

Robert Jones Notes:

You do make a difference when you are helping your customers. Make women feel good about themselves.

Very few women are cool...dark hair and pale skin. So most women are going to look better and younger in warmer shades of makeup.

Mary Kay is a makeup artist driven line with undertones, shades choices and foolproof shades.

Estee Lauder owns 13 brands. 2009 statistics (2010 not out yet) report that Estee Lauder's 13 brands did 2.8 Billion and Mary Kay alone did 2.4 Billion. Department store brands only account for 17% of worldwide make-up sales.

Revlon has held the industry title of best selling lipstick for 30 years. It is actually hard to capture the #1 spot for 1 product line. We now have the #1 selling brand of lipstick in America.

Be clear why we are the number 1 selling brand...it's YOU that makes us different. You care about her. (Teaching proper application/relationship building/customer service)

### **Preparing for Perfection:**

- Prep the skin so that everything on top of it will go more evenly, prettier, and more perfectly.
- Cleanse and Moisturize
- Be clear with your customers about the difference between oil and moisture. No matter what the skin type is, they need to moisturizer before the apply makeup because what moisturizer does is that it helps to even out the porosity of your skin. The porosity of your skin is your skin's ability to hold and absorb moisture. If you even out that porosity with moisturizer, then your skin will take makeup on more evenly, smoothly and looks more beautiful.
- Silicone Based Primer--Keeps everything from going into places you don't want it to go and it keeps everything more fresh and flawless all day long. A great way to sell primer is to put foundation primer on one hand and mineral powder both of them. The hand with foundation primer was smooth and flawless and the hand without you'll see every crack and crease. That is exactly what it does for the skin is to make everything smooth and flawless. It keeps everything fresher longer, everything smoother and keeps makeup from settling in places we don't want it to be. It makes your all around finished product look better.
- Oil Mattifier--Primer does some of what Oil Mattifier does...it does absorb oil but Oil Mattifier will do that more dramatically. So if you want to apply Oil Mattifier apply in the areas where you want it before Foundation but after Primer. You may need less Oil Mattifier because of Primer.
- Always prep underneath the eye area before Primer with Eye Cream during the day and at night underneath and on the lid.
- If have dry patches, you need to exfoliate more with Microdermabrasion. If have Rosacea use Extra Emollient Night Cream or Intense Moisturizer. Warm it up on the heel of the hand and pat on extremely thick. Let it sit for 5-10 minutes and then go back with a facial cloth in small circles. The dry skin will roll right off.  
EXFOLIATING IS MOST IMPORTANT FOR ALL PEOPLE especially with Rosacea. Extra Emollient Night Cream is recommended for psoriasis in the psoriasis newsletter.

### **Creating Flawless Looking Skin--It is an illusion:**

- Your tools do make a difference. A brush will help.
- Concealer only belongs on discolored skin. Ivory/Beige Skin if it's red, purple or brown and Bronze Skin if it's black or dark brown.
- We must learn to color within the lines.

