

# Jennifer Schneider's Training Notes

from

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## New product info and insights for 2004/2005

Summer 2004: 5 lip glosses, eye trios

March 2005: All new lipsticks (10 will remain from current line)

\*All products with Alpha and Beta Hydrox. will be removed from all MK products by Dec. 31<sup>st</sup>.  
To be replaced by Peptides ( 3 molecules joined together). More gentle on skin.

Makeup is an emotional buy. We are to tempt, not teach.

The fastest growing cosmetic companies are those designed/driven by a makeup artist. Este Lauder has bought them all (MAC, Bobbi Brown, etc)

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## Product Information / Application Techniques

Order of application.

1. Concealer - of discolored areas only
2. Foundation – highlight/contour
3. Powder – highlight/contour
4. Eye colors
5. Cheek color
6. Lips

### Concealers

Its not too yellow!!!

Yellow counteracts anything red, brown, purple. Everyone has yellow in his or her skin so when in doubt, go with yellow  
Not kind to skin, highlights wrinkles so only use a small amount **on discolored areas only**. Small amount!!!

If use too much, looks dry and cakey

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### Foundations

With the new foundations our customers will have 4 lines to choose from:

- 1) Day Radiance Cream Foundation for very dry skin, #1
- 2) Cream to Powder – best on normal to oily skin
- 3) Dual Powder
- 4) TimeWise Foundations!

- 5 Keys:
1. Contain Vitamins
  2. Contain the TimeWise complex
  3. Transfer resistant ( not proof)
  4. Oil free
  5. Layerable

Old Foundations have titanium dioxide pigments in them (that's what caused us to look washed out in flash photography – lifeguards use on their nose)

New Foundations will have ultramarine blue pigments = the most expensive you can get!!!!!!!

Comparable only to a European brand that sells for over \$100+

- They are brighter, fresher, younger, flawless
- 20 shades – everyone will have a match!

Application options:

1. Damp sponge is best. Using a Sponge will fix ANY application issues
  - a. Wash sponge after EVERY use. The cleaner the tool, the better the application
  - b. The higher the foam rubber content, the better for gliding on.
2. Fingers
3. Brush ( to reapply over existing makeup)

Stripe Testing – to assess proper color. \*\*Do this every 6 months to yourself and your customers.

Method: Ivory to Beige women, face and neck has variations in color – goal is to match to neck.

So you must stripe test from jaw down to the neck ( match to neck!)

Bronze and Ebony women, inner and outer circle of face have different colors ( levels of pigment are darker on outer circle of face). Match to blend between

So you must stripe test from cheek to jaw

**\*\* Let stripe test area dry 30sec – 2 minutes. A MUST!!!**

Color may seem bright at first, wait for it to sink in.

\*\* Stripe test in true light . . .daylight is best. Can buy “daylight” bulbs or “daylight balance” bulbs

\*\* Strip test and demo with Full Coverage Formula

Layerable: Can do double coverage by letting first application dry and then applying again.

To add sheen and highlight to your face – mix vanilla eyesicles and your foundation

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Names:

“Full Coverage” = equal to old Day Radiance 2 -for normal to dry skin. Have more moisture in them, moisturize up to 6 hrs

“Medium Coverage” = equal to Day Radiance 3 -for normal to oily skin - contains an oil absorber. Diminishes shine up to 8 hrs

If she has combination skin, use 2 foundations: Med and Full of the same shade

If she tans her body and not her face, she will need two shades to blend inner and outer areas of face.

The new foundations are listed by a 3-diget code instead of color names – this way they can be used globally.

