

# 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	medium coverage	full coverage	day radiance	crème to powder
dry	X	(X)		X	X	X
normal	X	X	X	X		X
oily	X	X	X			(X)
combination	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	added hydration	buildable coverage	transfer resistant	oil free
tinted moisturizer	X		X			X
mineral powder				X		
medium coverage		X		X	X	X
full coverage			X	X	X	X
day radiance			X			
crème to powder				X		X

## TOTAL CONVERSION CHART

<b>TIMEWISE</b> (listed from light to dark)	<b>SHEER MINERAL PRESSED POWDER</b>	<b>LOOSE MINERAL POWDER FOUNDATION</b>	<b>LOOSE POWDER</b>	<b>TINTED MOIST.</b>	<b>CRÈME TO POWDER</b>	<b>DAY RADIANCE CREAM FOUNDATION</b>
Ivory 105	Ivory 1	Ivory .5	Ivory 1	Ivory 1	Ivory .5	
Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 100	Ivory 1	Ivory .5/ Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 204	Ivory 1	Ivory 1	Ivory 1	Ivory 2	Ivory 2	Blush Ivory
Ivory 200	Ivory 2	Ivory 1	Ivory 1	Ivory 2		Buffed Ivory
Ivory 202	Ivory 2	Ivory 2	Ivory 2	Ivory 2		
Beige 305	Ivory 2	Ivory 2	Ivory 2	Beige 1	Beige 2	Bisque Ivory
Beige 304	Ivory 2	Ivory 2 / Beige .5	Ivory 2	Beige 1	Beige 2	Delicate Beige
Beige 300	Beige 1	Ivory 2/ Beige 1	Ivory 2	Beige 1	Beige 1	Fawn Beige
Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 404	Beige 1	Beige .5/ Beige 1.5	Beige 1	Beige 2	Beige 2	
Beige 400	Beige 2	Beige 1/ Beige 2	Beige 1/ 2	Beige 2	Beige 3	Almond Beige
Beige 402	Beige 2	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Bronze 504	Bronze 1	Bronze 1/ Beige 2	Beige 2	Bronze 1	Bronze .5	
Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 507	Bronze 1	Bronze 2/ Bronze 4	Bronze 1	Bronze 1	Bronze .5	
Bronze 600	Bronze 1	Bronze 3	Bronze 1	Bronze 2	Bronze 1	Walnut Bronze
Bronze 607	Bronze 1	Bronze 4	Bronze 1	Bronze 2	Bronze 1	Rich Bronze
Bronze 708	Bronze 2	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Deep Bronze
Bronze 808	Bronze 2	Bronze 5	Bronze 2	Bronze 2	Bronze 2	Mahogany

## CREAM TO POWDER

### SHADE

Ivory 0.5  
Ivory 1.0  
Ivory 2.0

Beige 1.0  
Beige 2.0  
Beige 3.0  
Beige 4.0

Bronze 0.5  
Bronze 1.0  
Bronze 2.0

### UNDERTONE

Pink  
Yellow  
Pink

Yellow  
Pink  
Yellow  
Yellow

Yellow  
Orange  
Brown

### DEPTH LEVEL

3  
3  
4

5  
5  
7  
8

11  
12  
14

## UNDERTONE

depth level

**30 2**  
undertone

0 = yellow

2 = olive

4 = pink

5 = more pink

7 = golden orange

8 = warm brown

### DEPTH LEVEL CHART

more pink	pink	yellow	olive	golden orange	warm brown
105					
	104				
		100			
	204				
		200			
			202		
305					
	304				
		300			
			302		
	404				
		400			
			402		
	504				
		500			
				507	
		600			
				607	
					708
					808

# my makeup makeover software program

Don't you hate "no-shows"? Wouldn't you love to increase your holding ratio?

"It's all so simple, if you follow these three basic steps- getting them in front of you is 99% of your success!"

