

Bring Out Your

Beauty



Color Certification
Spring 2012

Lips & Cheeks
Class Two

Getting Cheeky



One of the worst aspects of aging is losing color (depth) in your skin. It causes you to look pale and washed out—definitely not what you think of as youthful. Looking younger can be as simple as the sweep of a bronzer and blush brush—thank goodness! Using the correct bronzer and blush is the most effective way to create that youthful glow. Bronzer and Blush always go together, says Makeup Artist Robert Jones. Neither is effective without the other. Every woman can benefit from a little bronzer! You don't have to look like you just got back from St. Maarten - you just want to give your face a little color. Every woman looks younger with a slight flush to her cheeks-like you had a really good night last night, even if you didn't. The combination of these two products is what creates the glow. **There are two key factors to your success: Choosing the right shades and proper placement.**

BRONZER



Look Book - page 33

Bronzers come in powders and crèmes, and they lend a healthy sun-kissed look, without subjecting the skin to damaging ultraviolet rays. Your goal with a bronzer is not to make you look like you have a tan - it's just to give the skin a youthful hint of color. For this reason, you want a bronzer that is one or two shades darker (not a great deal darker) than your skin. Women with ivory/beige skin tones will definitely want a shade of bronzer that is darker than their natural skin tone but never more than two shades darker: Sandstone (matte) – desert sun (shimmer)

The most challenging aspect of picking out a bronzer is choosing the right shade. You don't want it to be too orange. There is nothing worse than a bright orange, overly bronzed face.

Regardless of your color choice, keep in mind that **bronzers with a matte finish will always look the most natural on ivory/beige skin.** Choose a matte finish for day, because its appearance is more natural. Layer with a little shimmer over the matte shade, **for a little extra glow at nighttime**, but always start with a matte bronzer first.

Choose a bronzer with a matte finish for light bronze skin, because it gives the more natural effect, but **darker bronze to ebony skin needs a little shimmer.** If the finish is too matte, it can appear ashy on the skin. Don't go heavy on the shimmer, because it can be too much, even on dark skin. A light shimmer, however, can provide that youthful glow you are looking for.

If bronzing powders and crèmes tend to look too bold on you, try using a pressed powder instead. Pressed powder has a lower pigment level and it blends really nicely. If you have lighter skin, ebony-toned pressed powders work beautifully.

Bronzers make your skin look sun-kissed and alive. It gives your skin a healthy glow without subjecting it to damaging ultraviolet rays. **To warm your face and accentuate your bone structure**, dust bronzing powder along your cheekbones, the outer edges of your face, and your temples. Bronzer is also useful for lightly sculpting the nose and defining your jaw line and chin. Sweeping the bronzing powder up and around the temples and the eye socket can **really help pop eye color – especially if your eyes are blue or green.**

1. Be sure to use **a nice, fluffy, full bronzer brush.** This will help with your blending and give you the most natural application. Always apply your bronzer by beginning at the back of your cheekbone and sweeping it forward toward the apple of your cheek, then take the brush back toward your ear. This lays your color in place.
2. Now **swipe your brush in the opposite direction (up and down) to blend.** Be sure to blend well, so it looks natural.
3. Don't forget to **add a little at the temples**, to help shape your face. Sweeping the bronzing powder up around the temples and eye sockets can also really help your eye color pop, especially if your eyes are green or blue.

BLUSH/ BRONZER SKINTONE CHART

	I1	I2	I3	I6	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR2	BR1	BR3	BR4	BR6	BR5	BR7	BR8
			105	104	100	204	200	202	304	300	302	404	400	402		504	500	507		600	607	708	808
blush																							
citrus bloom	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x						
sunny spice	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	x	x								
strawberry cream	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
cherry blossom																							
sparkling cider																							
bold berry																							
golden copper																							
cinnamon stick																							
berry brown																							
bronzer																							
sandstone	x	x	x	x	x	x	x	x	x	x	x	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	x	x	x	x	x	x	x
bronze diva																							
canyon gold																							

Using Bronzers & Highlighters for a **“Dash out the Door”** easy compact!

