

# Mary Kay Total Conversation Chart (Summarizing information from a variety of sources! Use these ideas as a starting point suggestion.)

	Undertone	TimeWise Liquid	Medium-Coverage	Mineral Powder Fnd	Tinted Moisturizer	Crème to Powder	Loose Powder	Concealer	Pressed Mineral Pwdr	Day Radiance Crm
Warm Brown WB	P	Ivory 1	None	Ivory .5	Ivory 1		Ivory 1	Ivory 1	Ivory 1	
	Y	Ivory 2	None	Ivory .5 or 1	Ivory 1	Ivory .5	Ivory 1	Ivory 1	Ivory 1	
Golden Orange GO	P	Ivory 3	Ivory 104,105	Ivory .5 or 1	Ivory 1	Ivory .5	Ivory 1	Ivory 2	Ivory 1	
	Y	Ivory 4	Ivory 100	Ivory .5 or 1	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Ivory 1	Antique Ivory
	Y/O	Ivory 5	Ivory 200 or 202	Ivory 1 or 2	Ivory 2		Ivory 2	Ivory 1	Ivory 2	Buffed Ivory
	P	Ivory 6	Ivory 104 or 204	Ivory 1 or 2 or Beige .5	Ivory 1	Ivory .5	Ivory 1	Ivory 1	Ivory 1 or 2	Soft Ivory
Olive O	VP	Ivory 7	Ivory 204, Beige 304 or 305	Ivory 1 or 2 or Beige .5	Ivory 2	Ivory 2	Ivory 1	Ivory 2	Ivory 1 or 2	Blush Ivory
	Y	Beige 1	Ivory 202 or Beige 300	Ivory 2 / Beige 1	Beige 1	Beige 1	Ivory 2	Beige 1	Beige 1	Fawn Beige
	Y	Beige 2	Beige 300 or 400	Beige .5, 1, 2	Beige 2	Beige 3	Beige 1 or 2	Beige 1	Beige 1 or 2	Almond Beige
	P	Beige 3	Beige 304 or 305	Ivory 2 or Beige .5 or 1	Beige 1	Beige 2	Ivory 2	Beige 1	Ivory 2 or Beige 1	Delicate Beige
	P	Beige 4	Beige 300,304,400 or 404	Beige .5, 1, 1.5	Beige 2	Beige 2	Beige 1	Beige 1	Beige 1	
			Beige 305	Ivory 2	Beige 1	Beige 2	Ivory 2	Beige 1	Ivory 1	Bisque Ivory
Yellow Y	O	Beige 5	Beige 202, 302, or 400	Ivory 2 or Beige 1.5 or 2	Ivory 2		Ivory 2	Beige 5	Ivory 2 or Beige 2	
	O	Beige 6	Beige 302, 400, or 402	Beige 1,1.5 ,2	Beige 1	Beige 1	Beige 1	Beige 5	Beige1 or 2	True Beige
	O	Beige 7	Beige 400 or 402	Beige 1 or 2	Beige 2	Beige 4	Beige 2	Beige 5	Beige 2	Toasted Beige
	P	Beige 8	Beige 404	Beige 1.5 or 2	Beige 2	Beige 3	Beige 2	Beige 5	Beige 2	
Very Pink VP	Y	Bronze 1	Bronze 500	Bronze 1	Bronze 1	Bronze .5	Bronze 1	Bronze 1	Bronze 1	Mocha Bronze
	P	Bronze 2	Bronze 504	Bronze 1 or 2	Bronze 1	Bronze 1	Bronze 1	Bronze 1	Bronze 1	
	GO	Bronze 3	Bronze 507	Bronze 1 or 2	Bronze 1		Bronze 1	Bonze 1	Bronze 1 or 2	
Pink P	P	Bronze 4	Bronze 507 / 607	Bronze 2,3, 4	Bronze 1	Bronze 1	Bronze 1	Bronze 2	Bronze 1 or 2	
	GO	Bronze 5	Bronze 607	Bronze 2,3, 4	Bronze 1	Bronze 2	Bronze 1	Bronze 2	Bronze 1 or 2	Rich Bronze
	Y	Bronze 6	Bronze 600	Bronze 3 or 4	Bronze 1	Bronze 2	Bronze 1	Bronze 2	Bronze1 or 2	Walnut Bronze
	WB	Bronze 7	Bronze 600, 607, or 708	Bronze 4 or 5	Bronze 2		Bronze 2	Bronze 2	Bronze 2	Deep Bronze
	WB	Bronze 8	Bronze 708 / 808	Bronze 5	Bronze 2		Bronze 2	Bronze 2	Bronze 2	Mahogany

Undertones Key

### **Finding the Right Shade—Working with Undertones**

Ask these 3 questions:

1. Do you burn easily? If Yes, recommend shades with pink undertone.
2. Do you burn and then tan? If Yes, recommend shades with yellow undertone.
3. Do you tan easily? If Yes, recommend shades with olive undertone.

This is a good guideline, but of course it is only a starting point and may need adjustment depending on your individual customer. For the most part your goal is to match the undertone in a customer's skin. However, sometimes women may have redness, brown spots, ashy tones, etc. that you can move towards a more even tone by working in an opposite undertone. Yellow can balance redness. Pink tones can camouflage brown. Ashy tones can benefit from pink tones as well. Experiment—this is why we stripe two or three different shades!

### **Finding the Right Formula—Start by Asking Questions**

Ask these 3 questions:

1. What is the most important thing you want your foundation to do?
2. What is your skin type?
3. What kind of finish do you want your foundation to have?

Also available:

Liquid Foundation Brush \$10  
Mineral Powder Foundation Brush \$10  
Foundation Primer \$16

Here is a summary of the information on the company's "Flawless Finish Placemat." The information is listed in the same order as the three questions.

#### **TimeWise Luminous-Wear Liquid Foundation—\$20**

1. Age-fighting, moisturizing, skin enhancing.
2. Normal to dry skin.
3. Luminous/dewy finish.

#### **TimeWise Matte-Wear Liquid Foundation—\$20**

1. Age-fighting, absorbs oil, controls shine.
2. Combination to oily skin.
3. Matte finish.

#### **Mary Kay Mineral Powder Foundation—\$18**

1. Weightless, controls shine, hides wrinkles and imperfections..
2. All skin types.
3. Natural or Matte finish. (Buildable coverage)

#### **Mary Kay Tinted Moisturizer with Sunscreen SPF 20—\$18**

1. UVA/UVB protection. Oil-free moisturization for 10 hours.
2. All skin types.
3. Sheer color.

#### **Mary Kay Crème-to-Powder Foundation—\$14**

1. Minimizes the appearance of pores, controls shine.
2. All skin types.
3. Matte finish—dries to a powder.

#### **Mary Kay Medium-Coverage Foundation—\$20**

1. Controls excess oil for at least eight hours.
2. Normal to oily skin.
3. Natural finish.