

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
sweet pink – matte
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

hazelnut – matte
silky caramel – matte
precious pink – shimmer

accent

sienna – matte
vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
raisin – matte
cinnabar – matte
amber blaze – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

BEIGE

highlight

honey spice – shimmer
sweet cream – matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
sweet pink – matte
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

hazelnut – matte
silky caramel – matte
sienna – matte
precious pink – shimmer

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
raisin – matte
cinnabar – matte
amber blaze – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

BRONZE

highlight

honey spice – shimmer
spun silk – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

sienna – matte
raisin – matte
cinnabar – matte

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
granite -shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
espresso – matte
coal – matte

EBONY

highlight

honey spice – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
lemongrass – shimmer
dusty lilac – shimmer
blue metal – shimmer

midtone

sienna – matte
raisin – matte
cinnabar – matte
granite – shimmer

accent

vintage gold – shimmer
chocolate kiss – shimmer
golden olive – shimmer
ivy garden – shimmer
iris – shimmer
sweet plum – shimmer
steel – shimmer
denim frost - shimmer
navy blue – matte
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
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
sweet plum
golden olive
espresso
coal

green

bronze
deep brown
amethyst
black

hazelnut
silky caramel
sienna
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
granite
sweet plum
golden olive
iris
espresso
coal

brown

bronze
deep brown
black
amethyst
steely
navy
olive
taupe

hazelnut
silky caramel
sienna
precious pink
vintage gold
chocolate kiss
amber blaze
raisin
cinnabar
granite
steel
sweet plum
iris
golden olive
ivy garden
denim frost
navy blue
espresso
coal

grey

deep brown
amethyst
black
steely

hazelnut
silky caramel
sienna
granite
steel
navy blue
sweet plum
espresso
coal

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). Lets 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	hazelnut
light brown	blonde	whipped cocoa
brown/ medium brown	brunette	sienna
dark brown	brunette	cinnabar
very dark brown/ black	soft black	double espresso (K brown side)
grey (ivory/ beige)	classic blonde/ blonde	hazelnut
grey (bronze/ ebony)	brunette	sienna

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
sunny spice	x	x	x	x	x	x	x	x	x											
pink petal	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							
sparkling cider						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	x
cinnamon stick														x	x	x	x	x	x	x
berry brown																	x	x	x	x
bronzer																				
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
bronze diva									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 melon
pink satin
sunburst
hibiscus
red

Neutral

apricot glaze
sweet nectar
toffee
paradise pink
sunset
frosted rose
shell
tanned
raisinberry
dusty rose
sheer blush
whipped berries
garnet frost
amber glow

Deep

amber suede
gingerbread
black cherry
apple berry
berry kiss
bronzed

Layering

sheer blush
mocha freeze
golden
pink shimmer

BRONZE/ EBONY

Bright

pink melon
pink satin
dusty rose
sunset
sunburst
hibiscus
red

Neutral

downtown brown
gingerbread
nutmeg
bronzed
apricot glaze
toffee
frosted rose
raisinberry
whipped berries
garnet frost

Deep

amber suede
black cherry
apple berry
berry kiss
rich cocoa
rich fig

Layering

mocha freeze
amber glow
golden
sweet nectar
pink shimmer

STRIPE TESTING

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.

You should stripe test yourself and your customers every six months!! Your skin can change that often, from season to season!!!

IVORY/ BEIGE stripe test from jaw to neck

BRONZE/ EBONY stripe test from cheek to jaw

TOTAL CONVERSION CHART

TIMEWISE	SHEER MINERAL PRESSED POWDER	MINERAL POWDER/ LOOSE POWDER	TINTED MOISTURIZER	CRÈME TO POWDER	DAY RAIDIANCE CREAM FOUNDATION
Ivory 105	Ivory 1	Ivory 1	Ivory 1	Ivory .5	
Ivory 104	Ivory 1	Ivory 1	Ivory 1	Ivory .5	Soft Ivory
Ivory 100	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
Ivory 204	Ivory 1	Ivory 1	Ivory 2	Ivory 2	Blush Ivory
Ivory 200	Ivory 2	Ivory 1	Ivory 2		Buffed Ivory
Ivory 202	Ivory 2	Ivory 2	Ivory 2		
Beige 305	Ivory 2	Ivory 2	Beige 1	Beige 2	Bisque Ivory
Beige 304	Ivory 2	Ivory 2	Beige 1	Beige 2	Delicate Beige
Beige 300	Beige 1	Ivory 2/ Beige 1	Beige 1	Beige 1	Fawn Beige
Beige 302	Beige 1	Beige 1	Beige 1	Beige 1	True Beige
Beige 404	Beige 1	Beige 1	Beige 2	Beige 2	
Beige 400	Beige 2	Beige 1/ Beige 2	Beige 2	Beige 3	Almond Beige
Beige 402	Beige 2	Beige 2	Beige 2	Beige 4	Toasted Beige
Bronze 504	Bronze 1	Bronze1/ Beige 2	Bronze 1	Bronze .5	
Bronze 500	Bronze 1	Bronze 1	Bronze 1	Bronze .5	Mocha Bronze
Bronze 507	Bronze 1	Bronze 1	Bronze 1	Bronze .5	
Bronze 600	Bronze 1	Bronze 1	Bronze 2	Bronze 1	Walnut Bronze
Bronze 607	Bronze 1	Bronze 1	Bronze 2	Bronze 1	Rich Bronze
Bronze 708	Bronze 2	Bronze 2	Bronze 2	Bronze 2	Deep Bronze
Bronze 808	Bronze 2	Bronze 2	Bronze 2	Bronze 2	Mahogany