- Concealer can draw attention to fine lines. It is designed to stick. When it sticks, it can draw attention to fine lines. It takes VERY LITTLE of our concealer to do its job. If when you are finished with foundation and you can still see the concealer, you are using too much. If it looks dry or cakey, you are using too much.
- It's impossible to over moisturize the area underneath your eye. That is the area that has the least moisture glands in the whole body.
- You can apply a couple layers of foundation under the eye instead of concealer for darkness.
- If going to use concealer for darkness stay within the lines (ONLY where there is darkness) and blend upward. Then go back and stipple (a patting motion) with a brush, finger or sponge. When you stipple around the edges it makes it blend and disappear.
- Anytime you are applying foundation over an area that you have concealed, you must stipple it on so won't wipe off concealer.
- When concealing masking, dark spots--color within the lines. If they are separate spots, you have to conceal each spot separately. Stay in the lines and stipple around the edges and then stipple with foundation.
- The goal is to have the same color face all over.
- Put concealer on eyelid and then put finger in powder and smooth.
- Concealer is a different texture than foundation.
- Bronze skin tones--2-3 shades darker concealer than foundation.
- Ivory/Beige 1-2 shades darker than foundation.
- With veins--draw concealer right along the vein and stipple.
- With scars--lightly moisturize and then powder and then conceal with a brush. The powder gives the brush something to stick to.
- Rosacea needs yellow concealer. Yellow counteracts red, purple and brown. Use a nice thin layer to get rid of the general redness. Then go back with a brush and apply to anything still left and showing through. Rosacea customers will probably not need blush.
- Freckles are not supposed to be covered up. Studies prove that freckles make you look younger. When you are matching foundation, choose one that matches their skin and not their freckle. Foundation should have sheerer coverage because if you mute the freckle too much, it will look like a mistake rather than a freckle.
- Birthmarks & Tattoos needs Dermablend which is a thick drier product.
- Blemishes should be covered up after foundation unless using Mineral Powder Foundation and then you would do before. Use a concealer that is the same shade & depth level as the foundation. It will stay covered better & look more flawless if apply concealer with a brush after foundation. If the concealer is lighter than your foundation, it will make it look larger. You can mix concealer and foundation together.
- If you have an area where a blemish is arising but no broken skin but an area where it is red and irritated, you can take a Q-tip and some Visine & get the red out **BEFORE FOUNDATION**. (PER SHERRY AFTER YOU APPLY BLEMISH CONTROL TONER WITH A Q-TIP WHICH WILL MOST LIKELY MAKE IT GO AWAY IF YOU HAVE CAUGHT IT IN TIME!) Visine will shrink the capillaries in the area. Visine works even better if you put it in the refrigerator.
- Acne scars--not dark spots but texture scars. Keep the skin as matte as possible! Anytime you add sheen or shine to the skin, it accentuates texture flaws. If you keep it blotted and powdered, it will look flawless. If has acne scarring in the cheek area, be certain to use a blush with no shimmer.
- Highlighting Pen--Designed to highlight not to conceal. It is designed to bring forward recessed areas of the face. Anywhere you have an indented area, the Highlighting Pen has light reflecting properties that will easily bring that area forward. Use it for indentions under the eyes, between the brows or anywhere indented. You have the absolute hands down no contest best highlighter on the market. You are using state of the art light reflecting properties that no other company has. On top of that, your Highlighter leaves the skin with a slight dewy look where most leave the skin ashy and cakey. We were also the first company to make one for bronze and ebony skin.

- Under eye puffiness--It leaves a shadow underneath the puffiness accentuating the fact that it is puffy. For puffiness--no dark circles, apply foundation and then take a Highlighting Pen, click it, wipe off excess and use what is left with the brush to put right under the puffiness where the shadow is being created and stipple (not onto the puffiness.) This will make the indented area come forward with the rest of the face.
- When have dark circles and puffiness, first thing you are going to do is to conceal the dark circles just applying the concealer where it is dark, blend up and stifle the edges. Then apply the foundation. Then take the Highlighting Pen and apply it underneath the puffiness where shadow is being created and stifle.
- Always put Highlighting Pen on after foundation. If you put it on after foundation, you will lose the light deflecting properties. You can put it on after or before loose powder whichever you prefer but always after Mineral Powder because it is a foundation powder.
- If the Highlighter is too light and ashy, go to a higher number. Number 2 & 3 shades, you will use the most. Shade 3 dark beige or light bronze skin.

### **Foundation Notes:**

- Applying Foundation with a Brush gives you light coverage. Applying with a sponge gives you more coverage and the least coverage with your fingers. The best tool is your best tool. The only time that a brush is your best tool is when you are applying foundation at the end of the day on top of old foundation. A brush will give you an air-brush look. If you are using your fingers, be sure to wash your hands after applying your cream products before your foundation.
- Our Liquid Foundation Brush is made of synthetic fibers. If it was made of natural bristles, it would absorb too much moisture from the product. You must wash that brush after every use. It is very easy to do. You can use brush cleaner or wash in a mild shampoo or hand soap. It will dry very quickly because of the synthetic fibers. Rinse down, wash, rinse down, mold back to shape and lay flat to dry.
- Robert feels that you will sell more brushes if you can demo with brushes and he suggests investing in a brush set for every person at classes (at least for the hostess). This will have you sell more product also. Between each class completely sterilize them.
- For powder products, use a natural hair brush. To clean natural hair brushes such as the Mineral Powder Brush and all powder brushes, use professional brush cleaner. Dip it, wipe it off and it is clean.
- If you use a sponge, wash it after every use or throw away. There is no way to get a good application with a tool that has dried foundation from 2 days ago.
- Loose Powder is finely milled and high quality and more oil absorbing than pressed powder.
- Pressed Mineral Powder gives you no coverage.
- Depth Level--How light or dark something is.
- FACT: STRIPE TEST is the only way to get a good match.
- When stripe testing Ivory to Beige stripe jaw to neck, blend out completely and let dry before judging. The goal is to match the neck. When stripe testing Bronze Ebony stripe from cheek to jaw because of facial masking and more skin tone variations in the face. Do three stripes and you are looking for the one that fades away.
- Best to do in daylight or in a place with true daylight bulbs--clear not frosted or purple.
- There are 3 questions, we ask ourselves in choose foundations. We want to find out what you need. Consider skin type, benefits, & desired coverage. See Robert's Chart.
- Dry skin people who want to wear Mineral Powder Foundation they must extra hydrate with Intense Moisturizer.
- Tinted Moisturizer gives least coverage and Cream to Powder gives the most coverage.
- Matte is like Med. Coverage with Oil absorbing properties. Luminous is like Full Coverage and has added hydration. They both buildable coverage and are transfer resistant. They are oil-free. The main difference is