Look Book - page 33



GLAMOUR TIP!
Each individual bronzer & highlighter has two shades which can be used creatively!



Bronzer to use as: two individual bronzing shades to contour around the face to slim, and to warm up the complexion; mix two shades together to make a third bronzing shade; two eyeshadow shades; and two cheek colors.

Highlighter to use as: two individual highlighting shades to apply under the eye and around the outer eye area, to brighten the eye; mix two shades together to make a third highlighting shade; two eyeshadow shades.

Ivory/Beige <i>Younger Skin can use any shades</i>
Highlighter: Pink Stardust * Bronzer: Desert Sun *

Ivory/Beige <i>Skin showing more lines (use no shimmer)</i>
Highlighter: Pink Porcelain Bronzer: Sandstone

Bronze/Ebony
Highlighter: Pink Stardust Bronzer: Canyon Gold * or Bronze Diva * Shimmer Shades

BLUSH



Look Book - page 33



Blush can brighten your face and make it glow. The trick is to find a blush color that's natural and neutral but still brightens and adds life to the skin. When determining your shade choice, a great place to start is to think about what shade your skin naturally flushes. Not sure? Then pinch your cheeks or jog around the block - this will give you a good idea. **Think bright, fresh, and young.**

For ivory/beige skin tones, a blush with a soft peach or a warm pink undertone is the best choice. As you age, you want to definitely choose a blush with peach undertones, instead of pink, to help your skin appear brighter and fresher. **Peach is a woman's best friend as she ages.** It can warm and enhance the skin like nothing else, while pink often appears ashy and artificial on aging skin.

Women with Olive skin tones (darker beige) should use blush with warm undertones and a richness or intensity, so the color show up on the skin – tawny shades of dark coral or rich sienna, for example.

If your skin tone is in the bronze/ebony category, you should also choose a blush with rich, intensely warm undertones, such as a bright apricot or a warm brick, to give your skin a natural warm glow. For more drama and intensity, women with bronze/ebony skin tones (especially when the skin is dark ebony) can choose a blush with rich plum or red-brown undertones. The very best choice for all skin tones is a blush that looks soft and natural and appears to give you a glow from within.

1. Blush should **never be worn closer** to your nose than the width of two fingers.
2. Blush should **never be applied** to your cheek below the tip of your nose.
3. Mature women should apply cheek color **higher on the face** as they age. Although the skin may lose some of its elasticity as we age, cheekbones remain in the same place.
4. **Smile, then...**
5. Locate the center of **the apple of your cheek** and place your index finger there.
6. Next, place your thumb at **the top of your ear** where it connects to your head.
7. Now take your thumb and bring it toward your index finger. The bone you feel is your **cheekbone**.
8. Apply your color **directly onto the cheekbone**

Tip: **Use separate brushes for your bronzer and blush.**

This prevents your colors from mixing and makes each color application clearer and more effective.

Look Book - page 33



BLUSH OPTIONS

Powder blush is the easiest to use. As with bronzer, you want to be sure you use a soft, full brush for the best application (it will help you achieve the most natural and blended look). You can apply your powder blush in two ways: one gives you more intense color, and the other gives you a soft, natural flush:

1. **For the most color,** apply blush to your cheek bone area, starting at the back (closest to your ear). Sweep the cheek color toward the apple of your cheek, then back toward the ear again. This lays your color in place
2. Now, **swipe your brush in the opposite direction (up and down) to blend.** This way, your most intense color lies at the back of your cheek and gives your face more dimension.
3. **For a soft flush of color, you can try a technique called "popping your apples."** First, apply bronzer to your cheekbones. Smile and apply a light, sheer, colorful blush (be sure it's not too dark) on the apples of your cheeks, blending back toward the bronzed area. This gives the apples of your cheeks a beautiful glow, because that is where you placed the highest concentration of color. Be sure to use **a sheer shade of blush** for this technique. A dark or intense cheek color can look too harsh and unnatural, when applied this way. Your goal is to glow, not to paint Raggedy-Ann-style circles on your cheeks.
4. **Follow your bronzing powder with a light pop of blush applied to the apple of the cheeks.** Using the correct blush color is paramount because you want to achieve a natural glow rather than a painted look.

