

LOOSE POWDER:

- ✓ Milled **FIVE** times finer than any other on the market
- ✓ Absorbs more oil than pressed powder
- ✓ Use **finger powder** method to cover concealer – dust finger tips, wipe excess in palm of hand & trace under eye or any place concealer has been used.
- ✓ Current color descriptions do not allow for optimum usage. Use the following chart to better understand the colors:

LT IVORY	=	IVORY
IVORY	=	LT BEIGE
LT BEIGE	=	BEIGE
BEIGE	=	LT GOLDEN BRONZE
LT BRONZE	=	BRONZE
BRONZE	=	EBONY *

** Mary Kay is one of two company's that offer this depth of color for ebony skin in loose powder ... the other company sells products*

CONCEALER:

- ✓ Same formula, better pigments
- ✓ More concentrated – requires 1/3 the amt of old formula
- ✓ Better at neutralizing the 'spot' you are trying to conceal
- ✓ Not too yellow if you are using it on brown, red, purple discolored areas. (any others should be covered with foundation)
- ✓ Use yellow concealer for especially intense discolorations
- ✓ Will always draw attention to fine lines because it is designed to STICK. To cover areas with fine lines use foundation with more coverage – FULL or Formula 1.

FOUNDATIONS:

- ✓ Ultramarine pigment base – most expensive pigment available
- ✓ Transfer resistant – as a result has a 30 to 60 sec “drying” time
- ✓ Is layer-able
- ✓ **FULL COVERAGE** – normal to dry ... **HYDRATES** skin for up to **SIX** hours!
- ✓ **MEDIUM COVERAGE** – normal to oily ... oil-absorbing to reduce shine for up to **EIGHT** hours!
- ✓ Should stripe test your customers every six months.
- ✓ Proper stripe technique:

Ivory to Beige skin tone – jaw line to neck
Beige to Ebony skin tone – cheek to jaw

BROWS:

- ✓ Tweeze in direction that hair grows - **ALWAYS!**
- ✓ Tweeze after a hot shower & in natural light if possible
- ✓ To create the perfect arch: Use eyebrow brush or similar to create line from edge of nose straight up (*brow begins here – tweeze everything outside that point*), then from nose diagonally through pupil of eye (*this is where brow should arch*), & from nose to the outside corner of eye (*this is where brow should end, tweeze everything outside this point*).
- ✓ **TIP:** Highlight hairs that you want to remove with shimmery eye color (white sand or crystalline) or white pencil.

APPLICATION

Lips:

- ✓ Line lips first (*also prevents color from bleeding*) – start with ‘v’ then feather from corners up & round center bottom, then feather from corners down.
- ✓ Maximize lip area by using liner at the very edge of natural lip line. **Thin lips** – line just outside lip line.
- ✓ Color lips in with liner to help maintain color longer
- ✓ Apply lip color with a brush if possible – blends liner & color more effectively & goes on more evenly.
- ✓ To create the illusion of ‘pouty’ lips – line & color in from corners leaving the center of top & bottom free from color, then add lip color over liner still leaving center color free & add gloss over entire lip (*cream & sugar, almond glaze, pink pout*) or add softer lip color to center.

APPLICATION

Blush:

- ✓ To create the illusion of an oval face shape – imagine an oval superimposed on your face that outlines just above your brows, just outside the corners of your eye, & just below your bottom lip – Contour outside the oval (*bronzer*) & highlight inside the oval (*apple-popper!*). Can also use foundation, concealer & powder to enhance.
- ✓ **Two step process** ... bronze first appropriate for face shape, then add bright color on ‘apple’ to create oval appearance.
- ✓ Use large powder brush for bronzer & regular blush brush for ‘apple’ color.
- ✓ Begin with bronzer at hairline on cheek bone where ear attaches to face – move brush in a slight C motion towards temple & ear lobe, then down cheek bone towards nose
- ✓ Use bright warm color to POP the apple of the cheek – Apricot Breeze, Pink Meringue, Just Peachy.

APPLICATION

Eye Color:

- ✓ **Highlight first** – eyelid & brow bone (*watch eye shape though*) Can use matte or shimmer – Shimmer opens eye more/ Matte is more subtle (*use for eye shapes that need minimal highlighting*)
- ✓ **Mid-tone second** – this color is really an extension of your skin tone. First step in defining the eye – outer to inner in crease or above (*again – eye shape*), blended into brow.
- ✓ **Accent last** – darkest along lash line blended up in to crease & in lower lash line (rather than eye liner – softer)
- ✓ Layer color (*ex: twilight, jade, mirage, etc*) on top of accent in crease &/or at lash line for a more dramatic look!