DAY RADIANCE CREAM FOUNDATION

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
Soft Ivory	Pink	3
Antique Ivory	Yellow	3
Blush Ivory	Pink	4
Buffed Ivory	Yellow	4
Bisque Ivory	Pink	4.5
Fawn Beige	Yellow	5
Delicate Beige	Pink	5
True Beige	Yellow	6
Almond Beige	Yellow	7
Toasted Beige	Yellow	8
Mocha Bronze	Yellow	10
Walnut Bronze	Yellow	12
Rich Bronze	Red	12
Deep Bronze	Brown	13
Mahogany Bronze	Red Brown	14

CREAM TO POWDER

<u>SHADE</u>	<u>UNDERTONE</u>	<u>DEPTH LEVEL</u>
Ivory 0.5	Pink	3
Ivory 1.0	Yellow	3
Ivory 2.0	Pink	4
Beige 1.0	Yellow	5
Beige 2.0	Pink	5
Beige 3.0	Yellow	7
Beige 4.0	Yellow	8
Bronze 0.5	Yellow	11
Bronze 1.0	Orange	12
Bronze 2.0	Brown	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 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.

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 for additional information.**

With a home computer:

How to use for existing customers:

- Go to our dedicated website www.mymakeupmakeover.com and click on "booking techniques"- this page has a script for you to follow that is designed by Julianne Nagle-Hackett, Inner Circle Senior National Sales Director- she knows what she is talking about- her attendance ratio is at 98%!!
- Also on our website we have created a pre- profile questionnaire design for the software program. Go to "**print-outs**".
- Because this is an existing customer- you will have access to a lot of her details- click on **create a new makeover button** on the home page and enter customers name, address, phone number, etc. Save this information and you will be able to go to the **existing makeovers button** and make any necessary edits- once you see her face to face
- Since you have already established a purchasing relationship- invite her and a few friends over for a real one-on-one customized makeup look designed for her and created by Robert Jones, international makeup artist and best selling author.
- With the customer in front of you- you will have a few questions to answer, together you will select her eye shape and lip size- all this is shown on the screen to visually assist you both- she will be delighted that you are taking the time to help teach her to apply her eye makeup by presenting her with a specific eye shadow application diagram!
- Once a customer has a personal makeover profile in the my makeup makeover program you will have an abundance of looks for her - you can simply send her a new sample page filled with another selection of her looks- via the mail!
- The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence because he is there helping to guide you in making your customer look and feel her prettiest!
- **my makeup makeover™ software program** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It becomes a relationship building experience!
- And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.
- From our website www.mymakeupmakeover.com under "print-outs" you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eye shadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.

How to use with new customers:

- Invite her and a few friends over for a real one-on-one customized makeup look designed for her and created by Robert Jones, international makeup artist and best selling author.
- Using Roberts' pre-profile questionnaire available on www.mymakeupmakeover.com you can call her and enter the following details on your computer- click on **create a new makeover button** on the home page and enter customer's name, email address, home address, phone number, etc. Save this information and you will be able to go to **existing makeovers button** and make any necessary edits once you see her face to face.
- With the customer in front of you- you will have a few questions to answer, together you will select her eye shape and lip size- all this is shown on the screen to visually assist you both- she will be delighted that you are taking the time to help teach her to apply her eye makeup by presenting her with a specific eye shadow application diagram!
- It will be easy to follow up with her- you can simply mail her a sample page filled out with another look that you have saved in the program – an evening look for an upcoming holiday, etc.
- If you are using the software program with a new hostess use the **my makeup makeover pre-profile form**, call her and enter her info. Print out all of her makeover pages and put them into use when you do her makeover before her skincare class. Make sure to show all of the guests and let them know that they will receive the same customized makeover when they host a class.
- From the www.mymakeupmakeover.com website under “print-outs” you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eye shape eye shadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.
- Go to our dedicated website www.mymakeupmakeover.com and click on “booking techniques” this page has a script for you to follow that was designed by Julianne Nagle-Hackett, Inner Circle Senior National Sales Director- she knows what she is talking about- her attendance ratio is at 98%!!

