden olive – shimmer
silky caramel – matte		granite -shimmer
amber blaze – shimmer		ivy garden – shimmer
lemongrass – shimmer		iris – shimmer
dusty lilac – shimmer		sweet plum – shimmer
blue metal – shimmer		steel – shimmer
		denim frost - shimmer
		navy blue – matte
		espresso – matte
		coal – matte

EBONY

highlight	midtone	accent
honey spice – shimmer	sienna – matte	vintage gold – shimmer
precious pink – shimmer	raisin – matte	chocolate kiss – shimmer
silky caramel – matte	cinnabar – matte	golden olive – shimmer
amber blaze – shimmer	granite – shimmer	ivy garden – shimmer
lemongrass – shimmer		iris – shimmer
dusty lilac – shimmer		sweet plum – shimmer
blue metal – shimmer		steel – shimmer
		denim frost - shimmer
		navy blue – matte
		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 pg. 164

eye color	liner	shadow
blue	bronze	hazelnut
	deep brown	silky caramel
	amethyst	sienna
	black	vintage gold
		chocolate kiss
		amber blaze
		raisin
		cinnabar
		sweet plum
		golden olive
		espresso
		coal
green	bronze	hazelnut
	deep brown	silky caramel
	amethyst	sienna
	black	vintage gold
		chocolate kiss
		amber blaze
		raisin
		cinnabar
		granite
		sweet plum
		golden olive
		iris
		espresso
		coal
brown	bronze	hazelnut
	deep brown	silky caramel
	black	sienna
	amethyst	precious pink
	steely	vintage gold
	navy	chocolate kiss
	olive	amber blaze
	taupe	raisin
		cinnabar
		granite
		steel
		sweet plum
		iris
		golden olive
		ivy garden
		denim frost
		navy blue
		espresso
		coal
grey	deep brown	hazelnut
	amethyst	silky caramel
	black	sienna
	steely	granite
		steel
		navy blue
		sweet plum
		espresso
		coal

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	Brow (eyeshadow) powder
light blonde/ blonde	classic blonde	hazelnut
medium/ dark blonde	blonde	hazelnut
auburn	soft auburn	hazelnut
light brown	blonde	hazelnut
brown/ medium brown	brunette	sienna
dark brown	brunette	cinnabar
very dark brown/ black	soft black	espresso
grey (ivory/ beige)	classic blonde/ blonde	hazelnut
grey (bronze/ ebony)	brunette	sienna

blush / bronzer skintone chart

blush	105	104	100	204	200	202	305	304	300	302	404	400	402	504	500	507	600	607	708	808
sunny spice	x	x	x	x	x	x	x	x	x											
pink petal	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							
strawberry cream	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
cherry blossom						x	x	x	x	x	x	x	x							
sparkling cider						x		x	x	x	x	x	x	x	x					
bold berry													x	x	x	x	x	x	x	x
golden copper													x	x	x	x	x	x	x	x
cinnamon stick														x	x	x	x	x	x	x
berry brown																	x	x	x	x
bronzer																				
sandstone	x	x	x	x	x	x	x	x	x	x	x	x								
desert sun				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
bronze diva								x	x	x	x	x	x	x	x	x				
canyon gold														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? (<u>absolute</u> least important question)

LIPSTICK INTENSITY CHART

<u>IVORY/ BEIGE</u>

Bright	**Neutral**	**Deep**
pink melon	apricot glaze	amber suede
pink satin	sweet nectar	gingerbread
sunburst	toffee	black cherry
hibiscus	paradise pink	apple berry
red	sunset	berry kiss
	frosted rose	bronzed
	shell	
	tanned	
	raisinberry	
	dusty rose	
	sheer blush	
	whipped berries	
	garnet frost	
	amber glow	

Layering

sheer blush
mocha freeze
golden
pink shimmer

<u>BRONZE/ EBONY</u>

Bright	**Neutral**	**Deep**
pink melon	downtown brown	amber suede
pink satin	gingerbread	black cherry
dusty rose	nutmeg	apple berry
sunset	bronzed	berry kiss
sunburst	apricot glaze	rich cocoa
hibiscus	toffee	rich fig
red	frosted rose	
	raisinberry	
	whipped berries	
	garnet frost	

