

Seminar's Color Me Confident Workshop Tips



By Professional Makeup Artist
Luis Casco

Finding the Right Foundation

Ask these three questions:

1. What do you want most from your foundation?
2. What is your skin type?
3. What is the foundation finish you want after application?

Find your customer's shade category:



Ivory



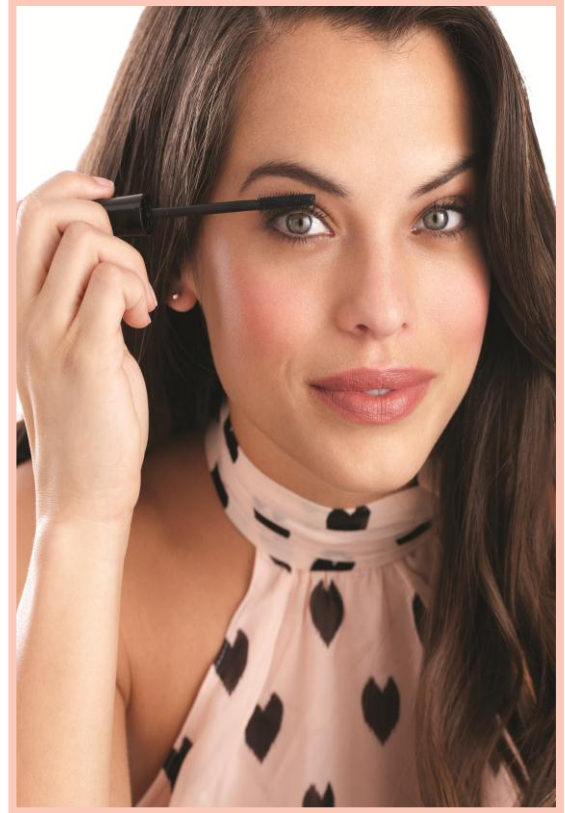
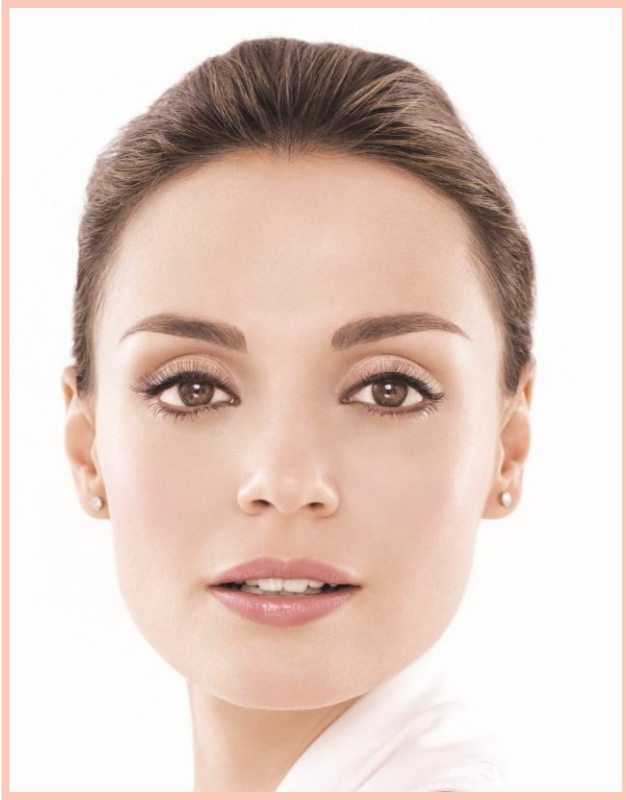
Beige



Bronze

Use the Foundation Finder Tool to find the closest shade, then have her stripe test on her jawline.

The “Pretty Look”



- Neutral tones
- Black/gray eyeliner
- A healthy glow to the cheek
- A hint of color on the lips

- Mascara is a must!

Make Eyes “Pop”



- Blue eyes: warm browns, bronze, copper and other similar shades with orange undertones
- Brown eyes: Any color; purples, pinks, grays and blues work especially well on brown eyes
- Green eyes: purple, plum and taupe shades
- Hazel eyes: deep green and lavender shades with soft yellow undertones

Find the right shades for your skin tone



Ivory

Cheeks:



Citrus Bloom



Shy Blush



Strawberry Cream

Lips:



Shell



Sweet Nectar



Melon Sorbet



Pink Diamonds

Find the right shades for your skin tone



Beige

Cheeks:



Cherry Blossom



Golden Copper



Sparkling Cider

Lips:



Whipped Berries



Apricot Glaze



Beach Bronze



Sugarberry

Find the right shades for your skin tone

MARY KAY®



Bronze

Cheeks:



Berry Brown



Cinnamon Stick



Bold Berry

Lips:



Black
Cherry



Nutmeg

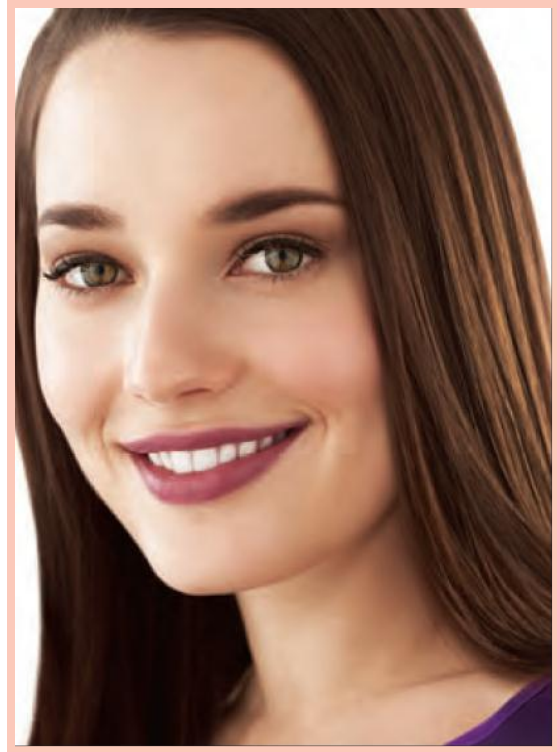


Sweet Raisin



Berry
Sparkle

Tips for bold & bright colors



- Concentrate bold shades on the area of the face you want to accent.
- Use one bright color on eyes combined with neutral tones.
- For bold lips, keep the eyes neutral and try a lip “stain” look.

Tips for 50s and over



- Neutral eye colors are most flattering. Curling the lashes will help open up the eye.
- Lip color should be complexion-compatible or medium-bright.
- Shimmer is ok when worn in the right places, for example as a highlight on the brow bone or on the inner corner of the eyelid.

Luis's 4 Top Tips

- Re-evaluate customers' needs throughout the year.
- Go light and build.
- Always blend!
- Have fun!

