

## Your Eye Shape and Application

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

\_\_\_\_\_ do not highlight your brow bone (ever)!!!!!!!

## Concealer Undertone Chart

	yellow	olive	golden orange	warm brown
light ivory	x			
deep ivory	x			
light beige	x			
deep beige		x		
light bronze			x	
deep bronze				x

## 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	cc cream	mineral powder	luminous	matte	medium coverage	crème to powder
dry	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
cc cream	X		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
crème to powder					X	X	X

## LIQUID 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

## CRÈME TO POWDER UNDERTONE CHART

<b>pink</b>	<b>yellow</b>	<b>olive</b>	<b>golden orange</b>	<b>warm brown</b>
Ivory 1				
	Ivory 2			
Ivory 3				
Ivory 4				
	Beige 1			
Ivory 5				
		Beige 2		
		Beige 3		
Beige 4				
		Beige 5		
	Beige 6			
Bronze 1				
			Bronze 2	
				Bronze 3
				Bronze 4
				Bronze 5

## TOTAL CONVERSION CHART

TIMEWISE LIQUID FOUNDATION	MEDIUM COVERAGE	CRÈME TO POWDER	LOOSE MINERAL POWDER FOUNDATION	CC CREAM	SHEER PRESSED MINERAL POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 1	new shade		Ivory .5	Light	Ivory 1	
Ivory 2	new shade		Ivory .5	Light	Ivory 1	
Ivory 3	Ivory 105		Ivory .5/ Ivory 1	Light	Ivory 1	
Ivory 4	Ivory 100		Ivory .5/ Ivory 1	Light	Ivory 1	Antique Ivory
Ivory 5	Ivory 200		Ivory 1	Lgt to Mdm	Ivory 2	Buffed Ivory
Ivory 6	Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Light	Ivory 1	Soft Ivory
Ivory 7	Ivory 204	Ivory 4	Ivory 1	Lgt to Mdm	Ivory 1	Blush Ivory
Beige 1	Beige 300		Ivory 2/ Beige 1	Lgt to Mdm	Beige 1	Fawn Beige
Beige 2	Beige 400	Ivory 2	Beige 1/ Beige 2	Mdm to Deep	Beige 2	Almond Beige
Beige 3	Beige 304	Ivory 3	Ivory 2/ Beige .5	Lgt to Mdm	Ivory 2	Delicate Beige
Beige 4	Beige 404	Ivory 5	Beige .5/Beige 1.5	Mdm to Deep	Beige 1	
	Beige 305		Ivory 2	Lgt to Mdm	Ivory 2	Bisque Ivory
Beige 5	Ivory 202	Beige 1	Ivory 2/Beige 1	Lgt to Mdm	Ivory 2	
Beige 6	Beige 302	Beige 2	Beige 1	Mdm to Deep	Beige 1	True Beige
Beige 7	Beige 402	Beige 3	Beige 2	Mdm to Deep	Beige 2	Toasted Beige
Beige 8	new shade	Beige 4	Beige 1.5/ Beige 2	Deep	Beige 2	
		Beige 5	Beige 2	Deep	Beige 2	
Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep	Bronze 1	Mocha Bronze
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Deep	Bronze 1	
Bronze 3	Bronze 507		Bronze 2	Deep	Bronze 1	
Bronze 4	new shade		Bronze 2/ Bronze 3	Deep	Bronze 1	
Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep	Bronze 1	Rich Bronze
Bronze 6	Bronze 600		Bronze 3/ Bronze 4	Deep	Bronze 1	Walnut Bronze
		Bronze 3	Bronze 4	Very Deep	Bronze 2	
Bronze 7	Bronze 708	Bronze 4	Bronze 5	Very Deep	Bronze 2	Deep Bronze
Bronze 8	Bronze 808	Bronze 5	Bronze 5	Very Deep	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](http://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	mk shadow	brow powder
light blonde/ blonde	classic blonde	hazelnut	#1 / #2
medium/ dark blonde	blonde	hazelnut	#2 / #3
auburn	soft auburn	driftwood	#3 / #5
light brown	blonde	hazelnut	#3 / #4
brown/ medium brown	brunette	driftwood	#4 / #5
dark brown	brunette	driftwood	#4 / #5 / #6
very dark brown/ black	soft black	espresso	#5 / #6
grey (ivory/ beige)	classic blonde/ blonde	hazelnut	#1 / #2 / #3
grey (bronze/ ebony)	brunette	driftwood	#3 / #4 / #5

## 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  
moonstone – shimmer  
spun silk – shimmer  
crystalline – shimmer  
lime – shimmer  
sterling – shimmer  
gold coast - shimmer  
rose gold- shimmer  
ballerina pink- matte

### midtone

hazelnut – matte  
driftwood – matte  
precious pink – shimmer

### accent

stone – matte  
chocolate kiss – shimmer  
copper glow – shimmer  
granite – shimmer  
polished stone- shimmer  
french roast - shimmer  
truffle- shimmer  
amber blaze – shimmer  
iris – shimmer  
sweet plum – shimmer  
emerald - shimmer  
azure - shimmer  
peacock blue - shimmer  
midnight star – shimmer  
silver satin – shimmer  
espresso – matte  
coal – matte