**1<sup>st</sup> and 2<sup>nd</sup> number notes the lightness or darkness (intensity)**

**3<sup>rd</sup> # notes the undertone**

**1<sup>st</sup> and 2<sup>nd</sup> #**

**## = example**

**Ivories: 10 = level 3**

**20 = level 4**

**Beiges: 30 = level 5**

**40 = level 7**

**50 = level 10**

**Bronzes: 60= level 12**

**70 = level 14**

**80 = level 15**

**3<sup>rd</sup> #**

**0 = yellow (“Oh so yellow”)**

**2 = Olive (more yellow) (“2 olives on the side”)**

**(Ask her if she tans easily, if yes = 02/ Looks like a good tan)**

**4 = Pink/yellow (neutral) (“crazy for pink”)**

**( pink face/pink neck)**

**5 = More pink**

**( regular face/pink neck)**

**7 = Golden Orange (“I drink orange juice 7 days a week”)**

**8 = Warm Brown (“ I ate a brownie”)**

Examples: A beige, level 5 with a yellow undertone = “300” ( like the old Fawn Beige)

A beige, level 5 with a pink undertone = “304” (like the old Delicate Beige)

The undertone changes how light or dark it appears. Pink appears lighter, yellows appear darker.

Example: if 200 is too light and 300 is too dark – go with 202.

\*\*When you are not sure, you can’t go wrong with “\_ \_ 0” Because “0” is yellow, and we ALL have yellow in our skin

\*\* You can also see someone’s undertone by looking at the inside of their arm.

Ask her if she tans easily or not. If yes, probably an \_02.

\_ 02s = appear darker due to yellow

\_ 04s = appear lighter due to pink

Example: if 200 is too light, and 300 is too dark = you've got the wrong undertone. Go with 202

Example: if 204 is too light, and 304 is too dark =you've got the wrong undertone. Go with 200

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### Pressed Powder/Foundation

Actually has Vit. A and E in it.

Great for young skin, sheer – will never cause breakouts.

May need to go a shade lighter if a person is oily = cause it will show darker by the end of the day.

\*\*You must blot excess oil off 1<sup>st</sup> before touching up. Use Beauty Blotters or tissues

Designed for sheer coverage

To pick perfect, need to know

- 1) Shade: Ivory, Beige, Bronze
  - 2) Undertone: Yellow, pink
  - 3) Intensity – lighter to darker
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### Loose Powders

Our loose powders are milled 5 times finer than most = better coverage, doesn't visibly settle into wrinkles Like Velvet

Loose powder has more oil absorbers than pressed powders so its good for extra oily people who don't like a lot of coverage

Use a sponge or puff (Sally's supply) **to push** powder into skin, then use a brush to brush off excess.

Use after foundation and before blush.

Get better setting of makeup with powder = use in AM when getting ready.

Can apply powder under your eyes using finger method to set concealer: Dip finger into loose powder, tap off, rub on hand and smooth under the eyes.

Our loose powders are named poorly and make it confusing . . .they are better named as the following:

<u>Current Name</u>		<u>Better Name</u>
Light Ivory	=	Ivory ( goes with your 100/200s)
Ivory (yellowish)	=	Light Beige
Beige	=	Correct now – Formerly light Beige
Golden Bronze	=	Correct Name – specialty powder for <u>bronze</u> skin for highlighting
Light Bronze	=	Bronze
Bronze	=	Ebony – has a sheen because at this skin depth level, needs sheen, not matte

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To create the illusion of perfect skin.

1. Apply concealer and foundation. Wash hands 1<sup>st</sup>! – **best applied with a damp sponge**, or “foundation brush” (synthetic fibers)
2. Press powder into face, don't rub on.

### Sculpting the face

Oval = the perfect face shape = symmetric. You can contour and highlight to make any face shape appear oval.

Width of oval is width of eyes.. Highlight inside the oval and contour low points outside the oval. Done with 2 or 3 shades of foundation of same shade.

It takes 3 shades of foundation –or Loose Powders ( applied with sponge or puff) or use bronze sands to contour

Use your ideal shade all over. Apply a shade lighter on highlight areas ( or a lighter loose powder) and a shade that is darker in contour areas ( or bronze sands cheek color used in contour areas)

## **Highlighting – brings things out.**

## **Contouring – pushes things back**

To create the oval on your face: highlight high points inside of the oval, contour low points outside the oval.