With a laptop and printer:

- All of your customers saved information will store on your hard drive.
- Take your laptop and printer to a basic skin care class- go early and create a personalized makeup makeover with the hostess! Once her guests see what you can do with makeup- they will want to book a glamour or makeup party!
- With a laptop and printer you can have your one-on-one with as many customers as you can- printing out her specialized look- you will look very professional!!
- And all your guests will enjoy looking at each other's looks- you can change their lifestyle category to see if they prefer to try another category of looks.
- You can print any number of her looks based on her lifestyle, her final report page- you can pull her samples and have her apply them with her easy to follow personal eye shadow application diagram page. Or you can print a sample page and have her take her look with her! Along with her eye shadow application diagram – she will feel confident about how to do this at home!
- The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence- because he is there helping to guide you make your customer look and feel her prettiest!
- **my makeup makeover™ software program** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It becomes a relationship building experience!
- And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.
- Go to www.mymakeupmakeover.com, and click on “**support**” for information on the import/export function- so you can keep your customer information in synch between your laptop and home computer

With a laptop without a printer:

- All of your customers saved information will store on your hard drive.
- Since you will not have a printer with you- be certain to pre-print out enough of the printouts that you will need before you go to you class or your one on one with your customers. **sample pages, eye shadow application diagrams (for every eye shape)**
- With the results of your customer's look on the screen- you can take the information on one look and then attach the samples to the pre-printed sample page. You can follow up when you get home and connect to a printer- then send her hardcopy with your thank you.
- Take your laptop to a basic skin care class- go early and create a personalized makeup makeover with the hostess! Simply use you pre-printed report pages (eye shadow application diagram) to show her customized eye shadow application. Once her guests see what you can do with makeup- they will want to book a glamour or makeup party!
- With a laptop you can have your one-on-one with as many customers as you can- simply use your pre-printed sample page and eye shadow application diagrams- you will look very professional!!
- And all your guests will enjoy looking at each other's looks- you can change their lifestyle category to see if they prefer to try another category of looks.
- You can create any number of her looks based on her lifestyle, her final report page- you can pull her samples and have her apply them with her easy to follow personal pre-printed eye shadow application page. Or you can use a pre-printed sample page and have her take her look with her! Along with her eye shadow application diagram – she will feel confident about how to do this at home!
- The more you create these customized looks for your customer- you will begin to notice how Robert is giving you information based on the accuracy of your answers, correct foundation shade, eye shape, lip shape, age, eye color, hair color, and lifestyle- you will gain more confidence- because he is there helping to guide you make your customer look and feel her prettiest!
- **my makeup makeover™ software program** gives you the ability to change and go back and edit her lifestyle if she is curious to see what differences the categories are. A minimalist may be interested in taking a few extra steps (especially after she sees what her minimal steps can do for her) and see what a classic category presents, as well as a classic to a glamour girl. It is a fun experience!
- And keep in mind that Robert is very careful to not overwhelm a customer – when she says minimalist- this program is designed to give her exactly what she is requesting- just enough information to make her feel her prettiest.
- Go to www.mymakeupmakeover.com, and click on “**support**” for information on the import/export function- so you can keep your customer information in synch between your laptop and home computer.

How to print out pages for a complete pre-profile:

- From the www.mymakeupmakeover.com website under “**print-outs**” you will have the ability to pre-print sample pages, final report pages, Roberts' pre-profile questionnaire page, and all the specific eye shape eye shadow application diagrams. These hard copies are all designed for you to use in conjunction with this computer program.

How to use at a training center guest night:

- As a group create 5 stations;
- 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 cards to expedite the input of information- however it doesn't take very long (maximum 5 minutes)- 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 not- take the information on the screen and transfer the look to a sample page and her eye shadow application diagram which you pre-printed.
- Station five, compile her look, give her samples from her final report page, her eye shape diagram and let her apply her look right there!

- **Having trouble booking guests?** Go to our dedicated website www.mymakeupmakeover.com and click on “booking techniques”- this page has a script for you to follow that is designed by Julianne Nagle-Hackett, Inner Circle Senior National Sales Director- she knows what she is talking about- her attendance ratio is at 98%!!

