

Foundations

DEPTH LEVELS

Foundations come in many levels of depth, which vary in order to match the darkness or lightness of your skin and foundation. It is how light or how dark your skin and foundation APPEAR to the naked eye.

STRIPE TESTING

We determine the perfect foundation shade for today's woman by stripe testing approximately three foundations simultaneously..

Ivory/Beige: stripe test from jaw to neck

Bronze/Ebony: stripe test from cheek to jaw

FOUNDATION FORMULAS

Three questions you have to ask to determine which formula foundation would work best for you are:

1. Skin type—which benefits my skin needs
2. Benefits—benefits I want from my foundation
3. Desired coverage—how much do I want to conceal and what is my lifestyle

Winter Look Book - page 16, 17, and 31

CORRECT FORMULA

skin type	tinted moisturizer	mineral powder	luminous	matte	medium coverage	day radiance	crème to powder
dry	X	(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
tinted moisturizer	X			X			X
mineral powder					X		X
matte		X	X		X	X	X
medium coverage		X			X	X	X
luminous			X	X	X	X	X
day radiance				X			
crème to powder					X		X

Foundations

UNDERTONE CHART

pink	yellow	olive	golden orange	warm brown
Ivory 1				
	Ivory 2			
Ivory 3				
	Ivory 4			
Ivory 6				
	Ivory 5	Ivory 5		
	Beige 1			
Ivory 7				
Beige 3				
	Beige 2			
Beige 4				
		Beige 5		
		Beige 6		
		Beige 7		
Beige 8				
	Bronze 1			
Bronze 2				
			Bronze 3	
Bronze 4				
	Bronze 6			
			Bronze 5	
				Bronze 7
				Bronze 8

*listed light to dark

Foundation Supplementals

- Basics of great skin care: TimeWise Miracle Set—page 13
- Concealing dark spots and circles: Concealer—page 31
- Under-eye darkness & puffiness: Targeted Action Eye Revitalizer & Indulge Eye Gel—page 13, 30
- Extra hydration: Moisture Renewing Gel Mask, page 8-9
- Deep expression lines & collagen mega-booster: Replenishing Serum +C—page 11
- Night healing, moisture & collagen boost: Night Resore & Recover Complex—page 10
- Deep expression lines: Targeted Action Line Reducer—page 15
- Dullness, sun damage, acne damage, lines & wrinkles: Microdermabrasion Set—page 29
- Keep foundation lasting longer, having smoother skin appearance: Foundation Primer—page 17
- Liquid foundation brush & mineral powder foundation brush—page 31
- Even out my complexion and brighten my face: Even Complexion Essence & Mask—page 29
- Seal in my foundation to last longer & knock off the shine: Loose Powder & Sheer Powder—page 31

