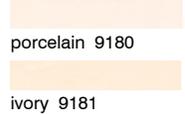
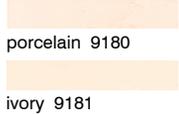
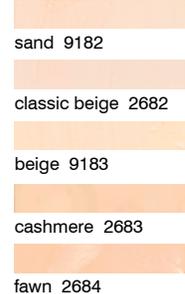
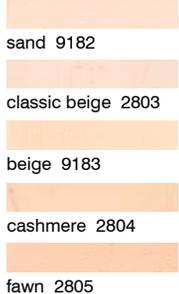


tips and tricks: Foundation Shades and Coverage

	AGE-DEFYING CONCEALER	MINERAL FOUNDATION	TINTED MOISTURIZER	LIQUID FOUNDATION	CREME-TO-POWDER FOUNDATION	PRESSED POWDER	LOOSE POWDER
FOUNDATION COVERAGE		LIGHT-MEDIUM COVERAGE	LIGHT COVERAGE	MEDIUM-HEAVY COVERAGE	MEDIUM-HEAVY COVERAGE		
UNDERTONES							
Fair to Light— You are very fair, burn easily, and your skin has pink or porcelain undertones.	 extra light 9230	 fair 9210	 porcelain 8875	 porcelain 9180 ivory 9181	 porcelain 9180 ivory 9181	 light 9106	 light 9090
Light to Medium— You have light to medium skin with pink or yellow undertones.	 light 9231	 light 9231	 classic beige 8876 fawn 8877	 sand 9182 classic beige 2682 beige 9183 cashmere 2683 fawn 2684	 sand 9182 classic beige 2803 beige 9183 cashmere 2804 fawn 2805	 medium 9107	 medium 9089
Medium to Tan— You have medium to tan skin with yellow undertones.	 medium 9232	 medium 9232	 natural 8878	 chestnut 2687 natural 9184 golden 9185	 chestnut 2808 natural 9184 golden 9185	 dark 9108	 dark 9092
Tan to Dark— You have deep olive, rose brown, or rich beige skin with pink undertones.	 dark 9233	 warm tan 9232	 tan 8879	 almond 9186 walnut 9187	 almond 9186 walnut 9187	 deep 9109	 deep 9093
Dark to Deep— You have a rich brown or ebony complexion.	 deep 9234	 deep 9214		 toffee 4521 espresso 9224	 toffee 6853 espresso 9224	 deep 9109	 deep 9093

tips and tricks: Foundation Shades and Coverage

Tinted Moisturizer: this light coverage is perfect for enhancing a tan or providing minimal coverage and a kiss of moisture to skin. Make sure to blend well to avoid streaks.

Mineral Powder Foundation: This natural formula provides nonirritating coverage for rosacea sufferers, acne, and sensitive skin. Mineral foundations contain natural sunscreens, will not clog pores, and are absent of the many dyes, perfumes, and other ingredients that can aggravate skin problems. The best application is achieved with a professional powder brush or Kabuki brush.

Liquid Foundation: Gives medium to light coverage with a variety of finishes—from satin to dewy.

Creme-to-Powder Foundation: Provides heavier coverage and dries to a matte finish. This product is great for less-than-perfect skin that needs a little help.

Foundation Tips:

Your foundation should never change your natural skin color. Rather, it should blend so well that you could use the product for “spot-treatments” on select areas of your face. Yellow-based shades look great on most skin tones and are perfect for covering up redness or irritation. To find the shade that most closely matches your natural tone, dab a small drop of foundation on your cheek or along your jaw line. In a well-lit room (natural light is best), lightly blend the makeup and compare results. If you’re having trouble deciding between shades, apply them side by side on your face—the best match will seem to melt into your skin.

Keep in mind that there is no such thing as “one shade fits all,” even when it comes to your own skin. Changes in lifestyle, weather, and sun exposure can lead to a change in your skin and, in turn, a change in your foundation. Many people wear different shades in the winter than they do in the summer. While it is tempting to simply buy one shade lighter (or darker) for the different seasons, it is important to wait and purchase a shade you can match exactly to your skin.

1. Never choose a shade that gives the illusion of a tan.
2. Don’t try to warm up or cool off your skin tone by choosing yellow-based foundations for pink-toned skin or pink-based foundations for yellow-based skin. Choose a foundation that exactly matches your skin and let your blush and other makeup add color to your look.