Cheek Colors



Look Book - page 33

GLAMOUR TIP: Your cheek color should coordinate with your lipstick and your wardrobe, rather than with eye shadow shades. The depth of your skin tone will help you determine the intensity of cheek color.



There are 3 major mistakes women make with blush.

- Using too much of it in the fall and winter to try to compensate for lack of sun.
- Choosing a color that is either too red or too purple. Remember, to help determine a good shade for yourself, try a short burst of energetic exercise, then match your blush color to your cheek's natural flush.
- Applying too little of a shade because it's too strong. Your color, therefore, will not last.

The amount of intensity of color you are wearing on your eyes and lips can be a factor in the amount of blush your might need that day.

- For example, **if you are wearing a strong lip color**, you will need less blush. If you are wearing a paler, sheerer lip color, you might need more blush
- **A powder blush is the easiest and most commonly used.** When applying powder-blush, use your brush to brush it on starting from the front of the apples, sweeping back toward your ears.
- **If you'd rather use a crème or liquid blush**, you can apply it with either a sponge or your fingers. If you apply a crème or liquid blush before you powder your foundation, it will blend easier.
- **If you'd rather wear your blush without foundation**, a crème or liquid blush works better than powder because it contains moisture that helps it blend well with the natural moisture in your skin.
- **To apply a crème or liquid blush**, first dot a little onto the apples of the cheeks, blending back toward the ears.
- Generally with any blush, **you should remember the rule to match the textures** – crème on crème, powder on powder. However, if you want to increase the staying power of your crème-blush, you can dust a layer of powder blush over it. Remember to apply the crème blush before powdering, then the powder blush after powdering. It is the two layers of color that helps the staying power and color intensity.



GLAMOUR TIP!

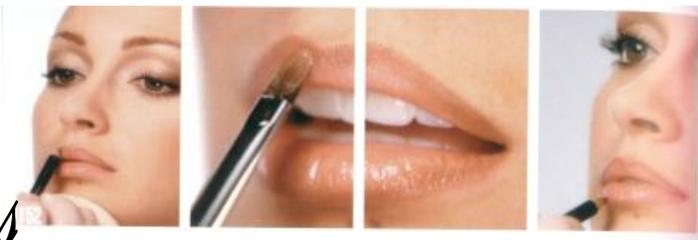
- If, when you've finished applying your blush, **you feel it is too color-intense**, it can always be softened with a dusting of loose powder.
- **Never** use blush to contour the face.
- Keep **a separate brush** for bronzers and blush, because it keeps each color clearer and purer.

Look Book - page 33

Creamy, dreamy blush. It's the best of both worlds. Mary Kay® Cream Blush glides on like a cream and then transforms to a natural powdery finish



Oh, Those Kissable Lips



GLAMOUR TIP! Focus on one strong area of the face only

Examples: If you choose a strong vibrant lip color, go paler on your cheek color. If you want a strong vibrant eye look, go paler on your lips and cheeks. Cheek color can be more dominant when you are wearing a pale or nude lip color.

Look Book - page 30

90% of women have a fuller lower lip than top one, so don't feel bad if your lips are not perfectly even.

- To keep lips looking luscious, **exfoliate them once a week.**
- Using a **little lip balm or moisturizer** on the lips before you actually apply the lipstick will help the lipstick go on smoothly and more evenly



Lip pencils will help prevent lipstick from feathering and bleeding, but once you've outlined your lips, don't stop there. Be sure to blend inward, so that when your lipstick wears off, you aren't left with just an outline. You'll find a brush useful in the application and blending.