Ivory/Beige = need to contour more than highlight.

Bronze/Ebony = need to highlight more than contour

Ex. If a 300. First apply 300 all over face. Highlight with 200 (shade lighter), Contour with 400 (shade darker) Dot at cheek and blend down and out

\*See Robert Jones book for map on face of where to highlight (under eyes, chin, forehead, nose), contour (temples, sides of face, over eyes)

Face Shapes (don't really need to know these – just remember to contour outside the oval and highlight inside)

1. Round = shorter, fairly wide. Full cheeks, round chin. Stays younger looking longest
  2. Square = Same width at forehead, cheek, and jaw, Contour 4 corners
  3. Heart Shaped = broader at temples and cheeks, an upside down triangle
  4. Pear = narrow at temple, broader at cheek and jaw
  5. Long = DO NOT highlight or contour. Do more cheek color . . .pop apples - will shorten the face
- Hollowed cheeks . . don't contour . . . those people need to eat and gain weight!

## **Face Conditions**

Facial Masking – when a person has a lighter area in the center of the face and darker areas at edges due to a higher build up of dermis in the outer perimeter of the face. Primarily found in bronze and ebony skin tones.

- this will take 2 shades of foundation to fix
  - Dark areas will need a golden orange undertone to lighten (xx7)
  - Lighter areas will need warm brown undertone to deepen (xx8)

When stripe testing, there will be a 2 point difference between areas, ex. Level 5 and 7. Blend to a 6.

## Dark undereye circles

Apply concealer just to the area of demarcation and blend up

Dot on with a brush ( retract. Lip brush works great) and the stipple with fingers to blend. Finger powder to finish

- if severely dark, use yellow concealer
- match to skin tone
- Do this before foundation / stipple foundation and powder so you don't rub off your work.
- For bronze, use concealer blended with 507 or 607.

## Hypo-pigmentation/ pregnancy masking/ port-wine areas

Apply directly to the area of discoloration – use a concealer brush. Stay in the lines!!!! Or you just re-create the problem

## Covering Acne

Match concealer to foundation exactly – dot on with brush and blend. Apply AFTER foundation (same shade), then finger powder.

Concealer grabs a hold of powder more and then will turn darker so avoid putting powder on this area or use a lighter shade Stay just on blemish, not around.

Red Zit = use a Q-tip and Visine to take the red out

If she has lots of acne, send her to the Dr. so she does not scar. The darker the skin, the easier to scar (scar lasts 2 years+)

## Scar

A scar is an area of skin without pores.

First, apply moisturizer to area, then loose powder, then apply concealer with a brush.

## Broken Capillaries and Veins

Must use a tiny brush and apply carefully only to tiny line. Stipple to blend

## Bumps and valleys

Make foundation as matte as possible. No shine!

## Large Pores

Use TimeWise!!

Use Oil Mattifier to fill in pores and help items to go on better

### Under eye puffiness

Drink lots of water!!!!

Apply concealer to undereye dark circles with a brush

Apply foundation to face

Apply a lighter concealer to the area under the puffiness which will make it come “out” and stipple to blend

### Rosecia

Don't use TimeWise. Nothing Age Fighting due to sloughing agents.

Must use Classic Basic skin care.

Our color products will not irritate.

Use a foundation ending in “0” or “2” = covers and contrasts red. Conceal first if large area (may need yellow concealer)

### Eyes/Eyeshadows, etc.

Goal is a two-year rotation with shade colors. Takes 24 months to create a shade

Always use concealer and loose powder over eyes before applying eye shadow.

Do not use Full Coverage foundation on eyes –too moisturizing.

85% of people are “warm” and should wear “warm” colors – ANYONE can wear warm colors. Anyone with brown or green eyes is automatically Warm

“cool” people have very dark hair, very pale skin - rare

\*Yellow/warm shades make you look younger anyway

Some people who are allergic to eye color are allergic to the red dye so stay away from purple shades. They will have redness and itching that goes away with discontinued use.

