

Your Eye Shape and Application

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

FOUNDATION

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.

Stripe Testing

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	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

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

TOTAL CONVERSION CHART

TIMEWISE 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	new shade	Ivory .5	Ivory 1	Ivory 1	Ivory 1		
Ivory 2	new shade	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	new shade	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	new shade	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

Imagine having private lessons from the master, Robert Jones, in your own home

Now imagine how you could increase your profits and the success of your business with the knowledge and confidence you gain. WELL... Robert is making that possible.. coming to a computer near you... as soon as you join the academy.. you will become one of robert's bff's and he will be at your disposal 24/7! Rewind, pause and play it again... learn over and over.....

Did I mention the all new **robert jones beauty academy??**
YOU will have robert in your home for private lessons to prepare you for **your** public appearances!!!

- Could you get excited about building more clientele?
- Because your customers are referring you to everyone?
- Wouldn't it be wonderful if you received so many referrals that you had to book 3 months out?
- The greatest form of advertising is "tell-a-woman!" And that is exactly what they will be doing... telling all their friends about how incredible YOU are as their personal beauty consultant and how skilled you are in the art of makeup!

robert jones is a celebrity makeup artist and best-selling author of three makeup books (selling in 13 countries and 8 languages). His clients include major companies such as Mary Kay cosmetics, Neiman Marcus, Saks and Nexxus.. just to name a few. His magazine clientele includes Allure, InStyle, Elle, Vogue, Marie Claire, Brides magazine and Life&Style... too many to name. He works with amazing celebrities such as Cindy Crawford, Selena Gomez, Edie Falco, Mary Louise Parker, Laura Linney, Eve Best (one of his new bff's) Sheryl Crow, Leann Rimes, the Dixie Chicks and many, many others.

Also, as one of robert's new students and bff's, you will receive many perks including

- 10%-25% off on products from Robert Jones Beauty Academy site
- bonus directional emails on current trends in makeup
- members forum- chat and share with others in the academy
- face book academy contests- you can win prizes

www.robertjonesbeautyacademy.com

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	almond
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
white lily - matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lemongrass – shimmer
blue metal – shimmer

midtone

hazelnut – matte
silky caramel – matte
precious pink – shimmer

accent

sienna – matte
almond - matte
chocolate kiss – shimmer
copper glow – shimmer
granite -shimmer
cinnabar – matte
amber blaze – shimmer
iris – shimmer
sweet plum – shimmer
emerald - shimmer
ivy garden – shimmer
azure - shimmer
denim frost - shimmer
peacock blue - shimmer
midnight star – shimmer
silver satin – shimmer
black pearl - shimmer
espresso – matte
coal – matte

BEIGE

highlight

honey spice – shimmer
sweet cream – matte
white lily - matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lemongrass – shimmer
blue metal – shimmer

midtone

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

accent

chocolate kiss – shimmer
copper glow – shimmer
granite -shimmer
cinnabar – matte
iris – shimmer
sweet plum – shimmer
amber blaze – shimmer
emerald - shimmer
ivy garden – shimmer
azure- shimmer
denim frost – shimmer
peacock blue - shimmer
midnight star - shimmer
silver satin - shimmer
black pearl - shimmer
espresso – matte
coal – matte

BRONZE

highlight

honey spice – shimmer
spun silk – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
lemongrass – shimmer
blue metal – shimmer
silver satin - shimmer
azure – shimmer
emerald - shimmer

midtone

sienna – matte
almond – matte
granite -shimmer

accent

chocolate kiss – shimmer
copper glow – shimmer
iris – shimmer
sweet plum – shimmer
ivy garden – shimmer
denim frost - shimmer
peacock blue - shimmer
midnight star – shimmer
black pearl – shimmer
cinnabar - matte
espresso – matte
coal – matte

EBONY

highlight

honey spice – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
copper glow - shimmer
lemongrass – shimmer
azure – shimmer
emerald - shimmer

midtone

sienna – matte
almond – matte
cinnabar – matte
granite – shimmer

accent

chocolate kiss – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
denim frost - shimmer
peacock blue- shimmer
midnight star – shimmer
black pearl - shimmer
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. 87

eye color

blue

liner

bronze
deep brown
black

shadow

hazelnut
silky caramel
sienna
almond
chocolate kiss
amber blaze
copper glow
cinnabar
sweet plum
black pearl
espresso
coal

green

bronze
deep brown
violet ink
black

hazelnut
silky caramel
sienna
almond
chocolate kiss
amber blaze
copper glow
cinnabar
granite
sweet plum
iris
black pearl
espresso
coal

brown

bronze
deep brown
black
violet ink
steely
dark denim
rich jade

hazelnut
silky caramel
sienna
precious pink
almond
chocolate kiss
amber blaze
copper glow
cinnabar
granite
silver satin
black pearl
sweet plum
iris
ivy garden
emerald
azure
denim frost
peacock blue
midnight star
espresso
coal

grey

deep brown
black
steely

hazelnut
almond
sienna
granite
silver satin
black pearl
sweet plum
espresso
coal

EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
Basic (standard)			Close-Set		
highlight	22	defining	highlight	22	defining
midtone	11/ 29	crease	midtone	11/ 29	crease
contour (accent)	30	defining	contour (accent)	30	defining
blending brush	28		blending brush	28	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
Hooded			Droopy		
highlight	22	defining	highlight	22	defining
midtone	27	defining	midtone	11/ 29	crease
contour (accent)	15	defining	contour (accent)	30	defining
blending brush	28		blending brush	28	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
Deep -Set			Prominent		
highlight	22	defining	highlight	22	defining
midtone	11/ 29	crease	midtone	27	defining
contour (accent)	30	defining	contour (accent)	27	defining
blending brush	28		blending brush	28	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14				
Wide-Set					
highlight	22	defining			
midtone	11/ 29	crease			
contour (accent)	30	defining			
blending brush	28				
contour lower lashline	13				

BLUSH

Your blush color choice should never be any darker than your naturally flush.

The purpose of blush is to brighten and wake up your face.

Matte bronzers look the most natural on ivory/ beige skin.

Bronzers with shimmer work best on deep bronze/ ebony skin.

PROPER PLACEMENT

When applying bronzer and blush, you want to concentrate the majority of your color on the cheekbone; that is the proper placement. Just take this can't-miss application placement test:

1. Smile.
2. Locate the center of the apple of your cheek and place your index finger there.
3. Next, place your thumb at the top of your ear where it connects to your head.
4. Now take your thumb and bring it toward your index finger. The bone you feel is your cheekbone.
5. Apply your color directly onto the cheekbone.

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 satin
sunny citrus
sunset
hibiscus
really red
red
fuchsia

Neutral

apricot glaze
sweet nectar
toffee
icy peach
sunset
frosted rose
shell
whisper
raisinberry
dusty rose
sheer blush
whipped berries
passion pink

Layering

sheer blush
sunlit sand
amber glow
pink shimmer

Deep

amber suede
maple
boysenberry
copper star
gingerbread
black cherry
apple berry
berry kiss
midnight red
blaze
merlot

BRONZE/ EBONY

Bright

pink satin
sunset
sunny citrus
hibiscus
really red
red
fuchsia

Neutral

downtown brown
copper star
gingerbread
nutmeg
bronzed
maple
toffee
frosted rose
pink passion
raisinberry
whipped berries
garnet frost

Layering

mocha freeze
amber glow
sunlit sand
sweet nectar

Deep

amber suede
black cherry
apple berry
berry kiss
boysenberry
midnight red
blaze
rich fig
merlot