Make sure you optimize your entire mouth. Most women don't, because they tend to draw inside the lip line. Conversely, take care not to overdraw, because if you're using a lip color other than a natural lip tone and you stray too far outside the lip line, it will be noticeable.



Look Book - page 32

Creme Lipstick	Liquid Lip Color	NouriShine Lip Gloss
<ul style="list-style-type: none"> Lightweight, creamy Long-wearing Stay-true color Maximum color impact Enhanced with Vitamin E and a Vitamin C derivative to help guard against wrinkle-causing free radicals 	<ul style="list-style-type: none"> Weightless Buildable coverage Instantly moisturizing Shea butter formula Mint flavor has cooling lip-energizing sensation 	<ul style="list-style-type: none"> Lightweight Saturated with moisturizers and conditioners Defends against free radicals Light vanilla flavor



Look Book - page 34

Lip Shapes

BASIC LIP SHAPE

- To properly apply your lip liner to the top lip, **begin with a V** in the 'cupid's bow' or center curve area of the lip. Then starting at the outer corners, draw small feathery strokes to meet the center V.
- On the lower lip, **first accentuate the lower curve of the lip**, then begin small feather-like strokes from the outer corners moving toward the center. Now you can actually apply your color.
- You can use a brush, your fingers, or a tube to apply your lipstick, but **if it's applied with a brush, it will usually look much more precise and last longer**. For more intense color, you can apply it straight from the tube, but it will be harder to cover the smaller detailed areas of the lips.



SMALL LIP SHAPE—Make them younger and fuller!

- If you feel you have small lips, the first thing you should do is **erase your existing lip line with concealer**. Doing this creates a fresh canvas on which you can design a whole new and improved lip line.
- Using a **natural-toned lip liner** that is either the same shade as your natural lip color or one shade darker, draw your new lip shape on your top lip just outside your natural lip line. Follow the same procedure with your bottom lip. Then use the pencil to fill in, to help anchor the new lip shape.
- You will now need **two shades of lip color**: a natural **medium tone** and a **lighter** shade, preferably glossy or shiny. First, apply the **darker shade to the outer edges of the lip**, blending in the lip liner. Then apply your **lighter color to the center of the mouth**, making sure to blend the two shades together. This draws attention to the center of the mouth, creating the illusion of fuller lips.
- Choosing the correct formula for the desired effect is paramount. **Glossy is always sexy**. Its shine makes the lips appear fuller and therefore more youthful. If your lips tend to be dry, stay away from matte lipstick. It's longer wearing, but it will make your lips look and feel even more dehydrated.
- Since **crème formulas** tend to work in just about any situation, they are always a safe choice.
- **Play with color**. Don't be afraid of it. If it's wrong, you can just wipe it off.
- One last important point to remember. **Never expect lipstick to last all day**. Formulas that do tend to make the lips look parched and dry. These products contain stains that, unless your lips are freshly exfoliated, will adhere unevenly to the dry areas of your lips, causing your lipstick to appear splotchy and dehydrated.

Lip Glosses



- **Lip glosses are designed with a dual purpose**—for individual use or to be paired with a lipstick. They shine and give lips more importance on the face, which emphasizes your beautiful smile!
- When wearing gloss alone, **line and fill in your entire lips with a lip liner**. The liner will enhance the beauty and color of the gloss and help it stay in place longer.
- When wearing gloss over a lipstick, **be courageous**. Any color will do! After applying and blotting lipstick, put a dot of lip gloss on the bottom line in the center. "Smooch" your lips together to share the gloss between the centers of both top and bottom lips.
- **Use a neutral-colored gloss over any other color of lipstick**: it will "neutral" it down a tone and give you a nice spot of tone. Use pink gloss to add a touch of pink to a dull lipstick. Apply a golden-honey gloss to warm up a cool lipstick color. Make your lip gloss work for you, achieving a lovely shine with a gorgeous smile.

Lipsticks & Your Skin Tone

GLAMOUR TIP!

