



MICHELLE
is wearing
MATTE
IVORY N 160.

NEW! *TimeWise 3D*TM FOUNDATIONS

YOUR GUIDE TO SELLING FOUNDATIONS
THAT MATCH HER TRUE SHADE



SEAMLESS
SKIN TONE
MATCHES

WEIGHTLESS
12-HOUR
WEAR

PATENT-PENDING
AGE MINIMIZE 3D[®]
COMPLEX



HOW TO SELL NEW *TimeWise 3D*[™] FOUNDATIONS

The latest Mary Kay innovation was designed to match even more unique skin tones than ever before, making it a perfect choice for just about anyone! Use this guide to learn how to help her find her perfect shade.



KATHARINE
is wearing
IVORY N 140.



1 Identify her general skin tone.

IVORY
BEIGE
BRONZE



2 Find her undertone.

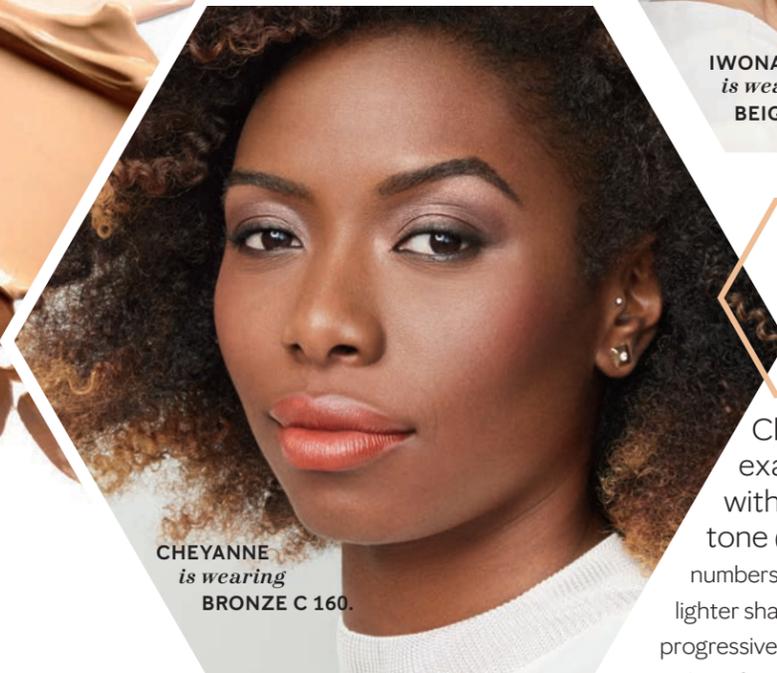
C = COOL
N = NEUTRAL
W = WARM



IWONA
is wearing
BEIGE W 160.



3 Choose the exact shade within her skin tone (lower numbers represent lighter shades with progressively higher numbers for darker shades).



CHEYANNE
is wearing
BRONZE C 160.

Why She'll Love Them!

- Created with exclusive *IntelliMatch*[™] Technology for her true shade.
- Improved shade accuracy to seamlessly match more skin tones than ever.
- Our patent-pending *Age Minimize 3D*[®] Complex.
- Two on-trend, 12-hour, long-wearing finishes.



1 Identify her general skin tone.

First, decide if she is an ivory, beige or bronze skin tone.



2 Find her undertone.

TimeWise 3D[™] foundations come in cool, neutral and warm.

To help determine her foundation undertone, ask her how her skin responds to the sun and note which of the following answers apply to her:

- If she burns or turns red easily, she is most likely cool.
- If her skin tone stays the same all year, she is most likely cool.
- If she sometimes burns, but her skin tone deepens afterward, she is likely neutral.
- If she rarely burns, she is most likely warm.
- If her skin tone deepens throughout the summer, she is most likely warm.
- If you are unsure, start with a neutral shade.



3 Choose the exact shade within her skin tone.

Once you know her general skin tone and undertone, it's time to find her shade. Using your *Mary Kay*[®] Foundation Finder Tool, find the page with the transparent strip that shows the *TimeWise 3D*[™] foundations in her general skin tone (ivory, beige or bronze). Hold the page of strips up to her jawline, without actually touching the jawline, and find the shade that most closely matches her skin tone. If you are undecided among two or more shades and you have the product on hand, instruct her on how to stripe the shades on her jawline. The shade that seems to disappear is her match.

Find the right finish.

After you find her shade, check to see if it is offered in both luminous and matte. If it is, find out which finish she prefers. If she doesn't have a preference, you can advise her to choose luminous if her skin is on the drier side and matte if her skin is oilier.