

Foundations

To select the perfect shade, you can start with the MK Foundation Shade Selector. As you place it up to, but not touching, your customer's jaw line, look for the shade that seems to "disappear" next to her skin. Then you can have your customer do a stripe test on her jaw line or cheek with two or three shades in the formula of her choice. The correct shade should disappear into the skin and blend with the skin tone of the next. It's best to check this in natural light. When in doubt between two shades, go with the darker one or the one with the yellow undertone.

Because bronze skin tones come in so many variations ~ more than 35 variations of color compared to about 10 for ivory skin - your bronze-skin-toned customers may need to customize their foundation by mixing two shades together for the best match.

Mary Kay has a variety of foundations that can be suited to each customer's preference.

Tinted Moisturizer with SPF 20 ~ sheer coverage with sunscreen; this is oil free and is great for all skin types. Apply with fingertips or a cosmetic sponge.

Liquid Foundation ~ is perfect for most skin types and gives more coverage than tinted moisturizer. It comes in 2 formulas ~ full or medium coverage. Full coverage is for normal to dry skin. It has moisturizers in it. Medium coverage is for normal to oily skin. It has more oil absorbers in it.

Crème-to-Powder Foundation ~ is a two in one product that glides on like a cream and then dries to a soft, powdery matte finish. It is oil-free and ideal for all skin types. Apply with a cosmetic sponge.

Mineral Powder Foundation ~ provides the coverage of a foundation with the comfort of a silky powder. Usage is 2-3 months. It blends effortlessly, makes lines, wrinkles and other imperfections seem to disappear and provides buildable coverage.

Foundation How-To's

**Dot a little foundation on forehead and along cheekbones and blend in an upward and outward motion. Finish by softly blending downward to put any fine hairs back in place.

**Remember, less is more. You can always build up coverage with a second layer, if needed.

**Apply foundation with a light touch to avoid rubbing off any concealer you've applied.

Be sure to blend very well along the jaw line and hairline so you don't leave a "mask line".

**You may want to apply foundation to the eyelids for a consistent base tone all over the face.

View: DVD #1 Bases Covered Segment ~ fast forward until "Bases Covered" subtitle appears.
DVD #2 Watch Luis give TONI a makeover.

Role play: Pick a partner with a different skin tone. Have each person play "customer" and match foundation for the other person. Have each person select the right formula and do a stripe test on chin to finalize the color selection.