LAYERING shades go over any lipstick to "tweak" or lighten the lip color. Don't discard a "too dark" shade—simply apply a layering shade over the top of it.



m—matte s—shimmer f—frost

Ivory <i>*do not use on palest ivories</i> LIGHTEST TO DARKEST	Ivory/Beige LIGHTEST TO DARKEST	Darker Beige LIGHTEST TO DARKEST	Light Bronze & Bronze <i>* light bronze only</i> LIGHTEST TO DARKEST	Ebony LIGHTEST TO DARKEST
Apricot Glaze <i>m</i> Toffee <i>m</i> Shell <i>m</i> Whisper <i>m</i> * Icy Peach <i>m</i> Sweet Nectar <i>s</i> Sunset <i>s</i> Sunny Citrus <i>m</i> Pink Passion <i>s</i> Pink Satin <i>m</i> Dusty Rose <i>m</i> Frosted Rose <i>s</i> Raisinberry <i>s</i> * Whipped Berries <i>s</i> Berry Kiss <i>s</i> Apple Berry <i>s</i> Boysenberry <i>s</i> Black Cherry <i>s</i> Red <i>s</i> Blaze <i>c</i> * Hibiscus <i>m</i> LAYERING Sheer Blush <i>s</i> Pink Shimmer <i>f</i> Sunlit Sand <i>s</i>	Apricot Glaze <i>m</i> Toffee <i>m</i> Shell <i>m</i> Whisper <i>m</i> Icy Peach <i>m</i> Sweet Nectar <i>s</i> Sunset <i>s</i> Sunny Citrus <i>m</i> Pink Passion <i>s</i> Pink Satin <i>m</i> Dusty Rose <i>m</i> Frosted Rose <i>s</i> Raisinberry <i>s</i> Whipped Berries <i>s</i> Berry Kiss <i>s</i> Apple Berry <i>s</i> Boysenberry <i>s</i> Black Cherry <i>s</i> Red <i>s</i> Blaze <i>c</i> Hibiscus <i>m</i> LAYERING Sheer Blush <i>s</i> Pink Shimmer <i>f</i> Sunlit Sand <i>s</i>	Apricot Glaze <i>m</i> Toffee <i>m</i> Shell <i>m</i> Whisper <i>m</i> Icy Peach <i>m</i> Sweet Nectar <i>s</i> Sunset <i>s</i> Sunny Citrus <i>m</i> Pink Passion <i>s</i> Pink Satin <i>m</i> Dusty Rose <i>m</i> Frosted Rose <i>s</i> Raisinberry <i>s</i> Whipped Berries <i>s</i> Berry Kiss <i>s</i> Apple Berry <i>s</i> Boysenberry <i>s</i> Black Cherry <i>s</i> Red <i>s</i> Blaze <i>c</i> Midnight Red <i>c</i> Hibiscus <i>m</i> Maple <i>m</i> Amber Suede <i>m</i> Copper Star <i>s</i> Gingerbread <i>s</i> LAYERING Sheer Blush <i>s</i> Pink Shimmer <i>f</i> Sunlit Sand <i>s</i> Amber Glow <i>s</i> Mocha Freeze <i>f</i>	Toffee <i>m</i> * Whisper <i>m</i> * Icy Peach <i>m</i> * Sweet Nectar <i>s</i> * Sunset <i>s</i> * Sunny Citrus <i>m</i> Pink Passion <i>s</i> * Raisinberry <i>s</i> Whipped Berries <i>s</i> Berry Kiss <i>s</i> Apple Berry <i>s</i> Boysenberry <i>s</i> Black Cherry <i>s</i> Red <i>s</i> Blaze <i>c</i> Midnight Red <i>c</i> Hibiscus <i>m</i> Maple <i>m</i> Amber Suede <i>m</i> Copper Star <i>s</i> Gingerbread <i>s</i> Bronzed <i>s</i> Nutmeg <i>s</i> Downtown Brown <i>s</i> Hot Mocha <i>s</i> Rich Fig <i>s</i> LAYERING Sunlit Sand <i>s</i> Amber Glow <i>s</i> Mocha Freeze <i>f</i>	Berry Kiss <i>s</i> Apple Berry <i>s</i> Boysenberry <i>s</i> Black Cherry <i>s</i> Red <i>s</i> Blaze <i>c</i> Midnight Red <i>c</i> Hibiscus <i>m</i> Maple <i>m</i> Amber Suede <i>m</i> Copper Star <i>s</i> Gingerbread <i>s</i> Bronzed <i>s</i> Nutmeg <i>s</i> Downtown Brown <i>s</i> Hot Mocha <i>s</i> Rich Fig <i>s</i> LAYERING Sunlit Sand <i>s</i> Amber Glow <i>s</i> Mocha Freeze <i>f</i>