"Make your customer feel pampered like a celebrity- in the chair of a professional makeup artist and best selling author; robert jones." Julianne Nagle Hackett NSD

**For optimal use**-This program is designed to be used for you and your customer, in front of a computer. Together you will reveal a computerized makeup look created specifically for her. It is easy and takes very little time- time that you and your customer will enjoy the experience of discovering what her makeup desires are and developing a look that reflects her own unique lifestyle.

Please visit our dedicated website [www.mymakeupmakeover.com](http://www.mymakeupmakeover.com) for additional booking techniques and information.

## one

- Install the My Makeup Makeover software program to your computer ( you can install this program to as many computers as you like-the disk is required to be in the hard drive when you are using the program).
- Click on the My Makeup Makeover icon on your computer and open the program, waiting for two windows at your bottom task bar to appear; 'my makeup makeover', and 'simple beauté data'.
- Click on the software's home page "just for you" fill in your contact details on this page, then be sure to click on 'register" and fill in your details so we can contact you via email of any future updates with your color line - for a very nominal fee of five dollars.
- If you have any support questions- you can email [mymakeupmakeover@mindspring.com](mailto:mymakeupmakeover@mindspring.com) - there are many answers available on the dedicated website [www.mymakeupmakeover.com](http://www.mymakeupmakeover.com)

## two

- Go to our dedicated website [www.mymakeupmakeover.com](http://www.mymakeupmakeover.com) click on "print outs" print the pre-profile forms and interview your customers over the phone or at a basic skin care class, or if an existing customer- just fill in the information you already have.
- With this information you can then create a new makeover for your customer.
- Click on "new makeover" on the home page of the software program.
- Follow prompts and enter your customer's information from your completed pre-profile form.
- Click on and 'save' as many looks as you want from the final page report- every personalized look you choose will be saved to your customer's data base.

## three

- Print as many of your customer's saved final page reports as you want
- Print her eye shadow application diagram
- Print her sample page
- Print her before and after page format
- All of these report pages are available to pre-print on the dedicated [www.mymakeupmakeover.com](http://www.mymakeupmakeover.com) software website

## my makeup makeover weddings software program

- This is a more simplified software version to be used for the bride's look on her special wedding day.
- Follow all the above directions - the only variation is the time of day the bride marries that will influence Robert's choices for her special day.

### Here are some great ideas from our software users:

At every basic skin care class, I take photos of each person, and keep them so when I follow up with a color class, all I have to do is look at her picture – and create a profile for her- this photo also serves as a great before picture!!

-Kim

I decided to purchase the *My Makeup Makeover* software because of my lack of confidence in choosing color for my customers. It not only helped me gain my confidence in color choices but made my sales soar. This is a treasure that every consultant should not be without.....a basic necessity for a successful Mary Kay business and return customer satisfaction again and again.

-Angie

I have never had so many bookings!

The sales are terrific. Every appointment that I have held has left with their look. Plus I am selling skincare and lots of other products due to the questions that they answer on their concerns.

I also love training my new gals with the program. I use it in my new consultant training and also at my sales meetings.

-Sharon

This computer program has totally revitalized our unit. We use it as a booking tool, a customer gift of appreciation, and a training tool. We use it in conjunction with your DVD and book, and we're all so much more confident about color. Consultants are learning to listen for clues when talking with their customers so they can promote this tool.

Some new tools lose their "newness" and become forgotten after a period of time. Not *My Makeup Makeover*! We're as excited about it now as we ever were.

Thanks so much! We are LOVING it!

-Carol

#### How to use at a Training Center Guest Night:

- Set up five stations with Directors or consultants.
- Station one; greet and pre-profile guests using Robert's pre-profile questionnaire.
- Station two; stripe test in natural daylight (use daylight bulbs during the evening)
- Station three; have a laptop w/ printer - go through all the details requested by Robert- you can easily use the pre-profile pages to expedite the input of information- however; it can take about five minutes to confirm her eye shape, her lip shape, her eye color, lifestyle, etc.
- Station four; print out her final look page if you have a printer- if you do not have a printer- you can simply write in the information on a pre-printed final report page.
- Station five, compile the samples of her look from her final report page, give her a pre-printed copy of her eye shape diagram and let her apply her look right there! If she runs out of time- you can simply attach the color samples to the sample page for a professional presentation.