APPLICATION

Mascara:

- ✓ Use curler BEFORE mascara & heat if possible. (*use hairdryer to heat metal curler*) Begin at lash line and slowly move up to end, crimping as you go!
- ✓ **THICKER** – hold wand horizontal & move back & forth from base to ends
- ✓ **LONGER** – hold wand vertical and pull up from base to ends
- ✓ For both **thicker & fuller** – alternate between each technique.
- ✓ For a dramatic & full look - use three coats with STORM pressed into lash line between 1st & 2nd coat. (*Use angled brush from pcp travel set & cut bristles so that they are straight across*)

CHOOSING COLOR

Eye: (refer to eye color chart attachment)

Should consider 3 questions in this order:

1. **What is my eye color?** – You want to choose from the colors that will ‘bring out’ your eye color the most
2. **What is my skin tone?** – Shade selection should also complement your skin tone.
3. **What am I wearing?** – If you want to coordinate eye color with clothing for a dramatic look ... then layer color on top of colors that answer the above questions.

Please keep in mind that the color recommendations are for optimal enhancement of your natural eye color. You are & your customers are not limited to ONLY the colors listed. Use it as a guideline.

EYE SHAPES

HOODED – Goal is to make eye appear more open by minimizing lid by using the following technique:

- ✓ Highlight the inner portion of eyelid
- ✓ Starting at lashline layer & blend midtone up towards crease and then in V on fleshy area arching towards brow but not as far in as other shapes.
- ✓ Don’t highlight much under brow – only accentuates hooded appearance

DEEP SET – Goal is to bring them out & make them more noticeable using the following technique:

- ✓ Highlight the lid with a shimmer or light to medium matte
- ✓ Apply midtone above the crease – not in the crease!
- ✓ Don’t highlight much under brow because it is already prominent

EYE SHAPES

SMALL – Goal is to make them appear larger by using the following technique:

- ✓ Avoid dark shadows all together
- ✓ Highlight the lid
- ✓ Contour the crease & above
- ✓ Define at lash line to draw them out
- ✓ Curl & plump lashes

CLOSE SET – Goal is to create the illusion of being wider apart using the following technique:

- ✓ Keep inner corners light with shimmer
- ✓ Shade & define the outer corners very well to help ‘pull them apart’

EYE SHAPES

DROOPY – Goal is to make the outer corners appear as if they turn up rather than down using the following technique:

- ✓ Use eyeliner sparingly, especially on the bottom
- ✓ Apply shadow slightly in from corner & blend up keep focus on center of eyelid
- ✓ Must highlight the brow bone to draw up
- ✓ Start mascara slightly in from outer corner as well

WIDE SET – Goal is to create illusion that they are set closer together using the following technique:

- ✓ Use a darker mid-tone in corner next to bridge of nose to visually draw eyes together.
- ✓ All products should be applied slightly in from corner of eye (*liner, shadow & mascara*) & shadow blended in & up.

CHOOSING COLOR

Cheeks:

The goal is to find a blush color that's natural & neutral, but still brightens & adds life to the face. Having trouble?? Notice what color you turn when you blush naturally or feel flushed (*after a workout?!*) and match that as best as possible. Should be a shade of pink ... soft rose, deep pink or a warm peachy color ... even ebony skin should use a deep bronzy pink. **Brighten is the key!**

Tips:

Ivory/Beige = Sunny Spice for every day (*if in doubt use this!*)
Contour with Bronze Sands & pop apple with Apricot Breeze or Pink Meringue!

Ebony = Teaberry or Eggplant for everyday
Contour with Burnished Bronze & pop apple with Just Peachy!

FACE SHAPE

OVAL - considered by most to be the perfect facial shape b/c of the symmetry. Broader at cheeks, tapering in at forehead & chin. (*Few people actually have this shape so we have to create it!*)

ROUND – Holds its youthful appearance longer. Shorter, fairly wide, with full cheeks & a rounded chin.

SQUARE – Same width at forehead cheeks & jaw

HEART-SHAPED – Wide at forehead & curves to a pointed or narrow chin.

PEAR SHAPED – Narrow at temples/forehead & wider at jaw

LONG – High cheekbones, a high, deep forehead & a strong, sharp chiseled jaw line. (Similar to oval, more defined)

*** Use bronzer & bright warm blush to create the illusion of an oval shape face*

CHOOSING COLOR

Lips: (*refer to Lipstick Chart attachment*)

- ✓ Most important factor to keep in mind is skin tone
- ✓ Goal is to make **FACE** more vibrant & alive – not your lips ☺
- ✓ Bright warm colors make you look younger
- ✓ Paler colors illuminate & make lips look fuller
- ✓ Darker colors minimize your lips

Prep:

- ✓ Exfoliate once a week
- ✓ **ALWAYS** moisturize with balm or lip enhancer prior to applying color.
- ✓ Use lip enhancer outside natural lip line to prevent gloss from bleeding.