Look Book - page 34

Adapted from www.robertjonesbeauty.com

Lip Colors & Lip Liners

LIP LINERS—a great choice!

1. Lip liners can help define your mouth and reshape your lips if they are uneven or too large or small.
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 (over entire lip area) before applying your lip color.
4. Wear any lip liner under any lip color to “tweak” or lighten the lip color shade.

LIP COLOR

GLAMOUR TIP! Ask questions to help decide on a lipstick shade.

1. What size are her lips?
2. How dark is her skin tone?
3. What is she wearing? (absolute LEAST IMPORTANT question)



Ivory/Beige <small>Adapted from www.robertjonesbeauty.com</small>			
Bright	Neutral	Deep	Layering
Pink Satin Sunny Citrus Sunset Hibiscus Really Red Red	Apricot Glaze Sweet Nectar Toffee Icy Peach Sunset Frosted Rose Shell Whisper Raisinberry Dusty Rose Sheer Blush Whipped Berries Pink Passion	Amber Suede Maple Boysenberry Copper Star Gingerbread Black Cherry Apple Berry Berry Kiss Midnight Red Blaze	Sheer Blush Sunlit Sand Amber Glow Pink Shimmer LIP LINERS: Caramel Chocolate Clear Neutral Soft Blush Spiced Tea
Bronze/Ebony <small>Adapted from www.robertjonesbeauty.com</small>			
Bright	Neutral	Deep	Layering
Pink Satin Sunset Sunny Citrus Hibiscus Really Red Red  <p>GLAMOUR TIP! Don't forget that brighter, warmer color also make you look younger. Anything too dark is far too harsh for mature lips. Putting your lipstick on straight from the tube won't blend your lip-liner. Remember that paler colors illuminate and make lips appear fuller and more youthful, while darker colors have a minimizing effect, making them appear smaller.</p>	Downtown Brown Copper Star Gingerbread Nutmeg Bronzed Maple Toffee Frosted Rose Pink Passion Raisinberry Whipped Berries	Amber Suede Black Cherry Apple Berry Berry Kiss Boysenberry Midnight Red Blaze Rich Fig Merlot	Mocha Freeze Amber Glow Sunlit Sand Sweet Nectar LIP LINERS: Cappuccino Caramel Chocolate Dark Chocolate Spiced Tea