When selecting an eye shadow, the MOST IMPORTANT thing is the person's eye color, then skin tone, then clothing..

To show eye color, choose a contrasting eye shadow. Pretend you are wearing white at all times.

Hazel eyes are a mix of green and brown or green and blue . . . so follow the green eye chart.

Brown eyes can basically wear anything!

Create your neutral eye look before layering accent colors to get better show - ability.

### Eye Color

Blue

### general liner

warm brown/taupe

### general shadow

rich warm browns/ warm taupes

Green

red-brown/ taupe/ purples

golden brown/warm taupes, deep purples

Brown

rich brown/charcoal  
taupe

golden brown/ blue/ green, light mahogany,  
charcoal, purple

Grey

charcoal, deep brown

charcoal, cool brown, purple

**Eye Color**

Blue

**MK Liner**

Sable/Browns

Bronze

Charcoal

**MK Shadow**

Hazelnut

Whipped Cocoa

Woodland

Peaches n Cream

Vintage Gold

Lucky Penny

Gold Leaf

Cinnabar

Double Espresso

Persian Spice

Safari Sunset

Storm

Green

Sable

Bronze

Violet

Plum

Hazelnut

Whipped Cocoa

Peaches n Cream

Woodland

Vintage Gold

Lucky Penny

Cinnabar

Gold Leaf

Persian Spice

Safari Sunset

Virtual Violet

Double Espresso

Fig

Storm

Brown

Sable

Bronze

Violet

Charcoal

Steely

Indigo

Sage

Hazelnut

Whipped Cocoa

Rose Mist

Woodland

Peaches n Cream

Vintage Gold

Cinnabar

Lucky Penny

Gold Leaf

Persian Spice

Safari Sunset

Sugarplum

Virtual Violet

Double Espresso

Fig

Current Craze

Cranberry Ice

Jade

Storm

Periwinkle

Rainforest

Lagoon

Grey

Sable

Violet

Charcoal

Steely

Hazelnut

Whipped Cocoa

Java

Sugarplum

Onyx

Virtual Violet

Storm

Double Espresso

“Frosted eye shadows” = opaque coverage, covers 100%, contains fleck of mica – shiny versions of same shade. Best on very young. Older women with eyelid lines and wrinkles should NOT wear frosted colors because it collects in fine lines

3 Frosts in our line:

Crystalline

Sugarplum

Cotton Candy (Robert Jones dislikes this shade – he did not create)

Sheer pink

“Shimmer eye shadows” = sheer coverage (see through), flecks of mica (shine) are sheer and in multiple shades.

Sheer won't collect in lines of eyelid. Good on all ages

Eyesicles are shimmers

Don't put these on Ebony skin: White Sand, Crystalline, Cotton Candy

Don't put on pale skin: Raspberry Rush – looks like pink eye

Core 10 shades were used on all models. Pg 48 of his book.

General Name = MK Name

Flesh	Spun Silk
Beige	Moonstone
Gold	Copper Beach
Taupe	Hazelnut
Dark Taupe	Whipped Cocoa
Mahogany	Cinnabar
Golden Brown	Vintage Gold
Dark Brown	Persian Spice
Burgundy	Current Craze
Black	Storm

While putting on eye shadow, apply generous amount of loose powder under your eye and as extra eye shadow falls down under your eye, it will gather there. Use a brush to remove excess powder and shadow residue.

Eye color Application Techniques –

It takes at least 3 shades to reshape the eye (See Robert's book on page 128/129 for map of where to apply)

- 1) Highlight color = lightest shade, brings things out, put all over, specifically under brow bone. Can also go on inside corner above and below to widen the eye. Brush or sponge applicator
- 2) Midtone = In the crease and blended up. Apply outside to inside strokes. Creasing brush.  
Most people only need to own 2 or 3 of these shades.  
A Skin tone Shade – an extension of your skin tone  
\*\*\*\*\***apply eye liner pencil here**\*\*\*\*\*
- 3) Accent = Darkest, across lash line (like a liner), and up into “V”. Can also go on outside corner under eye. Defining brush  
Change shade with your mood, have fun with accent shade

Then blend all using a blending brush tool.