Men's Skin Care, Shaving Needs, & Body Spray—page 24

TOTAL CONVERSION CHART

TIMESWISE LIQUID FOUNDATION	MEDIUM-COVERAGE	LOOSE MINERAL POWDER FOUNDATION	TINTED MOISTURIZER	LOOSE POWDER	SHEER PRESSED MINERAL POWDER	CRÈME TO POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 1	<i>new shade</i>	Ivory .5	Ivory 1	Ivory 1	Ivory 1		
Ivory 2	<i>new shade</i>	Ivory .5	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 3	Ivory 105	Ivory .5/Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 4	Ivory 100	Ivory .5/Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 5	Ivory 200	Ivory 1	Ivory 2	Ivory 1	Ivory 2		Buffed Ivory
Ivory 6	Ivory 104	Ivory .5/Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 7	Ivory 204	Ivory 1	Ivory 2	Ivory 1	Ivory 1	Ivory 2	Blush Ivory
Beige 1	Beige 300	Ivory 2/ Beige 1	Beige 1	Ivory 2	Beige 1	Beige 1	Fawn Beige
Beige 2	Beige 400	Beige 1 / Beige 2	Beige 2	Beige 1/ Beige 2	Beige 2	Beige 3	Almond Beige
Beige 3	Beige 304	Ivory 2/ Beige .5	Beige 1	Ivory 2	Ivory 2	Beige 2	Delicate Beige
Beige 4	Beige 404	Beige .5/Beige 1.5	Beige 2	Beige 1	Beige 1	Beige 2	
	Beige 305	Ivory 2	Beige 1	Ivory 2	Ivory 2	Beige 2	Bisque Ivory
Beige 5	Ivory 202	Ivory 2	Ivory 2	Ivory 2	Ivory 2		
Beige 6	Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 7	Beige 402	Beige 2	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Beige 8	<i>new shade</i>	Beige 1.5/ Beige 2	Beige 2	Beige 2	Beige 2	Beige 3	
Bronze 1	Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze 1	
Bronze 3	Bronze 507	Bronze 2	Bronze 1	Bronze 1	Bronze 1		
Bronze 4	<i>new shade</i>	Bronze 2/ Bronze 3	Bronze 1	Bronze 1	Bronze 1	Bronze 1	
Bronze 5	Bronze 607	Bronze 4	Bronze 1	Bronze 1	Bronze 1	Bronze 2	Rich Bronze
Bronze 6	Bronze 600	Bronze 3	Bronze 1	Bronze 1	Bronze 1	Bronze 2	Walnut Bronze
Bronze 7	Bronze 708	Bronze 5	Bronze 2	Bronze 2	Bronze 2		Deep Bronze
Bronze 8	Bronze 808	Bronze 5	Bronze 2	Bronze 2	Bronze 2		Mahogany

Facial Shapes

Determine your facial shape

Oval Face –

An oval-shaped face is considered by most to be the perfect facial shape because of its beautiful symmetry. It is usually broader at the cheeks, tapering in slightly at both the forehead and the chin. Because of its symmetry, you can play all you want. An oval face can support most makeup trends – so have fun.



Round Face –

A round shaped face is fuller and generally holds its youthful appearance longer than the other shapes. It's shorter, fairly wide, with full cheeks and a rounded chin. Most women who feel they have a full face mistakenly think they have a round face, but in reality, is usually is not.

If you have a round-shaped face:

- Don't just wear blush on the apples of the cheeks, because it will further shorten and widen the face.
- Softly sculpt your cheeks, jaw, and temples with a product such as a bronzer, pressed powder, or a foundation that is one to two levels darker than your skin tone. Then apply the color of your choice to the apples of your cheeks.
- Don't kohl-rim your eyes with a dark liner, because it will make them look smaller and more isolated on the face.
- Elongate your eye shadow up, because it will "pull" the eyes up and give your face a slightly longer appearance.
- Your brows can also help shape your face. Taper your brows outward toward the tips of the ears (not down) because this also will help with the illusion of lengthening the face.



Facial Shapes

Determine your facial shape

Square Face –

A square-shaped face is usually the same width at the forehead, the cheeks, and the jaw. It is one of the most photogenic because it suggests strength and because of the symmetrical width of the features (forehead, cheeks and jaw).

If you have a square-shaped face:

- Highlight down the center of the forehead, nose, and the tip of the chin to draw attention to the middle of the face.
- Contour your hairline and jaw with a product that is slightly darker than your skin-tone, to soften the overall appearance.
- Blush the apples of the cheeks. This draws attention away from the corners of the square; it will widen that area and make it appear slightly more oval.
- Curve the brows down toward the middle of the ear, to minimize the width of the forehead.



Heart-Shaped Face –

The heart-shaped face is wide at the forehead and curves down to a pointed or narrow chin.

If you have a heart-shaped face:

- Highlight your chin. Highlighting will broaden its width and make it look less pointed.
- Contour your temples and define the hollows of your cheeks to diminish the width of this portion of your face.
- Strengthen the eyes or the lips—but not both—to increase definition and divert attention from the wider areas.
- Ideally your brows should taper towards the tip of your ears, to help lengthen your face.