The Perfect Match: Lipstick - Lip Liner - Gloss

	Mary Kay Creme Lipsticks	Mary Kay Lip Liner	Mary Kay Nourishing Lip Gloss
B E R R I E S	Apple Berry	Plum, Raspberry	Berry Sparkle
	Berry Kiss	Dusty Pink, Raspberry, Plum	Berry Sparkle, Sugarberry
	Black Cherry	Plum, Dark Berry	Berry Sparkle, Sugarberry
	Boysenberry	Plum, Raspberry	Berry Sparkle, Beach Bronze, Gold Rush
	Rich Fig	Dark Berry	Starry, Sugarberry, Beach Bronze
	Whipped Berries	Plum, Dark Berry	Berry Sparkle, Sugarberry
C H O C O L A T E S	Amber Glow	Chocolate, Coral, Cinnamon	Sweet Raisin, Coral Rose
	Amber Suede	Chocolate, Dark Chocolate, Cappuccino	Beach Bronze, Berry Sparkle
	Bronzed	Chocolate, Dark Chocolate	Beach Bronze, Gold Rush, Bronze Bliss
	Downtown Brown	Dark Chocolate, Cappuccino	Beach Bronze, Bronze Bliss
	Gingerbread	Cinnamon, Chocolate	Sweet Raisin, Bronze Bliss
	Hot Mocha	Cinnamon, Chocolate	Sweet Raisin, Beach Bronze, Bronze Bliss
	Nutmeg	Dark Chocolate, Cappuccino	Beach Bronze, Starry, Sugarberry
M E T A L S	Copper Star	Cinnamon, Chocolate	Sweet Raisin, Beach Bronze, Bronze Bliss
	Mocha Freeze	Chocolate, Cappuccino	Sweet Raisin, Berry Sparkle, Beach Bronze
	Pink Shimmer	Dusty Pink, Plum	Pink Diamonds, Sugarberry
	Sheer Blush	Plum, Raspberry	Sugarberry, Fancy Nancy
	Sunlit Sand	Cinnamon, Dark Chocolate, Cappuccino	Bronze Bliss, Sweet Raisin, Beach Bronze
N E U T R A L S	Apricot Glaze	Neutral, Chocolate	Cream & Sugar, Melon Sorbet, Fancy Nancy
	Frosted Rose	Dusty Pink, Plum	Pink Diamonds, Sugarberry
	Maple	Dusty Pink, Neutral, Chocolate	Starry, Beach Bronze, Bronze Bliss
	Raisinberry	Dark Chocolate, Plum	Berry Sparkle, Sugarberry
	Shell	Neutral, Pink	Starry, Beach Bronze, Pink Diamonds
	Toffee	Neutral, Chocolate	Sweet Raisin, Beach Bronze
	Whisper	Neutral, Cappuccino, Cinnamon	Starry, Cream & Sugar
P I N K S	Dusty Rose	Neutral, Pink	Pink Diamonds, Gold Rush
	Hibiscus	Raspberry	Cream & Sugar, Berry Sparkle, Sugarberry
	Pink Passion	Pink, Raspberry	Starry, Berry Sparkle, Fancy Nancy
	Pink Satin	Dusty Pink, Pink	Cream & Sugar, Pink Diamonds
R E D S	Blaze	Plum, Chocolate	Berry Sparkle, Starry, Beach Bronze
	Midnight Red	Neutral, Plum	Sweet Raisin, Berry Sparkle, Beach Bronze
	Really Red	See next page—based on skin tone	See next page—based on skin tone
	Red	Plum, Chocolate	Starry, Beach Bronze
T A W N I E S	Icy Peach	Coral, Chocolate	Gold Rush, Melon Sorbet, Starry
	Sunny Citrus	Coral	Gold Rush, Starry, Melon Sorbet
	Sunset	Chocolate, Coral	Melon Sorbet, Starry
	Sweet Nectar	Neutral, Coral	Melon Sorbet, Gold Rush, Fancy Nancy

The Perfectly Done Red Lips

You not only need to know what shade works best, but we also need to prep your lips to help prevent movement and bleeding of the product, because we all know red really shows.

Apply **lip primer** all around the outside of your natural lip line *Look Book - page 29*
(only around, *not* on your lip—we want to create a dam, so nothing bleeds outward).

Using a **concealer brush**, apply **concealer** all around the outside edge as well (this will give you a perfect edge to your lip and help reinforced no bleeding). If you want ease, especially on the go, you could use an everything pencil and simply trace around the entire edge.

Stipple to blend your product. *Look Book - page 33*

Take a pointed tip makeup applicator and apply a light layer of **loose powder** all around the edge of your lip.

Line **the outer edges of your lips with lip liner**, then fill in the entire lip area with liner. This will help your lip color to last, and we know how hard it is to keep red on. Lip liner has a drier texture than lipstick, so it lasts longer.

