

FOUNDATION

Selecting Foundation. If you don't buy a foundation you can test first, then you must be willing to exchange it and exchange it and exchange it and exchange it again at the drugstore until you find a color that is an exact match to your face. Sometimes we are in-between the available shades and need to do our own custom color mixing. When testing foundation, put a swipe on your face near the jawline and don't blend it in. Let it dry, because the color will darken. Look for a color that matches your skin exactly and 'disappears' into your skin. If your face and neck are two different colors, you may have to find a compromise. If you have any reddish areas on your face, make sure you match the color to your jawline. You want your foundation to cover any redness, not match it.

With your final selections, always check the color in daylight. When you decide you have found your match, always wear it over your whole face for at least a few hours to make sure the color and formula are right for you before you buy it or decide to keep it. Some foundations (especially oil based) can change color after being on your face for a while. Make sure you do this if you have oily skin. Sometimes, despite our best efforts, we can still end up with a product that turns out to be the wrong color or formula. These tips will help you learn to custom mix and adjust your own foundation colors and formulas.

Technical tips for adjust foundation colors and formulas. Anytime you alter a foundation, either mix it in small amounts in a separate container, or mix just enough in the palm of your hand for a single use. This keeps the make-up more sanitary (if you add water you could be introducing bacteria) and if you don't like how it came out or your skin tone or the weather changes, you haven't mixed the whole bottle. You can mix larger amounts if you are only combining foundations and not adding any oil or water to them. A container, jar or bottle with a tight lid you can re-seal works well. It is also helpful to pick something with a wide opening for easy mixing and cleaning.

Adjusting foundation color. You may find that you are always in-between shades and have to buy two foundations and mix the colors together. This is great for when the seasons change. You can adjust the foundation to be lighter or darker to match my skin as it tans or fades. If your shade is too dark (or suddenly becomes too dark as your summer tan fades), but the next lightest color does not have the right "cast" to it (or you can't test it), just buy the lightest Ivory (try to avoid any with a pink or peach cast) or the next-to-lightest color and mix some of your foundation with just a little bit of the light foundation at a time to get the right lightness. If you wish to keep the formula exactly the same, it is wise to mix within the same brand and formula.

You are not limited to mixing just liquid foundations. You can do this with stick or compact foundations as well. Use a toothpick, Popsicle stick or cosmetic spatula to take a small piece of each and mix enough on your hand for a single use. It will take a little practice to learn the right proportions to use of each color, but you will get the hang of it and will be able to do it quickly soon. If you are having trouble getting a shade just right, remember that *sheer liquid formulas are much more forgiving when it comes to color.* The more coverage, the more perfect of a color match it must be. You can take a medium

coverage foundation and apply it with either a dry sponge for sheer coverage, or damp sponge for the sheerest coverage possible.

You can also use powder to adjust foundation colors. If your foundation is too light, you can add a little powdered bronzer, brown blush or brown eye shadow to darken it. Avoid using anything frosted. This can be a little tricky to get the color just right, so you will probably want to mix up a small batch in a separate bottle. You need to add very little powder. Of course, you can always just mix your foundation with a darker one. The powder method is just cheaper. You can also add baby powder to lighten a foundation. But be forewarned that depending on how much you add, the baby powder may make the formula drier and thicken it a little. You can also use a different color powder over your foundation to correct the color. For a foundation that is too light, use a darker powder. You can add a little bit of bronzer, brown blush or brown eye shadow (matte) to some of your regular face powder. If your foundation is too dark, you can use a lighter powder or try just straight baby powder. For a foundation that is too pink, you can try a yellow-based powder over it and vice-versa.

To thicken your foundation, add loose powder.

To thin your foundation, mix it in your palm with a few drops of water before applying.

To get lighter coverage from your foundation, mix it with some moisturizer in your hand before applying.





















Your liquid foundation will also last longer if you apply it with fingers, rather than a sponge because a sponge will soak up some of it.

Mary Kay® Full- and Medium-Coverage Foundations Shade Chart

Get ready to celebrate! The new Mary Kay® Foundations bring you and your customers a wider range of shades in the more natural-looking colors you've been wanting.

Color by Numbers

Instead of names, we've used numbers to identify our new shades. They give you several key features about the shades: The *shade category* it is in — either Ivory, Beige or Bronze. The *intensity* of the shade. This is represented by the first two digits of the number. (The higher the shade number, the darker the shade.) And finally, the *undertone* of the foundation shade. This is indicated by the last digit of the number. For example, 0 is a Yellow undertone, 4 is Pink, etc., as shown at the top of this shade chart. Note that shades in the same horizontal row have the same intensity (light vs. dark). For example, Beige 300, 302, 304 and 305 all have the same intensity. Only the undertone is different. So if Beige 300 is too light for your customer, try Beige 400 — not 302, 304 or 305.

