



*Mary Kay® Foundations Workshop*

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® 3D Foundations

- More accurate shades to perfectly, seamlessly match more skin tones than ever
- Includes our Age Minimize 3D™ Complex
- Natural-looking coverage with either 12 hours of oil control or 12 hours of moisturization
- Luminous or matte finishes



## TimeWise® Luminous 3D Foundation

- Provides a long-lasting, luminous finish
  - Delivers 12 hours of moisturization
  - Humidity- and sweat-resistant formula
  - Includes the Age Minimize 3D™ Complex
  - Skin looks instantly brightened and foundation looks fresh all day
  - Contains light-reflecting minerals plus jojoba for lasting comfort
  - Won't settle into fine lines
- **9 out of 10 women said<sup>1</sup>TimeWise® Luminous 3D Foundation:**
    - Provides a seamless match to my skin tone (90%)
    - Natural-looking finish (90%)
    - Smooths the appearance of fine lines (91%)
    - Feels comfortable on skin (92%)



<sup>1</sup>Based on panelists who agreed with the statement in a one-week independent consumer study in which women used TimeWise® Luminous 3D Foundation daily

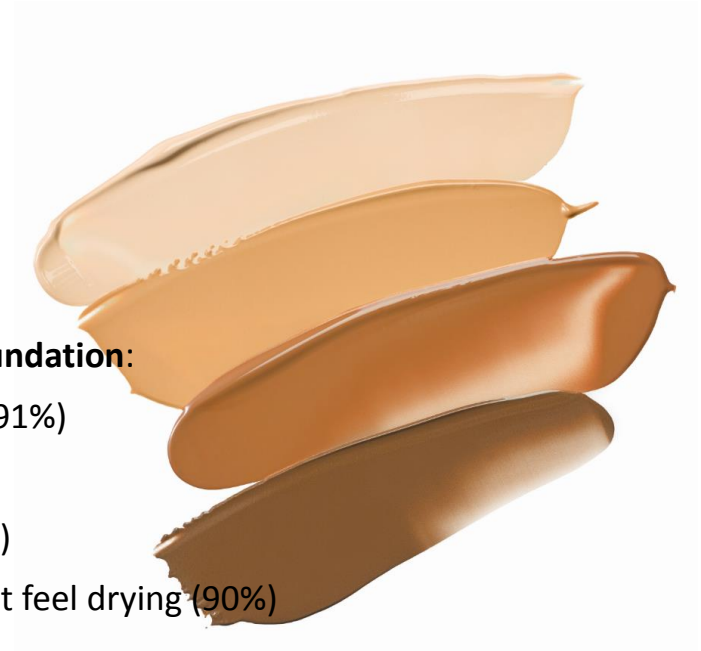


## TimeWise® Matte 3D Foundation

- Provides a long-lasting, matte finish
- Delivers 12 hours of oil control
- Humidity- and sweat-resistant formula
- Includes the Age Minimize 3D™ Complex

### •9 out of 10 women said<sup>1</sup> TimeWise® Matte 3D Foundation:

- Provides a seamless match to my skin tone (91%)
- Natural-looking finish (92%)
- Helps reduce shine throughout the day (92%)
- Feels comfortable on skin (93%) and does not feel drying (90%)



<sup>1</sup>Based on panelists who agreed with the statement in a one-week independent consumer study in which women used TimeWise® Matte 3D daily.

## Mary Kay® Endless Performance Crème to Powder

- Heat and humidity resistant.
- Stays true and appears fresh for 12 hours.
- Buildable coverage that glides on as a lightweight cream and dries to a soft, powdery finish.
- 16 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
- 5 Shades

\*over the counter drug product



## Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\*

- 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

\*over the counter drug product



## Mary Kay® Liquid Foundation Brush

- Apply liquid foundation like a pro!
- Stipple, buff and blend liquid foundation
- Designed to allow you to apply product directly on the brush for a no-mess application



## Mary Kay® Blending Sponge

- This versatile, reusable tool can help you achieve a flawless finish.
- It features an easy-to-grip ergonomic design and custom dual edges.
- It's perfect for precision application and blending of liquid and cream foundations, concealers and more.
- The flat end is perfect for blending larger areas.
- The pointed tip is designed for hard-to-reach areas such as under the eyes.
- A unique, open-cell structure is designed to allow the sponge to absorb water – and less product.



## Mary Kay® Powder Foundation Brush

- Provides perfect pickup and even, controlled application of powder foundation for a natural finish.



## 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?



\*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.

## Selecting the Right Foundation Formula

1. What do you want most from your foundation?

- Age-defying
- Minerals
- Moisturization
- Oil-Control
- Sunscreen



\*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.

## Selecting the Right Foundation Formula

2. What is your skin type?
  - Normal/Dry
  - Combination/Oily



\*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.

## Selecting the Right Foundation Formula

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



\*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.