Must wash brushes, use gentle shampoo and conditioner. Wash once a week.

Wash foundation and concealer brush **every day**

## IVORY/BEIGE

<u>HIGHLIGHT</u>	<u>MIDTONE</u>	<u>ACCENT</u>
Moonstone – shimmer Spun Silk – shimmer Copper Beach – shimmer White Sand – matte Crystalline – frost Whisper Pink – shimmer Sheer Pink – frost Goldenrod – shimmer Peaches n Cream ( light) – shimmer Fig (light) – shimmer Jade (light) – shimmer Safari Sunset (light) – shimmer Cotton Candy (pink) – frost Cotton Candy (blue) – frost Tooti Fruiti (pink) = shimmer Tooti Fruiti (peach) = shimmer Bamboo = matte Tropical Sun = matte Lagoon (light) = shimmer Jungle (light) = shimmer Blue Moon ( light) = shimmer	Hazelnut – matte Whipped Cocoa – matte Rose Mist – shimmer Peaches n Cream(dark) – shimmer Java ( light) – matte Double Espresso ( light) = matte Woodland ( light) = matte	Vintage Gold – shimmer Lucky Penny – shimmer Cinnabar – matte Gold Leaf – shimmer Persian Spice – shimmer Sugarplum –frost Virtual Violet – shimmer Current Craze – shimmer Storm – matte Cranberry Ice – shimmer Raspberry Rush – matte Java (dark) – matte Fig (dark) – satin Jade (dark) – shimmer Onyx (light/dark) – shimmer Periwinkle – matte Rainforest – matte Dble Espresso (dark) – matte Lagoon (dark) = shimmer Blue Moon (dark) = shimmer

## BRONZE/EBONY

<u>HIGHLIGHT</u>	<u>MIDTONE</u>	<u>ACCENT</u>
Moonstone – shimmer Spun Silk – shimmer Copper Beach – shimmer Whisper Pink – shimmer Rose Mist – shimmer Goldenrod – shimmer Peaches n Cream ( light) – shimmer Gold Leaf - shimmer Jade (light) – shimmer Safari Sunset (light) – shimmer Sugar Plum – frost Java (light) – matte Peaches n Cream (dark) – shimmer Tooti Fruiti (pink) = shimmer Tooti Fruiti (peach) = shimmer Bamboo = matte Tropical Sun = matte Lagoon (light) = shimmer Jungle (light) = shimmer Blue Moon ( light) = shimmer	Cinnabar - matte Whipped Cocoa – matte Raspberry Rush - matte Java (dark) – matte Onyx (light) – shimmer Woodland - matte	Vintage Gold – shimmer Lucky Penny – shimmer Safari Sunset (dark) - shimmer Persian Spice – shimmer Virtual Violet – shimmer Current Craze – shimmer Storm – matte Cranberry Ice – shimmer Fig (dark) – satin Jade (dark) – shimmer Onyx (dark) – shimmer Rainforest – matte Dble Espresso (dark) – matte Lagoon (dark) = shimmer Blue Moon (dark) = shimmer Jungle (dark) = shimmer

## Eye Shapes

If you need to reshape an eye: use neutrals 1<sup>st</sup> and then add color last.