Layering

mocha freeze
amber glow
golden
sweet nectar
pink shimmer

lipstick skintone chart

lipstick		105	104	100	204	200	202	305	304	300	302	404	400	402	504	500	507	600	607	708	808
apricot glaze	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
toffee	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
tanned	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
shell	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
sweet nectar	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
sunset	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
sunburst	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
pink melon	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
pink satin	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
paradise pink	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
dusty rose	c	x	x	x	x	x	x	x	x	x	x	x	x	x							
frosted rose	s	x	x	x	x	x	x	x	x	x	x	x	x	x							
raisinberry	s						x	x	x	x	x	x	x	x	x	x	x	x	x	x	
whipped berries	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
berry kiss	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
apple berry	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
black cherry	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
red	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
hibiscus	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
amber glow	s									x	x	x	x	x	x	x	x	x	x	x	x
amber suede	c													x	x	x	x	x	x	x	x
gingerbread	s													x	x	x	x	x	x	x	x
bronzed	s														x	x	x	x	x	x	x
nutmeg	s														x	x	x	x	x	x	x
downtown brown	s														x	x	x	x	x	x	x
rich cocoa	s																	x	x	x	x
rich fig	s																	x	x	x	x
sheer blush	s	x	x	x	x	x	x	x	x	x	x	x	x	x							
pink shimmer	f	x	x	x	x	x	x	x	x	x	x	x	x	x							
garnet frost	f	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
golden	s											x	x	x	x	x	x	x	x	x	x
mocha freeze	f									x	x	x	x	x	x	x	x	x	x	x	x

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 naked eye.

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

IVORY/ BEIGE stripe test from jaw to neck
BRONZE/ EBONY stripe test from cheek to jaw

TOTAL CONVERSION CHART

TIMEWISE	SHEER MINERAL PRESSED POWDER	MINERAL POWDER/ LOOSE POWDER	TINTED MOISTURIZER	CRÈME TO POWDER	DAY RAIDIANCE CREAM FOUNDATION
Ivory 105	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 104	Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 100	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 204	Ivory 1	Ivory 1	Ivory 2	Ivory 2	Blush Ivory
Ivory 200	Ivory 2	Ivory 1	Ivory 2		Buffed Ivory
Ivory 202	Ivory 2	Ivory 2	Ivory 2		
Beige 305	Ivory 2	Ivory 2	Beige 1	Beige 2	Bisque Ivory
Beige 304	Ivory 2	Ivory 2	Beige 1	Beige 2	Delicate Beige
Beige 300	Beige 1	Ivory 2/ Beige 1	Beige 1	Beige 1	Fawn Beige
Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 404	Beige 1	Beige 1	Beige 2	Beige 2	
Beige 400	Beige 2	Beige 1/ Beige 2	Beige 2	Beige 3	Almond Beige
Beige 402	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Bronze 504	Bronze 1	Bronze1/ Beige 2	Bronze 1	Bronze .5	
Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 507	Bronze 1	Bronze 1	Bronze 1	Bronze .5	
Bronze 600	Bronze 1	Bronze 1	Bronze 2	Bronze 1	Walnut Bronze
Bronze 607	Bronze 1	Bronze 1	Bronze 2	Bronze 1	Rich Bronze
Bronze 708	Bronze 2	Bronze 2	Bronze 2	Bronze 2	Deep Bronze
Bronze 808	Bronze 2	Bronze 2	Bronze 2	Bronze 2	Mahogany

DAY RADIANCE CREAM FOUNDATION

SHADE	UNDERTONE	DEPTH LEVEL
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
True Beige	Yellow	6
Almond Beige	Yellow	7
Toasted Beige	Yellow	8
Mocha Bronze	Yellow	10
Walnut Bronze	Yellow	12
Rich Bronze	Red	12
Deep Bronze	Brown	13
Mahogany Bronze	Red Brown	14