## Selecting the Right Foundation Formula

Benefit	Skin-Type	Recommended Foundation	Finish
Age-Defying	Normal/Dry	TimeWise® Luminous 3D Foundation	Luminous/dewy
	Combination/Oily	TimeWise® Matte 3D Foundation	Matte
Minerals	Normal/Dry	Mary Kay® Mineral Powder Foundation	Natural or matte
	Combination/Oily		
Moisturization	Normal/Dry	TimeWise® Luminous 3D Foundation	Luminous/dewy
		Mary Kay® CC Cream SPF 15*	Natural
	Combination/Oily	Mary Kay® CC Cream SPF 15*	Natural
Oil-Control	Normal/Dry	Mary Kay® Endless Performance Crème to Powder Foundation	Matte
	Combination/Oily	TimeWise® Matte 3D Foundation Mary Kay® Endless Performance Crème to Powder Foundation	Matte
Sunscreen	Normal/Dry	Mary Kay® CC Cream SPF 15*	Natural
	Combination/Oily		

## Selecting the Right Foundation Shade

If your customer chooses to try the TimeWise® 3D Foundation you will want to find her skin tone range then her undertone and then conduct a stripe test.

Your customer will most likely be able to tell you if she is a ivory, beige or bronze.

Then to determine undertone you can ask her the following question to determine if she is Cool, Warm or Neutral.

1. How does your skin respond to the sun.
  - A. I burn or turn red easily. (Cool)
  - B. My skin stays mostly the same color all year (Cool)
  - C. Sometimes I burn, but my skin tone deepens afterward. (Neutral)
  - D. I rarely burn. (Warm)
  - E. My skin tone deepens throughout the summer. (Warm)



## Foundation Finder Tool



The Foundation Finder Tool is so easy to use and can provide a starting point of shades to try in a stripe test.

To use simply find the page of the formula your customer wants to try, then hold it up to, but not touching the jawline. The shade that disappears should be her true match!

To confirm your customer can conduct the stripe test with three shades. The one she thinks is the match, one shade lighter and one shade darker.



## Conducting the Stripe Test

The most effective way to find your customer's perfect shade of foundation is by conducting a simple stripe test.

- 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
- Allow time for dry-down – 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.



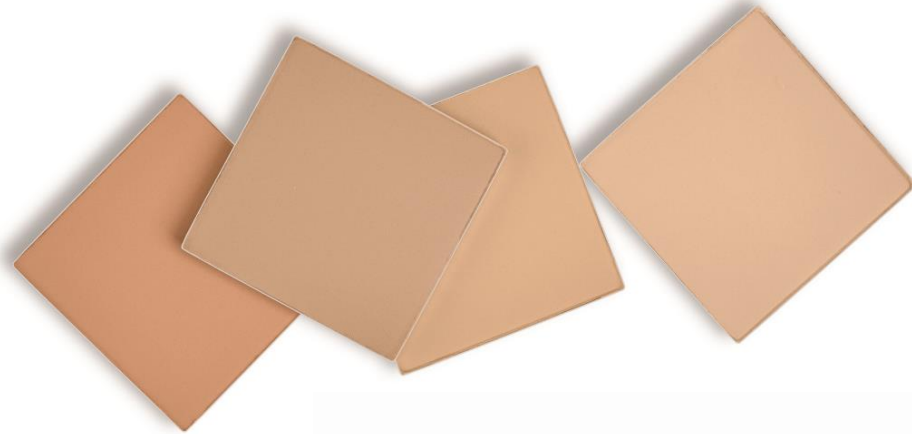
## Selecting the Right Foundation Shade

### More Helpful Tips:

- 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



**Additional Flawless Face Products**



## Mary Kay® Perfecting Concealer

- Lightweight formula that allows you to conceal and camouflage.
- Creamy, crease-proof coverage.
- Light-diffusing technology that helps blur the appearance of fine lines and optically correct minor imperfections.
- Improves the look of skin discoloration.
- Helps hide the appearance of redness so skin appears more even.



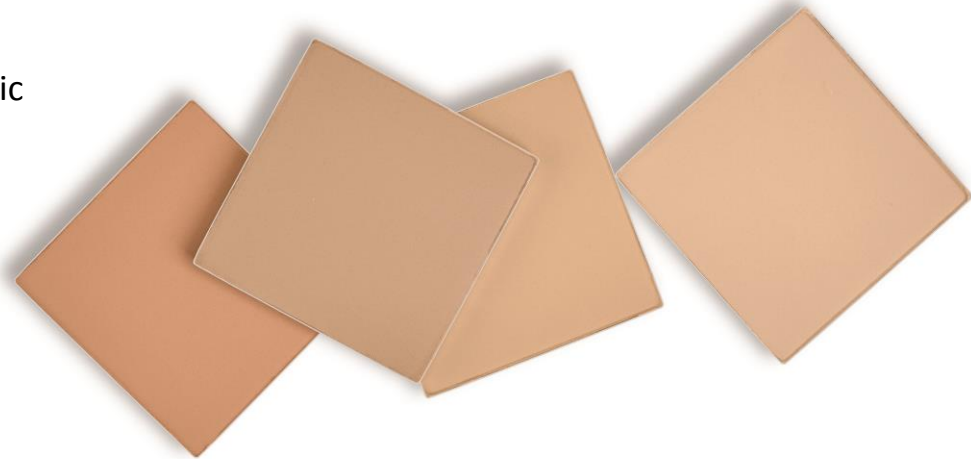
## Mary Kay® Undereye Corrector

- Helps wake up tired-looking eyes.
- In a peach shade specially formulated to color-correct bluish-purple shadows beneath the eyes.
- Layer with skin-tone concealer for natural, seamless coverage.



## 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 Loose 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!