Next, **apply your lipstick, then take a tissue** and gently blot your lips. This will remove the moisture from this layer, yet leave you with a deposit of lipstick pigment. Next, **reapply your lipstick**; this time, do not blot. Layering color like this will give you double the pigment deposit, thus once again increasing how long the color will wear.

Finish with a dot of lip gloss in the center of the lips to attract light and make your lips look fuller and more youthful.



Skin tone	Lip liner	Lipstick	Lip gloss
Ivory	Chocolate	Red, Blaze, Really Red	Icicle
Beige	Chocolate	Red, Blaze, Really Red	Icicle
Dark Beige	Chocolate or Cappuccino	Red, Blaze, Midnight Red Really Red	Red Passion Rock 'n' Red
Bronze	Cappuccino	Red, Blaze, Midnight Red Really Red	Red Passion Rock 'n' Red
Ebony	Dark Chocolate	Red, Blaze, Midnight Red Really Red	Red Passion Rock 'n' Red

Makeup Artist Tips

Please visit the website at www.marykay.com to experience a virtual makeover, and share in all these makeup artist tips.

- Susan Giordano, Celebrity Makeup Artist

Expert Tip: Keep bold lip colors in check with Clear lip liner!

"Clear lip liner goes with anything and keeps lipstick in place by creating an invisible barrier to prevent bleeding and feathering. It is particularly effective with lip gloss as it does its job without interfering with the transparency of the product."

Expert Tip: Lip looks that take you from day to night!

"The shimmer finish of the Pink Sateen lip gloss gives this romantic pink a fresh look. Paired with smoldering eyes and a little black dress, you're ready for evening events. For a softer, more sophisticated look, work with a trend-inspired eye palette of plums and golden browns."

Expert Tip: A lip gloss look for every occasion!

"Lip gloss can convey many different moods. For more formal looks, choose colors with less shimmer. For fun looks, choose bright colors and/or colors with higher levels of shimmer. You also can use lip gloss to quickly take pretty neutrals from daytime to evening."

Expert Tip: Get date-night ready!

"Never forget a compact for quick touch-ups and checking your teeth after eating and a soft, shimmery lip gloss that's easy to apply quickly and without looking. Soft, shimmery lip gloss, like Pink Luster, is easy to apply and has an approachable, kissable look that's not intimidating. Perfect for date night!"

Expert Tip: How to mix up your lip look with lip gloss!

"Experiment with colors on the back of your hand. Work in color families, like topping a berry shade of lipstick with one of the berry-toned lip glosses which will give a deeper, richer color with a sparkling glow. Cream and Sugar lip gloss can be used over a bright lip color to tone it down and give more of a glossy, muted effect."

Expert Tip: Get the perfect two-toned lip look!

"When applying two lip colors for a dual-toned effect, use the darker shade as your base and use the lighter shade to highlight. Use the applicator to add the highlight color along the inside center of top and bottom lips, and be sure to blend well to avoid harsh telltale lines between the shades."

- Luis Casco, Celebrity Makeup Artist

Right Shades for YOUR skin!

IVORY: Cheeks—Citrus Bloom, Shy Blush, Strawberry Cream.
Lips—Shell, Sweet Nectar, Melon Sorbet, Pink Parfait

BEIGE: Cheeks—Cherry Blossom, Golden Copper, Sparkling Cider.
Lips—Whipped Berries, Apricot Blaze, Beach Bronze, Berry Tart.

BRONZE: Cheeks—Berry Brown, Cinnamon Stick, Bold Berry.
Lips—Black Cherry, Nutmeg, Sweet Raisin, Berry Tart.

Tips for 50's and over: Lip Color should be complexion-compatible or medium-bright.

4 Top Tips:

1. Re-evaluate your needs throughout the year
2. Go light and build
3. Always blend!
4. Have fun!



GLAMOUR TIP!

Always moisturize your lips

before applying color. To help lipstick stay on longer, use lip liner all over your lips, apply lipstick on top, then blot and reapply.

To set your lipstick, try placing a single-ply tissue across your lips, then lightly dust over with a little loose powder.