



Healthy Skin, Beautiful Skin

A few basic skin care and priming steps can transform skin into a beautiful canvas for color.



PREP AND PROTECT

Prep Talk

All makeup looks better when it's on healthy, well-cared-for skin, so a consistent skin care regimen is the first step to a flawless face. Depending on age, skin type and need, you can offer your customers a variety of *Mary Kay*® skin care formulas. Your customers will love their skin for life, and you could have lifelong customers! Here are some skin care basics to share with your customers.

CLEANSE

It's important to cleanse the face twice a day – in the morning and before bed – with a cleanser customized for skin type. And going to bed with makeup on is a big *no-no!*

MOISTURIZE

Moisturizing is intended to restore balance to the skin, so a skin-type-specific moisturizer is a must! When using moisturizer, you'll want to massage it into the skin and then let it absorb before applying anything else. Applying color immediately after moisturizing can result in a streaky finish.

PROTECT

Sun exposure is one of the leading causes of the visible signs of skin aging. *TimeWise*® Day Solution Sunscreen Broad Spectrum SPF 35* or *TimeWise Repair*™ *Volu-Firm*™ Day Cream Sunscreen Broad Spectrum SPF 30* offer safe and effective sun protection for your face.

*Over-the-counter drug product.

"You need a good canvas, and you need to prep that canvas. You can't really expect something without prepping your skin. Makeup isn't magic."

- Charlie Green, Mary Kay Global Makeup Artist

FOUNDATION BASICS



Bases Covered

Foundation lays the groundwork for color. Along with primer, it makes the complexion look more even and covers flaws.

EXPERT EXTRA

Re-evaluate Customers

Skin tone and skin needs can change with the seasons, so reevaluate your customer's skin from time to time. Your customers may need to switch to a different foundation shade for summer or winter. You'll be providing your customers with excellent service, and you could generate more foundation sales!

TIMEWISE® LIQUID FOUNDATION

- Age-fighting formulas help skin instantly look firmer, younger and healthier.
- *TimeWise*® Matte-Wear® Liquid Foundation is for combination to oily skin and delivers a matte finish.
- *TimeWise*® Luminous-Wear® Liquid Foundation is for normal to dry skin and delivers a luminous finish.

*Over-the-counter drug product



MARY KAY® CREME-TO-POWDER FOUNDATION

- For all skin types.
- Shine control formula glides on like a cream then sets like a powder.
- Delivers a matte finish.



MARY KAY® MINERAL POWDER FOUNDATION

- For all skin types.
- Easy-to-apply foundation helps lines and wrinkles seem to disappear.
- Provides shine control.
- Delivers a natural finish.



MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15*

- Lightweight coverage acts like makeup to instantly correct imperfections
- Provides eight benefits in one step.
- Delivers a natural finish.
- Suitable for all skin types.



Finding the Right Formula

When choosing foundation for your customers, Mary Kay Global Makeup Artist Luis Casco suggests you ask customers three important questions.

Three Important Questions

What **benefits** does your customer want most from her foundation?

What is her **skin type**?

What is the **foundation finish** she is looking for?

BENEFITS	SKIN TYPE	FINISH	
Age-fighting. Shine control	Combination to oily	Matte finish	▶ <i>TimeWise</i> ® <i>Matte-Wear</i> ® Liquid Foundation
Age-fighting. Moisturization.	Normal to dry	Luminous, dewy finish	▶ <i>TimeWise</i> ® <i>Luminous-Wear</i> ® Liquid Foundation
Shine control.	Great for all skin types	Matte finish	▶ <i>Mary Kay</i> ® <i>Creme-to-Powder</i> Foundation
Skin-perfecting powder	Great for all skin types	Natural finish	▶ <i>Mary Kay</i> ® <i>Mineral Powder</i> Foundation
Lightweight coverage for daytime casual	Great for all skin types	Natural finish	▶ <i>Mary Kay</i> ® <i>CC Cream Sunscreen Broad Spectrum SPF 15*</i>

Foundation Tips

- To get the most natural-looking finish, makeup artists today suggest applying foundation before perfecters, such as facial high-lighting pens and concealers. You may need to use less of the perfecters when you apply foundation first.
- *Mary Kay*® *Foundation Primer Sunscreen Broad Spectrum SPF 15** helps reduce the appearance of fine lines and imperfections and helps extend foundation wear. Your customers may even find that they use less foundation when they use a primer.

To apply Foundation Primer: Apply after your final skin care step to the **entire face** and blend gently, using your fingertips to create the perfect canvas for your foundation.

Pick

Try to match your customer's natural skin tone as closely as possible. The best way to find the perfect foundation shade is to do the stripe test.

- Have your customer swipe foundation from cheek to jawline. If the foundation seems to disappear, then you've found her shade.
- View in natural light if possible.

Mixer-Fixer If you can't find the right shade for a customer, you can help her mix her own. (This works best with liquid foundation.) She can mix the shades in the palm of her hand and apply with a foundation brush.