1. Hooded – skin hangs over, lid doesn't show. Occurs either naturally (Asian) or with age.
  - Highlight the brow bone and lid and inside lash corner on upper lid
  - Layer midtone up and over the fleshy area = pushes it away and creates a crease look.
  - Bring accent color up higher and in further
    - Always apply Storm color and push into lash line from underneath in non-wet tissue (after mascara/helps it stay)
    - Don't use pencil liner because it wears off onto the hanging flesh. Instead, force storm between the lashes coming up from underneath or heat up a pencil and smudge.
2. Wide Set - the space between the eyes is greater than one eye length
  - Multi - Layer your midtone to push eyes together - closer to nose area
  - Accent inwards and swoop outside less
3. Small Eyes – have a lot of extra lid area.
  - Highlight lid extra
  - Place midtone up higher to fill in the area
  - Contour up to fill the space
4. Prominent Eyes –
  - Highlight only the brow bone (don't highlight the lid!)
  - Darken the lid
  - Midtone up higher – starting at lash line, across the lid up to crease = creates a dark to light effect.
5. Deep set eyes – appear pushed back into the head
  - Don't need to highlight the brow – its already protruding. Just lighten the lid
  - Never do a dark lid – you must extra highlight the lid
  - Midtone goes above the crease, not in it. On the brow bone sticking out
  - Accent at the lash line
  - Highlight inside/ underneath
6. Close set eyes - less than one eye length between eyes
  - Highlight underneath inside area = pulls eyes apart
  - Midtone not too close inwards or over
  - Accent shade stays towards the outside corner
  - Accent underneath to pull apart
  - Highlight (moonstone) under/inner lashline to pull out.
7. Droopy Eyes – turn down at the corners
  - Make open ended color . . don't connect the “V”( corner) at the outer corner of eyes. Don't connect upper/lower lash lines. Concentrate on the middle and inner area of eyes
  - Start accent in slightly
  - Concentrate mascara inside and middle rather than out tips
  - Don't accentuate droop with heavy outside shading

## Eye Pencils

Some people complain they are too dry, don't glide. Robert says the water-proof properties are more important than glide-ability. If made to glide better, they would have to add more silicone, but then the color wouldn't stay put as well and would run.

Warm-up between fingers first to get to glide on easier – OR - Sharpen to a point by rubbing on your hand to get a better point.

\*\*Eyeliners are for your eyes only!!! Don't use them as lip liners ( too dry) . . .and vice versa.

Powder your concealer or foundation BEFORE you put on eye pencil = no crawling of color  
Can powder eyeliner to keep it on too.

Apply eyeliner after midtone, before accent shade so you can brush the accent shade over to soften.

Never use liquid eyeliner on the wet part of your and AND don't use on bottom of eye. . .its too harsh and thick . . .only use it on for top eyelid. If brush applicator is too long for accuracy – trim it!

Apply eyeliner all the way across the eye on top . . .don't stop ½ way. Just taper to a small amount towards center

### **Eyebrows**

Love them and accept them. Fuller Brows make you look younger

Do not correct eye placement via eyebrow trimming

#### **3 pivotal points to help shape brows:**

The line from the edge of your nostril straight up to the inner corner of your eye = brow line starts here

The line from the edge of your nostril straight up and through outer iris = where line meets brow=peak of brow, highest point of arch

The line from the edge of your nostril straight to the outer corner of eye = where brow should end

Don't wax your eyebrows – too damaging on skin – can cause your eye area to age faster!

Trim length before tweezing

Don't tweeze above brows

Brow color should be the same shade or lighter than your hair

Great tweezers = “Rubis Tweezerman Brand” = at Sally's or Bed Bath and Beyond, Nordstroms

Tweeze in natural light (rearview mirror of car is great).

Tweeze after a shower

To numb area: Ambesol, Orajel, ice.

“Threading” = A Middle Eastern Technique for hair removal that is great for removing facial hair/cleaning up eyebrows

Use brow gel to keep in place

### **Brow Pencils**

Fuller brows give a more youthful look!

Powder over pencil. ( we are getting brow specific powders very soon)

If she has grey/silver hair, use classic blonde

Classic blonde = lighter, brighter

Blonde = darker, more taupe

Blonde brow pencil (wood pencil) is great for everyone.

### **Mascara/ Eyelashes – CURL CURL CURL CURL CURL!**

**CURL YOUR EYELASHES – EVERY DAY!!!! It won't damage them! Curl before Mascara!!**

If you use the hand crimper, don't just crimp at the base . . .open and close, move out along lashes, open and close, move out.

