Skin Care
Part II:
Foundation

MARY KAY®
Introduction

- Welcome!
- Learn, and boost your selling confidence.
Objectives

At the end of this workshop you will understand:

• Why women need foundation
• The importance of foundation to your business
• The benefits of Mary Kay® foundations
• How to help your customer find the perfect foundation for them
Why Do Women Need Foundation?

- To give their skin a flawless look
- To even out skin tone
- To protect their skin from the environment
9 OUT OF 10 women want someone to help them find their perfect foundation match*

* A national consumer survey conducted by an independent research firm, Directive Analytics.
Mary Kay® Mineral Powder Foundation

- Weightless, skin-perfecting powder that controls shine
- Lines and wrinkles seem to disappear
- For all skin types
- Natural or matte finish
- Suitable for sensitive skin
- 12 shades
TimeWise® Liquid Foundations

- Age-fighting formulas
- Infused with Vitamin E and collagen-building peptides
- Skin instantly looks firmer, younger and healthier
- Two formulas for Normal/Dry and Combination/Oily skin
- Luminous or matte finishes
TimeWise Luminous-Wear™ Liquid Foundation

- A moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration
- Skin looks luminous, radiant and immediately brightened as skin texture appears visibly improved
- Leaves skin feeling moisturized all day
- For normal to dry skin
- Luminous / dewy finish
- Suitable for sensitive skin
- 23 shades
• Special microspheres work all day to absorb oil and control shine without a heavy make-up look or feel
• Provides immediate mattifying benefits
• For combination to oily skin
• Matte finish
• Suitable for sensitive skin
• 23 shades
Mary Kay® Medium-Coverage Foundation

- Controls excess oil for at least 8 hours
- For normal to oily skin
- Natural finish
- Suitable for sensitive skin
- 20 shades
Mary Kay® Creme-to-Powder Foundation

- 2-in-1 formula with the easy application of a cream and the matte finish of a powder
- Controls shine and excess oil
- Minimizes the appearance of pores
- For all skin types
- Matte Finish
- Non-comedogenic
- 10 shades
Mary Kay® CC Cream SPF 15*

- UVA/UVB broad spectrum protection
- Provides lightweight coverage
- Oil-free moisturization for up to 10 hours
- For all skin types
- Natural finish
- Suitable for sensitive skin
- Four Shades

*Over-the-counter drug product
Mary Kay® Day Radiance® Cream Foundation*

• Helps seal in moisture as it protects from dehydrating conditions
• For dry skin
• 11 shades

*Day Radiance® is optional and available for loyal Day Radiance users but is not promoted in any marketing materials.
Mary Kay® Foundation Primer is the perfect base for all foundations

- Extends the wear of foundation
- The secret to creating an even, flawless canvas
- Helps reduce the appearance of fine lines, wrinkles and other skin imperfections
- Can be used with any Mary Kay® foundation
- Suitable for sensitive skin
- Oil-free, fragrance-free
- Non-comedogenic
Mary Kay® Liquid Foundation Brush

- Apply any Mary Kay® liquid foundation like a pro
- Features a specially designed tapered brush, made of high quality synthetic fibers, that goes where fingertips can’t
- Unlike a sponge, the synthetic bristles don’t absorb makeup so you actually use less
- Unlike fingertips, the brush doesn’t add excess oil
- The end result is a smoother, more perfectly flawless finish
Mary Kay® Mineral Foundation Brush

- Use with Mary Kay® Mineral Powder Foundation
- The bristles are soft, natural hair
- The bristles are short and flat across the top, so you can easily customize the level of coverage
- The handle is the perfect size for maximum control
Selecting the Right Foundation

- 91%* of women would love it if someone would help them find the perfect foundation match.
- The right foundation formula and shade can make skin look smooth and flawless – exactly what women want!