PERFECTERS

Complexion Perfection

EXPERT EXTRA

Facial Highlighting Pen or Concealer?

If you're not sure which product to use, ask yourself, "Am I trying to draw attention to an area or to hide an imperfection?" A highlighting pen illuminates or draws an area or feature forward on the face. Concealer helps hide imperfections and is best for covering blemishes.

Perfecters such as highlighters and concealers are professional makeup artists' tricks of the trade.

You can help your customers lift away shadows and conceal imperfections with these great products.

Mary Kay Facial Highlighter Pen

Shadows can make areas on the face appear sunken, swollen or saggy and even older, but the *Mary Kay*® Facial Highlighting Pen can come to the rescue. Special light-reflecting pigments help optically "lift" shadowy areas of the face to add brightness and radiance instantly.

To Apply:

Turn the tip clockwise to release product. If you release too much product, you can brush the excess onto the back of your hand and then apply the highlighter that remains on the brush to your face. You can then add more product to the brush from your hand. Use the pen's brush to apply product lightly to the shadowy areas of the face, then blend with your finger or a sponge.

For Shadowy Areas

Apply to the inner corners of eyes, outer edges of the nose, vertical lines beside the mouth and under the lower lip in a downward and outward motion.

For Puffy Eyes

Apply just below the puffy area, only highlighting the shadow under the puffiness (not the puffy area), to "lift" it and make the area appear more flat. Then use your ring finger to lightly pat the edges to blend.

Mary Kay Concealer

Concealer is great for covering age spots and blemishes.

To Apply:

Use the *Mary Kay*® Cream Eye Color/Concealer Brush†, a sponge or your finger. Use a dabbing motion instead of a swiping motion which can actually remove concealer. Dabbing to blend helps create a smooth, flawless finish. With a brush, use small strokes.

For harder to conceal areas use the following steps:

For Age Spots

Blend concealer in with your natural skin tone by concentrating it on the discolored area. Apply it to the spot only and gently pat with your finger to blend.

For Blemishes

Apply a light "veil" of concealer directly to the blemish and use your ring finger to lightly pat around the edges to blend. Add a second layer if needed. Two light layers provide better coverage than one thick layer.

For Dark Circles Under the Eyes

Apply concealer at the edge of the dark area and extend up. Never go below the dark area, or you'll lighten the skin you're trying to match. For serious dark circles, you can use a concealer one or two shades lighter than your skin's natural tone.



Tip: Offer your customer the concealer shade that best matches her natural skin tone. If you can't find the right shade of concealer, have her mix the closest shade with her liquid foundation for a perfect match. Note: Yellow concealer helps cover redness on ivory and beige skin tones.

Finish With a Flourish

A few finishing touches can help your customers achieve a luminous, flawless look with staying power. And these products can mean additional sales for you. Now that's a beautiful thing!

Help set makeup, reduce shine and create a matte finish.

- Translucent powder is great for any skin tone.
- Pressed powder can be applied lightly or pressed into skin for more coverage and also is portable when carried in the *Mary Kay*® Compact.

To Apply:

Use downward strokes from the forehead to the chin and out to edges of the face. You also can apply to the eye area and around the nose with a clean eye brush.

For Translucent Powder

Dip a powder brush into powder and tap off the excess. Use a very light hand in applying. The powder brush is designed to evenly distribute powder over the face without concentrating in any one area.

For Pressed Powder

Sweep brush or sponge across powder and apply to skin. Remember to apply in light layers and build to the matte finish you want. For more intense coverage, swipe sponge across powder and press sponge onto skin, especially concentrating on the forehead, nose and chin.

Go With the Glow.

Once you've mastered the basics, you'll want to play with bronzers. They get glowing reviews for adding a ray of sunshine to a look. And they could brighten your sales!

Mary Kay® Bronzing Powder

Bronzing Powder can be used to create an all-over glow for the just-back-from-the-beach look or for contouring to add dimension to the face. The easy-to-blend, buildable color has a beautiful luminous pearl finish. Bronzing Powder creates a natural-looking glow and adds warmth to any skin tone.

To Apply:

With a powder brush, swirl into bronzer and tap off excess. Apply where the sun would naturally shine: cheeks, nose, forehead, shoulders and décolleté. You also can apply along temples for added dimension.

As a final step, *Mary Kay*® Makeup Finishing Spray by Skindinåvia keeps makeup looking freshly applied. When makeup meltdown is not an option, give it the staying power to last up to 16 hours. It also works on any skin type.

To Apply:

Shake bottle well. Close eyes and hold bottle 8 to 10 inches from face. Mist face 2 to 4 times in an "X," then a "T" formation.



Tips:

Around Hairline: Look for the area where hair follicles end and your face begins and trace there.

Below Cheekbones: Start by gently sucking in cheeks. Then dip brush into the hollows and stroke upward toward ears.

Jawline and Below Chin: Making the shape of a '3,' connect temples to cheekbones and brush down the length of the jaw.

Bridge and Tip of the Nose: Help narrow the look of your nose by brushing bronzer down the sides of your nose.