There is a new curler that is heated that you simply place under the lashes and they curl up. Its made by “Japonesque” and it is available on Robert's website for \$16.00. Use it AFTER you apply mascara.

Get a new crimper each year

MK Endless Performance Mascara coats your lashes all the way around . . has a tendency to flake as it dries out. Get a new one more often = less flaking. Every 2 months for max performance.

Wands:

1. Curved – curls lashes
2. Straight – defines lashes
3. Fat and straight – curls and defines

Lengthen lashes = hold wand vertically and go root to end

Thicken lashes = hold wand horizontally and go side to side

Apply 3 coats (wipe off excess from wand and apply 3 thin coats). Let dry between coats

1<sup>st</sup> coat = side to side = thickens, let dry, then dip again and do second coat.

2<sup>nd</sup> coat = root to end = lengthens, let dry, then dip again and do 3<sup>rd</sup> coat!

3<sup>rd</sup> coat = side to side = thickens

Put a coat of MK Flawless over it all so others won't flake  
(Put MK Flawless Mascara on the bottom so it doesn't flake)

“minking” = Black on top, brown on bottom = looks best! (Don't put tons of coats on bottom lashes)

**False Eyelashes**

To apply, bend down, looking at a mirror. Draw with sable eyeliner where to apply. Glue on top of sable line = creates more of a natural look

Recommends Ardel brand – style #10 – from Sally's  
Use “Surgical Adhesive” by Duo – NOT eyelash glue

**Blush Colors/Cheeks**

Apply blush AFTER loose powder

1<sup>st</sup> contour the face (foundation/loose powder/bronze sands) , then apply blush to pop cheeks

Apply contouring (Bronze Sands for Ivory/Beige skin or Burnished Bronze for Ebony/Bronze skin) back to forward and blend out.

**Placement:**

Smile, find apple of cheek – connect line to ear = this is your cheek bone! Apply color to this line or slightly under -Connect Stroke back to front first and back and forth, then circles to blend out.

2<sup>nd</sup>, “pop the apples” on your cheeks. (Apricot Breeze great for Ivory/Beige skin or Just Peachy for Ebony/Bronze skin)

Don't go below the tip of the nose

Never contour face with colored blush

**Highlighting Bronzing Beads-**

For bronze/ebony skin they provide “highlight” so apply in highlight zones

For Ivory/Beige skin they provide contouring so apply in contour zones. Do not use all over the face.

<p><u>Best on Ivory and Beige Skin Tones</u>  <b>Silky Plum ( he dislikes!)</b>  <b>Nutmeg</b>  <b>Dessert Bloom</b>  <b>Winter Rose</b>  <b>Orchid</b>  <b>Pink Meringue</b>  <b>Just Peachy</b> – all skin tones</p> <p><b>Sunny Spice</b> - great for new consultants – works on anyone of ivory, beige skin tone !</p> <p><b>Bronze Sands</b> – bronzer in blush form – a contouring tool  Warms up skin. Good on pale skin that can't use bronzing beads</p> <p><b>Apricot Breeze</b> -seems bright but is very sheer, Great for “apple popping) Gives face a glow.</p> <hr/> <p>Lipsticks that can be used as cream cheek color:  Sunset  Frosted Rose</p>	<p><u>Best on Bronze and Ebony Skin Tones</u>  <b>Teaberry</b>  <b>Maple Walnut</b>  <b>Eggplant</b>  <b>Cranberry Bold</b></p> <p><b>Brick</b> – great for new consultants – works on anyone of bronze, ebony skin tone..</p> <p><b>Burnished Bronze</b> – bronzer in blush form – a contouring tool, more or a sheen.</p> <p><b>Just Peachy</b> – “apple popping” color</p> <hr/> <p>Lipsticks that can be used as cream cheek color:  Red Salsa  Redwood</p>
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## Lips

How full are my lips? What is the color of my skin? What am I wearing?

If you have thin lips - don't wear dark shades = makes them look smaller  
Remember light brings things out, dark makes them smaller

Keep center of top and bottom lip lighter = thick and pouty look!