*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.
Selecting the Right Foundation Formula

To find the perfect foundation formula for your customer, you can ask her three simple questions:

1. What do you want most from your foundation?
2. What is your skin type?
3. What is the foundation finish you want after application?
Selecting the Right Foundation Formula

1. What do you want most from your foundation?
   • Age-fighting
   • Minerals
   • Moisturization
   • Oil-Control
   • Sunscreen
## Selecting the Right Foundation Formula

<table>
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*Over-the-counter drug product
Selecting the Right Foundation Formula

2. What is your skin type?
   • Normal/Dry
   • Combination/Oily
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Selecting the Right Foundation Formula

3. What is the foundation finish you want after application?
   - Luminous/Dewy
   - Matte
   - Natural
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Selecting the Right Foundation Shade

- 68%* of women have a problem finding the perfect shade of foundation
- Mary Kay® Foundation Finder Tool
  - Helps narrow the choices
  - Finds shade match in three steps

*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.
Selecting the Right Foundation Shade

Using the Mary Kay® Foundation Finder Tool

• Select shade family closest to customer’s complexion
• Hold shade tool up to, but not touching, her jaw line
• Shade that seems to “disappear” into the skin is the best place to start
Selecting the Right Foundation Shade

Stripe Testing:

• Have your customer do a stripe test on her jaw line 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 neck
Selecting the Right Foundation Shade

Helpful Tips

• Customer should test shades on her jaw line to see which one blends best with the skin tone of the neck
• Look at shades in natural light
• Wait to decide – foundation adapts to the skin!
• Color can look different when blended
• Can’t decide between two shades? Always choose the shade that’s a little bit darker.
Selecting the Right Foundation Shade

More Helpful Tips

- Always try foundation shades on the face
  - Wrists and hands are almost never the same shade as the face
- Want more coverage?
  - Wait for the first layer to dry, then reapply
  - Touch up throughout the day if needed
Selecting the Right Foundation Shade

More Helpful Tips

• Skin tone can be lighter in the winter months and darker in the summer months.

• Adapt foundation shades to fit seasonal changes in skin tone.

• Many skin tones can have variances in tone - mix shades together to even out skin.

• Facial masking can appear on women with darker skin tones.
Selecting the Right Foundation Shade

Helpful selling tools
• Product Central
  – Foundation questionnaire
  – Comparison charts
  – Product Fact sheets
  – Application videos
Foundations

Additional Flawless Face Products
Concealer

- Conceal imperfections such as age spots, dark undereye circles, and blemishes
- Creamy, lightweight, long-lasting, waterproof
- Non-comedogenic
- Fragrance-free
- Suitable for sensitive skin
- Apply a small dot on targeted area and gently pat with a sponge or ring finger until blended
- 6 natural, skin-toned shades plus yellow to reduce the appearance of redness
Mary Kay® Facial Highlighting Pen

- Use on the “shadowy” areas of the face for an instant lift
- Light-reflecting pigments optically “lift” shadowy areas, leaving skin looking more even-toned
- Easy-to-blend formula will not settle into fine lines
- Oil-free, fragrance-free
- Non-comedogenic
- 4 shades
Mary Kay® Sheer Mineral Pressed Powder

- Lightweight, ultrafine powder that imparts an invisible layer of oil-absorbing coverage that keeps makeup looking fresh throughout the day
- Helps control shine and excess oil for at least 8 hours
- Suitable for sensitive skin
- Oil-free
- Non-comedogenic
- 6 shades
Mary Kay® Translucent Powder

- Provides a sheer, invisible finish on every skin tone
- Feels weightless, natural and velvety soft
- Eliminates the need for shade matching
- Controls unwanted shine all day
Challenge

• Try at least one of the Mary Kay® foundations you learned about today, if you haven’t already.
• At your next party or appointment, help find the perfect formula and shade of foundation for each guest to demonstrate the power of your personalized service!
Happy Selling!

Remember Mary Kay’s words…

“Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women (and men) turn these good feelings into more positive self-images. This, in turn, will allow them to approach life’s challenges with confidence and determination. As I have often said, ‘We’re not only in the cosmetics business – we’re also in the people business.’”