Facial Shapes

Determine your facial shape

Pear-Shaped Face –

The pear-shaped face is narrow at the temples and forehead and wider at the jawline.

If you have a pear-shaped face:

- Highlight the forehead to create the illusion of width.
- Contour the jawline and cheeks to minimize their width.
- Extend the brow slightly beyond the outer corner of the eye, being sure not to make your arch too extreme. Extending the brow out will give the illusion of width.



Long Face –

The long-shaped face has high cheekbones, a high deep forehead, and a strong, sharp, chiseled jawline.

If you have a long face:

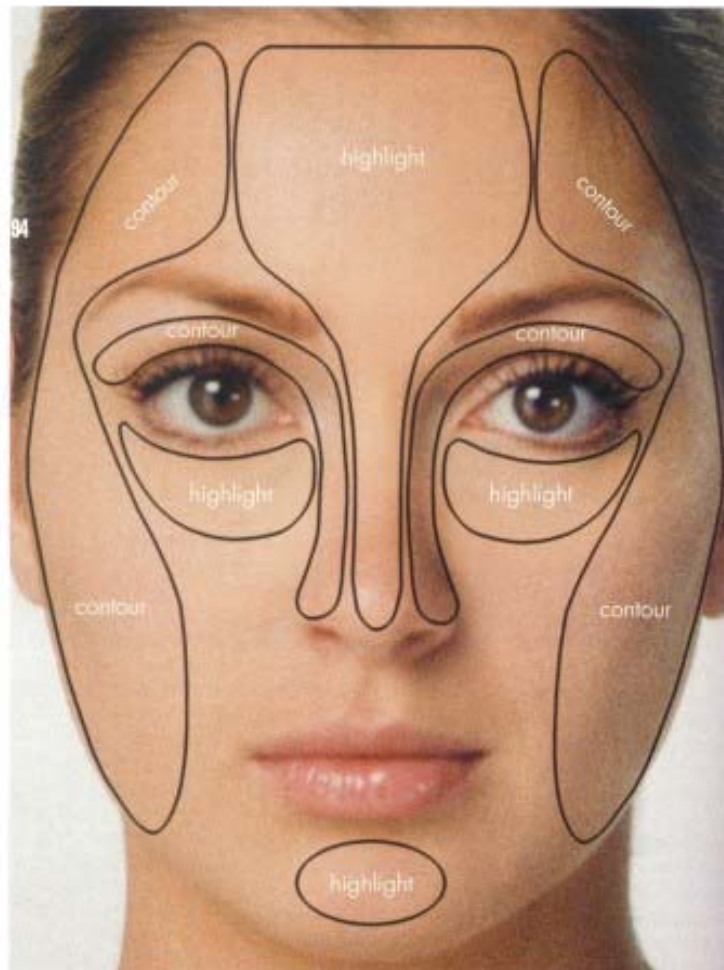
- Don't sculpt your face, because it will tend to lengthen it even more.
- Apply blush to the apples of your cheeks, because this will shorten and widen the face.
- When applying your blush, start closer in on the apples of the cheeks and brush outward across the face.
- Don't make your eyebrow arch too extreme---a straighter or more gently curved brow will widen the face.



Facial Shapes

HIGHLIGHTING & CONTOURING

The concept for highlighting and contouring is the same, regardless of your facial shape. Draw an imaginary oval on your face that extends from the top of your forehead, to the outside edge of the eyebrows, to the chin, and up the opposite side of your face in the same way. This oval would give you the “perfect” oval facial shape. Contouring is added to diminish the non-oval edges of your face, and highlighting is added to bring forward the desired areas of your face.



Highlighting & Contouring

Super bright highlighting on “shadowy” areas: Facial Highlighting Pen—page 31
Mineral Powder Bronzing Powder—page 33
Mineral Powder Highlighting Powder—page 33