## BEIGE

### highlight

honey spice – shimmer  
sweet cream – matte  
ballerina pink - matte  
moonstone – shimmer  
spun silk – shimmer  
crystalline – shimmer  
lime – shimmer  
gold coast – shimmer  
sterling- shimmer  
rose gold- shimmer

### midtone

hazelnut – matte  
driftwood – matte  
stone – matte  
precious pink – shimmer

### accent

chocolate kiss – shimmer  
copper glow – shimmer  
french roast - shimmer  
truffle- shimmer  
granite –shimmer  
polished stone- shimmer  
iris – shimmer  
sweet plum – shimmer  
amber blaze – shimmer  
emerald - shimmer  
azure- shimmer  
peacock blue - shimmer  
midnight star - shimmer  
silver satin - shimmer  
espresso – matte  
coal – matte

## BRONZE

### highlight

gold coast - shimmer  
golden vanilla- matte  
honey spice – shimmer  
spun silk – shimmer  
precious pink – shimmer  
rose gold- shimmer  
amber blaze – shimmer  
lime – shimmer  
polished stone – shimmer  
silver satin - shimmer  
azure – shimmer  
emerald – shimmer

### midtone

driftwood – matte  
chocolate kiss- shimmer  
truffle- shimmer  
cinnabar- matte  
cinnamon stick- matte  
dark cherry- matte

### accent

copper glow – shimmer  
french roast - shimmer  
iris – shimmer  
sweet plum – shimmer  
peacock blue - shimmer  
midnight star – shimmer  
espresso – matte  
coal – matte

## EBONY

### highlight

gold coast - shimmer  
rose gold- shimmer  
honey spice – shimmer  
precious pink – shimmer  
silky caramel – matte  
amber blaze – shimmer  
copper glow - shimmer  
lime – shimmer  
polished stone- shimmer  
silver satin- shimmer  
azure – shimmer  
emerald – shimmer

### midtone

cinnabar – matte  
chocolate kiss- shimmer  
truffle- shimmer  
cinnamon stick- matte  
dark cherry -matte

### accent

french roast - shimmer  
iris – shimmer  
sweet plum – shimmer  
peacock blue- shimmer  
midnight star – 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

deep brown  
black

\*no highlights are listed, experiment!!!!!!

## shadow

hazelnut  
driftwood  
french roast  
chocolate kiss  
truffle  
amber blaze  
copper glow  
sweet plum  
espresso  
coal

green

deep brown  
black

hazelnut  
driftwood  
french roast  
chocolate kiss  
truffle  
amber blaze  
copper glow  
granite  
sweet plum  
iris  
espresso  
coal

brown

deep brown  
black  
steely

hazelnut  
driftwood  
stone  
precious pink  
french roast  
chocolate kiss  
truffle  
amber blaze  
copper glow  
granite  
silver satin  
sweet plum  
iris  
emerald  
azure  
peacock blue  
midnight star  
espresso  
coal

grey

deep brown  
black  
steely

hazelnut  
driftwood  
stone  
granite  
silver satin  
sweet plum  
espresso  
coal

## EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
<b>Basic (standard)</b>			<b>Close-Set</b>		
highlight	22	color	highlight	22	color
midtone	11/20	crease	midtone	11/20	crease
contour (accent)	30	color	contour (accent)	30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
<b>Hooded</b>			<b>Droopy</b>		
highlight	22	color	highlight	22	color
midtone	27/11	color	midtone	11/20	crease
contour (accent)	15/30	color	contour (accent)	30	color
blending brush	16/28		blending brush	16/28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
<b>Deep -Set</b>			<b>Prominent</b>		
highlight	22	color	highlight	22	color
midtone	20/11	crease	midtone	27	color
contour (accent)	30	color	contour (accent)	27/30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14				
<b>Wide-Set</b>					
highlight	22	color			
midtone	11/20	crease			
contour (accent)	30	color			
blending brush	16/28				
contour lower lashline	13/19	smudger			

## 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  
wild about pink  
citrus flirt  
sassy fuchsia  
red  
firecracker  
sizzling red  
poppy please  
powerful pink

#### neutral

apricot glaze  
sweet nectar  
first blush  
color me coral  
pink cherie  
tuscan rose  
toffee  
natural beaute  
frosted rose  
bashfully you  
raisinberry  
dusty rose  
sheer blush  
pink passion  
truffle  
always apricot

#### deep

gingerbread  
black cherry  
berry a la mode  
crushed berry

#### layering

sheer blush  
pink shimmer

### BRONZE/ EBONY

#### bright

pink satin  
wild about pink  
citrus flirt  
red  
firecracker  
sizzling red  
poppy please  
powerful pink

#### neutral

downtown brown  
gingerbread  
sienne brulee  
tuscan rose  
exotic mango  
toffee  
frosted rose  
pink passion  
raisinberry  
whipped berries  
lava berry  
chocolate  
truffle

#### deep

black cherry  
crushed berry  
berry a la mode  
rich fig  
mystic plum

#### layering

mocha freeze  
sweet nectar