## Lip Pencils

- defines edge
- prevents bleeding
- helps lipstick last longer

Dusty Pink = perfect neutral for ivory/beige = perfect to build a fuller lip look too

Dark Chocolate should only be worn by bronze and ebony skin tones!

Metallic should only be worn by beige and up.

To make thin lips look fuller, or to create a new lip line for anyone:

1. erase natural lip line by using foundation or concealer
2. use a natural lip liner and draw just outside and above the lip line both top and bottom. Fill in lips except center pout area.
3. apply a light concealer - dot on top and bottom center and blend – keep light in center = makes thick and pouty
4. apply lip stick
5. gloss – dot in center of top and bottom. Cream and Sugar works great

Any time you want to enhance your lips, use concealer and natural lip liner and start over!

Triple Action Lip Enhancer: 1. Put ON lips for longer lipstick wear.

3. Put OUTSIDE/AROUND lips to prevent bleeding

## Lip Outliner

Apply around, not on, the lips. After foundation and powder, before lip color

( not tested for this, so do not claim, but it will help stop corners of eyes from watering. Put on after all colors are on.)

## Lip Color

Mary Kay has the longest wearing cream formula on the market

Some customers want a 12 hour lasting color = we will never have that and don't want that because . . . you don't want something that would stay on your lips that long . . . they would look shriveled and gross by the end of 12 hours. Robert says God would have made them that color if he wanted them to have a color on them that long. Plus people should change their lip color throughout the day as their mood and events change.

To keep lip gloss from bleeding, put Triple Action Lip Enhancer around the outside of the lip area to keep it all in.  
In Spring 2004 he hopes we will have a tool to draw around our lips on the outside that will inhibit color from running.

Warm shades make you look younger = yellow undertone = Sunset, Cinnamon Twist, Choc. Mousse

## Shade information:

**Jazzy plum** – he dislikes – a lot!

**Downtown Brown and Hot Fudge** is NOT for ivory or beige skin tones!

The following should not be used by themselves, rather use them as a layering color:

**Silver Sand**

**Intensity Controller**

**Pink Shimmer**

**Gold Dust – and Intensity Controller for Bronze/Ebony skin**

**Mocha Freeze**

**Simply Pink and Cinnamon Twist** = mix great together!

**Sunset** = Great shade for everyone!!! We need to wear color!!!!

**Toffee** = great shade!

If colors go too pink or too orange once applied, its because of a high alkaline (PH level) in their skin. To fix: if too orange – use something that seems too pink. If too pink, use something too orange. The opposite will help correct the imbalance and shift to neutral.

To determine the best shade:

1. **Size of lips** – if have small lips = no dark colors!
2. Skin Tone
3. Clothing

Shine/light/warm shades = make lips larger

Darker/matte = minimizes lips

Simply Pink was designed as a pink for red heads.

### Skin Tone

Fair

### General Lipstick shades

glossy, transparent pink, soft peachy  
honey brown, beige brown, soft berry

### MK Colors

Simply Pink  
Shell  
Sunset  
Toffee  
Cantaloupe  
Pink Shimmer  
Frosted Rose  
Plum  
Dusty Rose  
Pink Ice

Medium

warm pink, soft mocha, caramel,  
delicate red, warm apricots, tangy peach

Sunset  
Toffee  
Caramel  
Cinnamon Twist  
Cantaloupe  
Frosted Rose  
Dusty Rose  
Plum  
Antique Rose

Olive

strong red, deep rose, berry, toffee,  
mahogany, rich warm apricots, brown red

Raisinberry  
Cinnamon Twise  
Caramel  
Suede  
Strike –a –Pose Rose  
Red Salsa  
Chocolate Mousse  
Antique Rose  
Redwood

Ebony

deep brownish red, deep berry, deep fuchsia  
golden beige

Downtown Brown  
Black Cherry  
Gold Dust  
Orange Crush  
Coppermine  
Magenta  
Red Salsa

Grapeful Lip Gloss  
Brownie Lip Gloss