How to use at a basic skin care class:

- Pre- profile your hostess and present (in front of her guests) her customized **my makeup makeover™ software program** look with a sample page her eye shadow application diagram and the one look. You can follow up with her other looks at any given time- through the mail- you can give her an evening look. Build her trust.
- Book one-on-one consultations- or arrange a girl’s night out- once they are comfortable with the excellent skin care products- assure them that you will consider their lifestyles with respect- show them you can be trusted to not overwhelm them with product- that you want her to look and feel HER prettiest.
- Go to our dedicated website www.mymakeupmakeover.com and click on “**booking techniques**” - this page has a script for you to follow that was designed by Julianne Nagle-Hackett, Inner Circle Senior National Sales Director- she knows what she is talking about- her attendance ratio is at 98%!!

my makeup makeover weddings™ software program:

We know that so many of you have an amazing bridal business and our wedding software is just what you need to take your brides to the altar! The program is designed to help you make sure your brides photograph to perfection.

We also know that many of you participate in bridal fairs so here are some great ideas of how to use the program to look your most knowledgeable and professional.

Here are a few ideas on how to use the program- based on using a laptop on site or showing them results without a laptop on site. This will depend on the space you have and the time you have to demonstrate at your booth or table.

with a laptop and a printer / without a printer:

- Take your laptop and printer to a bridal fair booth. Once the bride-to-be sees what you can do with makeup- they will want to book a wedding consultation with you! (no printer? do not worry you can pre-print eyeshadow diagrams, blank final report pages, etc.- all available on www.mymakeupmakeover.com click on “print-outs”)
- With a laptop and printer you can input the brides’ information right there in your booth- entering all the details on the pre-profile questionnaire that robert requires to give you the correct look for the time of day your bride is getting married.
- Have the makeup makeovers weddings book on display- you can show the before and after of each time of day to explain how important the choices for her makeup are based on this criteria. You will really impress her with this knowledge! Use the conversion chart located on the home page of www.simplebeaute.com lower left corner and see the Mary Kay colors robert used on all the bridal models in the book!
- Display a professional custom folder (a two page folder with business card slots) to display all the presentation pages she will receive with her saved personalized makeover; final report page, eye shape application page, sample page with colors attached from the final report page, the before and after page that prints out from the software to attach the photograph of your bride’s transformation, and now available free on our website www.mymakeupmakeover.com -click “print-outs” for the [“must have list”!!](#)

- Prior to going to your bridal fair - use a friend as a model so you will be able to demonstrate how the color choices will vary due to the time of day the bride marries. Take a before picture of your friend without makeup, and make 4 copies. Then input her information for a morning wedding in your computer at home and pick one of the looks you are given by robert, then save and print out all her pages and display in a custom folder. Have your friend apply her makeup and then take an after photo to show the results! Attach the before and after photos to the page provided; and do this for the other 3 times of the day- and you will have a wonderful visual library to share with the women at the bridal fair! Especially with all the sample pages showing the color variations- this will be a great selling point.
- Print out Julianne Nagle's script that tells of robert's accolades to warm chatter with your customer- how you and robert, an international makeup artist and author, will really make a difference for her to look her most beautiful on her special day! available on www.mymakeupmakeover.com listed under "booking techniques"

without a laptop:

- Have the makeup makeovers weddings book on display - you can show the before and after of each time of day to explain how important the choices for her makeup are based on this criteria. You will really impress her with this knowledge! Use the conversion chart located on the home page of www.simplebeaute.com lower left corner and see the Mary Kay colors robert used on all the bridal models in the book!
- Display a professional custom folder (a two page folder with business card slots) to display all the presentation pages she will receive with her saved personalized makeover; final report page, eye shape application page, sample page with colors attached from the final report page, the before and after page that prints out from the software to attach the photograph of your bride's transformation, and now available free on our website www.mymakeupmakeover.com -click "print-outs" for the "must have list"!!
- You can show her the information of a previous bridal customer that you have used this software for her wedding. Explain that when you enter her information in your computer at home- she will have her own personalized look for her special day!
- Prior to going to your bridal fair- use a friend as a model so you will be able to demonstrate how the color choices will vary due to the time of day the bride marries. Take a before photograph of your friend without makeup, and make 4 copies. Then input her information for a morning wedding in your computer at home and pick one of the looks you are given by robert, then save and print out all her pages and display in a custom folder. Have your friend apply her makeup and then take an after photo to show the results! Attach the before and after photos to the page provided; and do this for the other 3 times of the day- and you will have a wonderful visual library to share with the women at the bridal fair! Especially with all the sample pages showing the color variations - this will be a great selling point.

Print out Julianne Nagle's script that tells of robert's accolades to warm chatter with your customer - how you and robert, an international makeup artist and author, will really make a difference for her to look her most beautiful on her special day! Available on www.mymakeupmakeover.com listed under "booking techniques"