## 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. 164

## eye color

blue

## liner

bronze  
deep brown  
amethyst  
black

## shadow

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

green

bronze  
deep brown  
amethyst  
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  
amethyst  
steely  
navy  
olive  
taupe

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  
amethyst  
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
<b>Basic (standard)</b>			<b>Close-Set</b>		
highlight	10	defining	highlight	10	defining
midtone	11	crease	midtone	29	crease
contour (accent)	30	defining	contour (accent)	24	defining
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
<b>Hooded</b>			<b>Droopy</b>		
highlight	10	defining	highlight	10	defining
midtone	27		midtone	29	crease
contour (accent)	15		contour (accent)	30	defining
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14		highlight lower lashline	14	
<b>Deep-Set</b>			<b>Prominent</b>		
highlight	10	defining	highlight	10	defining
midtone	29	crease	midtone	27	
contour (accent)	24	defining	contour (accent)	27	
blending brush	28 or 16		blending brush	28 or 16	
contour lower lashline	13		contour lower lashline	13	
highlight lower lashline	14				
<b>Wide-Set</b>					
highlight	10	defining			
midtone	11	crease			
contour (accent)	30	defining			
blending brush	28 or 16				
contour lower lashline	13				

## BLUSH/ BRONZER SKINTONE CHART

blush	105	104	100	204	200	202	305	304	300	302	404	400	402	504	500	507	600	607	708	808
citrus bloom	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
sunny spice	x	x	x	x	x	x	x	x	x		x									
shy blush	x	x	x	x	x	x	x	x	x	x	x	x	x							
strawberry cream	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
cherry blossom					x	x	x	x	x	x	x	x	x	x	x					
sparkling cider					x	x		x	x	x	x	x	x	x	x					
bold berry													x	x	x	x	x	x	x	x
golden copper														x	x	x	x	x	x	x
cinnamon stick														x	x	x	x	x	x	x
berry brown																x	x	x	x	x
<b>bronzer</b>																				
sandstone	x	x	x	x	x	x	x	x	x	x	x	x								
desert sun				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
bronze diva									x	x	x	x	x	x	x	x				
canyon gold														x	x	x	x	x	x	x

## 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  
red

#### **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

### BRONZE/ EBONY

#### **Bright**

pink satin  
sunset  
sunny citrus  
hibiscus  
red

#### **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

lipstick skintone chart

lipstick		105	104	100	204	200	202	305	304	300	302	404	400	402	504	500	507	600	607	703	808
apricot glaze	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
toffee	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
shell	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
whisper	C				X	X	X	X	X	X	X	X	X	X	X	X					
icy peach	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
sweet nectar	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
sunset	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
sunny citrus	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
pink passion	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
pink satin	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
dusty rose	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
frosted rose	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
raisinberry	S					X	X	X	X	X	X	X	X	X	X						
whipped berries	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
berry kiss	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
apple berry	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
boysenberry	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
black cherry	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
red	S	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
blaze	C					X	X			X	X	X	X	X	X						
midnight red	C										X			X	X						
hibiscus	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
maple	C																				
amber suede	C																				
copper star	S									X											
gingerbread	S													X	X						
bronzed	S														X	X					
nutmeg	S														X	X					
downtown brown	S														X	X					
hot mocha	S														X	X					
rich fig	S																X	X			
sheer blush	S	X	X	X	X	X	X	X	X	X	X	X	X	X							
pink shimmer	f	X	X	X	X	X	X	X	X	X	X	X	X	X							
sunlit sand	S		X		X		X	X	X	X	X	X	X	X							
amber glow	S				X			X		X		X		X							
mocha freeze	f									X		X		X							