

Your Eye Shape and Application

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

Your Undertone

0= yellow	
2= olive	
4= pink	
5= more pink	
7= golden orange	
8= warm brown	

FOUNDATION

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

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	medium coverage	full coverage	day radiance	crème to powder
dry	X	(X)		X	X	X
normal	X	X	X	X		X
oily	X	X	X			(X)
combination	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	added hydration	buildable coverage	transfer resistant	oil free
tinted moisturizer	X		X			X
mineral powder				X		
medium coverage		X		X	X	X
full coverage			X	X	X	X
day radiance			X			
crème to powder				X		X

TOTAL CONVERSION CHART

TIMESWISE (listed from light to dark)	SHEER MINERAL PRESSED POWDER	LOOSE MINERAL POWDER FOUNDATION	LOOSE POWDER	TINTED MOIST.	CRÈME TO POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 105	Ivory 1	Ivory .5	Ivory 1	Ivory 1	Ivory .5	
Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 100	Ivory 1	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 204	Ivory 1	Ivory 1	Ivory 1	Ivory 2	Ivory 2	Blush Ivory
Ivory 200	Ivory 2	Ivory 1	Ivory 1	Ivory 2		Buffed Ivory
Ivory 202	Ivory 2	Ivory 2	Ivory 2	Ivory 2		
Beige 305	Ivory 2	Ivory 2	Ivory 2	Beige 1	Beige 2	Bisque Ivory
Beige 304	Ivory 2	Ivory 2 / Beige .5	Ivory 2	Beige 1	Beige 2	Delicate Beige
Beige 300	Beige 1	Ivory 2/ Beige 1	Ivory 2	Beige 1	Beige 1	Fawn Beige
Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 404	Beige 1	Beige .5/ Beige 1.5	Beige 1	Beige 2	Beige 2	
Beige 400	Beige 2	Beige 1/ Beige 2	Beige 1/ 2	Beige 2	Beige 3	Almond Beige
Beige 402	Beige 2	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Bronze 504	Bronze 1	Bronze1/ Beige 2	Beige 2	Bronze 1	Bronze .5	
Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 507	Bronze 1	Bronze 2/ Bronze 4	Bronze 1	Bronze 1	Bronze .5	
Bronze 600	Bronze 1	Bronze 3	Bronze 1	Bronze 2	Bronze 1	Walnut Bronze
Bronze 607	Bronze 1	Bronze 4	Bronze 1	Bronze 2	Bronze 1	Rich Bronze
Bronze 708	Bronze 2	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Deep Bronze
Bronze 808	Bronze 2	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Mahogany

DAY RADIANCE CREAM FOUNDATION

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
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

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
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

my makeup makeover software program

Don't you hate "no-shows"? Wouldn't you love to increase your holding ratio?

"It's all so simple, if you follow these three 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.
- If you have any support questions- you can email mymakeupmakeover@mindspring.com – there are many answers available on the dedicated website www.mymakeupmakeover.com

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 be saved to 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

my makeup makeover weddings software program

- 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 you do not have a printer- you can simply write in the information on a pre-printed final report 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.

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

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
sweet pink – matte
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

hazelnut – matte
silky caramel – matte
precious pink – shimmer

accent

sienna – matte
vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
raisin – matte
cinnabar – matte
amber blaze – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

BEIGE

highlight

honey spice – shimmer
sweet cream – matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
sweet pink – matte
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

hazelnut – matte
silky caramel – matte
sienna – matte
precious pink – shimmer

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
raisin – matte
cinnabar – matte
amber blaze – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

BRONZE

highlight

honey spice – shimmer
spun silk – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

sienna – matte
raisin – matte
cinnabar – matte

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

EBONY

highlight

honey spice – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

sienna – matte
raisin – matte
cinnabar – matte
granite – shimmer

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – 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

blue

liner

bronze
deep brown
amethyst
black

shadow

hazelnut
silky caramel
sienna
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
sweet plum
golden olive
espresso
coal

green

bronze
deep brown
amethyst
black

hazelnut
silky caramel
sienna
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
granite
sweet plum
golden olive
iris
espresso
coal

brown

bronze
deep brown
black
amethyst
steely
navy
olive
taupe

hazelnut
silky caramel
sienna
precious pink
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
granite
steel
sweet plum
iris
golden olive
ivy garden
denim frost
navy blue
espresso
coal

grey

deep brown
amethyst
black
steely

hazelnut
silky caramel
sienna
granite
steel
navy blue
sweet plum
espresso
coal

EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
Basic (standard)			Close-Set		
highlight	10	defining	highlight	10	defining
midtone	11	crease	midtone	29	crease
contour (accent)	30	defining	contour (accent)	24	defining
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
Hooded			Droopy		
highlight	10	defining	highlight	10	defining
midtone	27		midtone	29	crease
contour (accent)	15		contour (accent)	30	defining
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
Deep-Set			Prominent		
highlight	10	defining	highlight	10	defining
midtone	29	crease	midtone	27	
contour (accent)	24	defining	contour (accent)	27	
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14				
Wide-Set					
highlight	10	defining			
midtone	11	crease			
contour (accent)	30	defining			
blending brush	28 or 16				
contour lower lashline	13				

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	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	x	x	x					
sparkling cider					x	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					
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? (absolute least important question)

LIPSTICK INTENSITY CHART

IVORY/ BEIGE

Bright

pink melon
pink satin
sunburst
hibiscus
red

Neutral

apricot glaze
sweet nectar
toffee
paradise pink
sunset
frosted rose
shell
tanned
raisinberry
dusty rose
sheer blush
whipped berries
garnet frost
amber glow

Deep

amber suede
gingerbread
black cherry
apple berry
berry kiss

Layering

sheer blush
mocha freeze
golden
pink shimmer

BRONZE/ EBONY

Bright

pink melon
pink satin
dusty rose
sunset
sunburst
hibiscus
red

Neutral

downtown brown
gingerbread
nutmeg
bronzed
apricot glaze
toffee
frosted rose
raisinberry
whipped berries
garnet frost

Deep

amber suede
black cherry
apple berry
berry kiss
rich cocoa
rich fig

Layering

mocha freeze
amber glow
golden
sweet nectar
pink shimmer