CREAM TO POWDER

SHADE	UNDERTONE	DEPTH LEVEL
Ivory 0.5	Pink	3
Ivory 1.0	Yellow	3
Ivory 2.0	Pink	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 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

<u>my makeup makeover™ software program</u>

Don't you hate "no-shows"? Wouldn't you love to increase your holding ratio?
"It's all so simple, if you follow these <u>three</u> basic steps- getting them in front of you is 99% of your success!"
"Make your customer feel pampered like a celebrity- in the chair of a professional makeup artist and best selling author; robert jones." Julianne Nagle Hackett NSD

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. **Please visit our dedicated website www.mymakeupmakeover.com for additional booking techniques and information.**

one
- **Install the My Makeup Makeover software program to your computer (you can install this program to as many computers as you like-the disk is required to be in the hard drive when you are using the program).**
- **Click on the My Makeup Makeover icon on your computer and open the program, waiting for two windows at your bottom task bar to appear; 'my makeup makeover', and 'simple beauté data'.**
- **Click on the software's home page "just for you" fill in your contact details on this page, then be sure to click on 'register' and fill in your details so we can contact you via email of any future updates with your color line – for a very nominal fee of five dollars.**

two
- **Go to our dedicated website www.mymakeupmakeover.com click on "print outs" print the pre-profile forms and interview your customers over the phone or at a basic skin care class, or if an existing customer- just fill in the information you already have.**
- **With this information you can then create a new makeover for your customer.**
- **Click on "new makeover" on the home page of the software program.**
- **Follow prompts and enter your customer's information from your completed pre-profile form.**
- **Click on and 'save' as many looks as you want from the final page report- every personalized look you choose will save your customer's data base.**

three
- **Print as many of your customer's saved final page reports as you want**
- **Print her eye shadow application diagram**
- **Print her sample page**
- **Print her before and after page format**
- **All of these report pages are available to pre-print on the dedicated www.mymakeupmakeover.com software website**

<u>my makeup makeover™ weddings software program</u>

- **This is a more simplified software version to be used for the bride's look on her special wedding day.**
- **Follow all the above directions - the only variation is the time of day the bride marries that will influence Robert's choices for her special day.**

Here are some great ideas from our software users:

At every basic skin care class, I take photos of each person, and keep them so when I follow up with a color class, all I have to do is look at her picture – and create a profile for her - this photo also serves as a great before picture!!
-Kim

I decided to purchase the *My Makeup Makeover* software because of my lack of confidence in choosing color for my customers. It not only helped me gain my confidence in color choices but made my sales soar. This is a treasure that every consultant should not be without.....a basic necessity for a successful Mary Kay business and return customer satisfaction again and again.
-Angie

 I have never had so many bookings!
The sales are terrific. Every appointment that I have held has left with their look. Plus I am selling skincare and lots of other products due to the questions that they answer on their concerns.
I also love training my new gals with the program. I use it in my new consultant training and also at my sales meetings.
-Sharon

This computer program has totally revitalized our unit. We use it as a booking tool, a customer gift of appreciation, and a training tool. We use it in conjunction with your DVD and book, and we're all so much more confident about color. Consultants are learning to listen for clues when talking with their customers so they can promote this tool.

Some new tools lose their "newness" and become forgotten after a period of time. Not *My Makeup Makeover*! We're as excited about it now as we ever were.
Thanks so much! We are LOVING it!
-Carol

How to use at a Training Center Guest Night:
- Set up five stations with Directors or consultants.
- Station one; greet and pre-profile guests using Robert's pre- profile questionnaire.
- 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 pages to expedite the input of information - however; it can take about five minutes to 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 - simply write in the information on a pre-printed final look page.
- Station five, compile the samples of her look from her final report page, give her a pre-printed copy of her eye shape diagram and let her apply her look right there! If she runs out of time - you can simply attach the color samples to the sample page for a professional presentation.

Having trouble booking guests? Go to our dedicated website **www.mymakeupmakeover.com**
 Learn how to apply the software program for these scenarios:
- **With new customers**
- **At a basic skin care class**
- **With a laptop and printer**
- **With a laptop without a printer**
- **How to print out pages for a complete pre-profile**