Shade Category	Foundation Shade Undertones					
	Yellow - 0	Olive - 2	Pink - 4	More Pink - 5	Golden Orange - 7	Warm Brown - 8
Ivory	 Ivory 100		 Ivory 104	 Ivory 105		
Ivory	 Ivory 200	 Ivory 202	 Ivory 204			
Beige	 Beige 300	 Beige 302	 Beige 304	 Beige 305		
Beige	 Beige 400	 Beige 402	 Beige 404			
Bronze	 Bronze 500		 Bronze 504		 Bronze 507	
Bronze	 Bronze 600				 Bronze 607	
Bronze						 Bronze 708
Bronze						 Bronze 808

Please Note: In electronic media, true colors may vary. If reproducing shade chart, copies WILL NOT reflect the true shades of foundations.

Match Making Made Easy

If: Your customer currently uses a Day Radiance® Foundation

Then: You'll want to refer to the conversion chart we've posted on this site. It will give you the closest match to try on your customer. For example, if your customer wears Antique Ivory in Formula 2, the chart lists Ivory 100 as the closest match in the new Mary Kay® Foundations.

If: You're introducing a new customer to these great Mary Kay® Foundations

Then: As always, treat your customer to a stripe test. First, determine if her skin tone is in the Ivory, Beige or Bronze category. Next, select two or three shades in her shade category that look like they match her skin tone. Now, simply have her apply them, blending well so the shade disappears into her jawline. That's how easy it is to find the true-to-life match she'll love.

A Note About Undertones When shade matching, remember, it's best to start with a foundation that has yellow undertones (These shade numbers end in 0.) They deliver the best look for most women because they help even out reddish imperfections better.

Day Radiance® Shades**Mary Kay® Full- and Medium-Coverage Foundation Suggested Recommendation**

Pure Ivory	Ivory 100
Rose Petal Ivory	Ivory 105
Soft Ivory	Ivory 104
Antique Ivory	Ivory 100
Blush Ivory	Ivory 204
Buffed Ivory	Ivory 200
Bisque Ivory	Beige 305
Fawn Beige	Beige 300
Delicate Beige	Beige 304
Natural Beige	Beige 305 or Beige 404
True Beige	Beige 302 or Beige 400
Dusty Beige	Beige 404
Rose Beige	Beige 404
Almond Beige	Beige 400 or Beige 402
Toasted Beige	Beige 402
Cocoa Beige	Beige 402
Golden Bronze	Bronze 504
Mocha Bronze	Bronze 500
Bittersweet Bronze	Bronze 507
Walnut Bronze	Bronze 600
Classic Bronze	Bronze 607
Rich Bronze	Bronze 607
Deep Bronze	Bronze 607 or Bronze 708
Chestnut Bronze	Bronze 708
Mahogany Bronze	Bronze 708 or Bronze 808

Crème-To-Powder Foundation Shades**Mary Kay® Full- and Medium-Coverage Foundation Suggested Recommendation**

Ivory 0.5	Ivory 104
Ivory 1	Ivory 100
Ivory 2	Ivory 204
Ivory 3*	Ivory 200
Beige 1	Beige 300
Beige 2	Beige 304
Beige 3	Beige 400
Beige 4	Beige 402
Bronze 0.5	Bronze 500
Bronze 1	Bronze 607
Bronze 1.5*	Bronze 708
Bronze 2	Bronze 708 or Bronze 808

*Crème-To-Powder Foundation in Ivory 3 and Bronze 1.5 are no longer available.

TimeWise® Dual-Coverage Powder Foundations**Mary Kay® Full- and Medium-Coverage Foundation Suggested Recommendation**

Ivory 100	Ivory 100
Ivory 104	Ivory 104
Ivory 105	Ivory 104
Ivory 200	Ivory 200
Ivory 202	Ivory 200
Ivory 204	Ivory 200
Beige 300	Beige 300
Beige 302	Beige 300
Beige 304	Beige 304
Beige 305	Beige 304
Beige 400	Beige 400
Beige 402	Beige 400
Beige 404	Beige 400
Bronze 500	Bronze 507
Bronze 504	Bronze 507
Bronze 507	Bronze 507
Bronze 600	Bronze 607
Bronze 607	Bronze 607
Bronze 708	Bronze 708
Bronze 808	Bronze 708

Shades are separated by undertones (last digit):
(0) Yellow, (2) Olive, (4) Pink, (5) More Pink, (7) Golden Orange, (8) Warm Brown