

# Foundation Conversion Chart

Information consolidated from Mary Kay InTouch and Robert Jones. Use these suggestions as a starting point. Updated March 2015

TIMEWISE LIQUID	MINERAL POWDER	MEDIUM COVERAGE	CRÈME-TO-POWDER	CC CREAM	CONCEALER	PRESSED POWDER	HIGHLIGHTING PEN	DAY RADIANCE
IVORY 1	IVORY .5			VERY LIGHT	IVORY 1	IVORY 1	1	
IVORY 2	IVORY .5			VERY LIGHT	IVORY 1	IVORY 1	1	
IVORY 3	IVORY .5 or 1	IVORY 105		VERY LIGHT	IVORY 1	IVORY 1	1	
IVORY 4	IVORY .5 or 1	IVORY 100		VERY LIGHT	IVORY 2	IVORY 1	2	ANTIQUE IVORY
IVORY 5	IVORY 1	IVORY 200		LIGHT to MEDIUM	IVORY 1	IVORY 2	1	BUFFED IVORY
IVORY 6	IVORY .5 or 1	IVORY 104	IVORY 1	VERY LIGHT	IVORY 1	IVORY 1	1	SOFT IVORY
IVORY 7	IVORY 1	IVORY 204	IVORY 4	LIGHT to MEDIUM	IVORY 2	IVORY 1	2	BLUSH IVORY
BEIGE 1	IVORY 2 or BEIGE 1	BEIGE 300		LIGHT to MEDIUM	BEIGE 1	IVORY 2	1	FAWN BEIGE
BEIGE 2	BEIGE 1 or 2	BEIGE 400	IVORY 2	MEDIUM to DEEP	BEIGE 1	BEIGE 1 or 2	2	ALMOND BEIGE
BEIGE 3	IVORY 2 or BEIGE .5	BEIGE 304	IVORY 3	LIGHT to MEDIUM	BEIGE 1	IVORY 2	2	DELICATE BEIGE
BEIGE 4	BEIGE .5 or 1.5	BEIGE 404	IVORY 5	MEDIUM to DEEP	BEIGE 1	BEIGE 1	2	
	IVORY 2	BEIGE 305		LIGHT to MEDIUM	BEIGE 1	IVORY 2	2	BISQUE IVORY
BEIGE 5	IVORY 2 or BEIGE 1	IVORY 202	BEIGE 1	LIGHT to MEDIUM	BEIGE 2	IVORY 2	3	
BEIGE 6	BEIGE 1	BEIGE 302	BEIGE 2	MEDIUM to DEEP	BEIGE 1	BEIGE 1	1	TRUE BEIGE
BEIGE 7	BEIGE 2	BEIGE 402	BEIGE 3	MEDIUM to DEEP	BEIGE 2	BEIGE 2	2	TOASTED BEIGE
BEIGE 8	BEIGE 1.5 or 2		BEIGE 4	DEEP	BEIGE 2	BEIGE 2	4	
			BEIGE 5					
BRONZE 1	BRONZE 1	BRONZE 500	BEIGE 6	DEEP	BRONZE 1	BRONZE 1	3	MOCHA BRONZE
BRONZE 2	BRONZE 1	BRONZE 504	BRONZE 1	DEEP	BRONZE 1	BRONZE 1	3	
BRONZE 3	BRONZE 2	BRONZE 507		DEEP	BRONZE 1	BRONZE 1	3	
BRONZE 4	BRONZE 2 or 3			DEEP	BRONZE 2	BRONZE 1	4	
BRONZE 5	BRONZE 4	BRONZE 607	BRONZE 2	DEEP	BRONZE 2	BRONZE 1	4	RICH BRONZE
BRONZE 6		BRONZE 600			BRONZE 2	BRONZE 1	4	WALNUT BRONZE
			BRONZE 3					
BRONZE 7	BRONZE 5	BRONZE 708	BRONZE 4	DEEP	BRONZE 2	BRONZE 2	4	DEEP BRONZE
BRONZE 8	BRONZE 5	BRONZE 808	BRONZE 5	DEEP	BRONZE 2	BRONZE 2	4	MAHOGANY BRONZE

UNDERTONE KEY:  PINK  VERY PINK  YELLOW  OLIVE  GOLDEN ORANGE  WARM BROWN

Jones says Crème-to-Powder Beige 1 undertone is yellow. | Please note that Day Radiance Cream foundations are discontinued. | Blank spaces indicate no comparable shade.

the  
pink bubble

# Working with Undertones

## ASK THESE THREE QUESTIONS...

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

## NEXT...

- Decide if she is IVORY, BEIGE, or BRONZE.
- Then, find the column with her correct undertone.

*For example, if she is a light ivory with a pink undertone, you would select Ivory 1, Ivory 3, and Ivory 6 to color-stripe test.*

## ALSO KEEP IN MIND...

- These questions are a good guideline/starting point, but of course, they are only a starting point. You may need to adjust the shade 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, or ashy tones 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.

## Undertone Chart

	PINK	YELLOW	OLIVE	GOLDEN ORANGE	WARM BROWN
IVORY	IVORY 1 IVORY 3 IVORY 6 IVORY 7	IVORY 2 IVORY 4 IVORY 5	IVORY 5		
BEIGE	BEIGE 3 BEIGE 4 BEIGE 8	BEIGE 1 BEIGE 2	BEIGE 5 BEIGE 6 BEIGE 7		
BRONZE	BRONZE 2 BRONZE 4	BRONZE 1 BRONZE 6		BRONZE 3 BRONZE 5	BRONZE 7 BRONZE 8

# Find the Right Formula

## ASK THESE THREE QUESTIONS...

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

SKIN TYPE	RECOMMENDED FOUNDATION	FINISH	BENEFITS
NORMAL/DRY	TimeWise Luminous Wear	Luminous/Dewy	Reduces appearance of pores, fine lines, and skin imperfections. Leaves skin luminous, radiant, and brightened.
COMBO/OILY	TimeWise Matte Wear	Matte	Reduces appearance of pores, fine lines, and skin imperfections. Absorbs oil and controls shine all day.
COMBO/OILY	Crème-to-Powder	Matte	Looks freshly-applied in warm weather. Heat and humidity resistant. Transfer resistant.
OILY	Medium Coverage	Natural	Stay-true, stay-put color. Controls oil for at least eight hours.
ALL SKIN TYPES	Mineral Powder	Natural/Matte	Blends easily. Buildable coverage. Controls shine. Long wearing and transfer resistant.
ALL SKIN TYPES	CC Cream	Natural	Eight benefits in one step—protect, brighten, correct, minimize redness, conceal, hydrate, reduce visible signs of aging, & defends.