that the new pigments are better than Full and Med. Coverage. The pigments in the new foundations are far better and make look softer & prettier and are anti-aging.

- Issues with names. The name is to tell you what color it is. Refer to undertone chart. Know that our new foundations are not listed from light to dark. Ivory 7 is darker than Beige 1. On Robert's Undertone Chart, they are listed from light to dark in their undertone family. (Note: Add Ivory 5 under Olive as well if not there.)
- The total conversation chart is totally correct. He striped tested for 3 days to make certain is correct. His chart does not match Mary Kay's but use his.
- New shade Beige 8-- you are going to find a lot of dark Hispanic, Native and American Indian are--this will be a perfect match for these women.
- New shade Bronze 4--which is a shade darker than 504 for darker mixes ethnicities --African American and Hispanic
- You can take this shade using prior to new and trust this chart for conversion...assuming you were using the correct shade to begin with.
- For inventory purposes most sold previous shades in order: 200, 300, 100, 204, 304, 302, 402, 202, 104
- Hispanic women's undertone is olive.
- Keep in mind that some oil on skin will shift the pigment.
- Undertone--Neck & face is pink=pink, Yellow neck and pink face=yellow undertone. You want to match your neck.
- Tan easily=Olive Undertone, Burn & Tan=Yellow Undertone, only burn=Pink Undertone
- Dark Bronze/Deep Ebony--Go brighter not make more dark.
- Loose Mineral Powder Foundation is buildable. Roll it around, tap it off and buff it into skin. Then take a clean brush and buff it out lightly which will make foundation look more perfect.
- You can set liquid foundation with Mineral Powder Foundation but know that you are applying another layer of foundation and use the correct mineral powder that will match the undertone of your liquid foundation.
- Be aware that Mineral Powder can bring attention to fine lines. Mature skin must use a lot of hydration. For Mature Skin, Luminous Foundation is your friend!
- Don't be afraid to use both formulas--Ivory 7 and Ivory 7 is the same shade in both formulas.
- Can layer different kinds of foundation.
- Mineral Powder Undertones:
  - Ivory .5, 1.5, Beige .5, Beige 1.5=Pink
  - Ivory 1 & 2, Beige 1 & 2=Yellow
  - Bronze 5=Warm Brown
  - Bronze 2 & 3=Yellow
  - Bronze 1=Pink/Neutral
  - Bronze 4=Golden Orange
- Note with Powder if one too light and one too dark, take both, mix together in a bowl and put back in jars and have two perfect match jars.
- Can mix Luminous and Matte to get Semi Matte
- Can use Mineral Powder on top of Luminous or Matte for a 2nd layer of coverage.
- Mineral Powder won't be as forgiving to fine lines as loose powder.
- If using Luminous, you will want to use the lightest weight powder to set to keep luminous.
- If foundation disappears during the day, there is not enough moisture.
- Masking on Bronze Skin--Stripe Test over the light and dark area with 3 shades so you are looking at 6 shades on the two area. Find which 2 shades of foundation when applied to 2 areas they will need to use to be the same shade all over. Apply the shade that matches the dark area onto the light area and the shade that matches the light area to the dark area so they will look the same shade all over.

- Anytime you are trying to lighten and brighten deep dark Ebony/Bronze skin, A golden orange undertone is your best friend. A golden orange will keep that dark skin from going ashy. Anytime you are trying to deepen a lighter area on Bronze/Ebony skin, a warm brown undertone is your best friend.
- Bronze Skin Customers will be a very loyal customer if you can get their foundation correct. They are largest growing cosmetic population.

### **Color Cosmetics:**

- You Highlight and Contour to make the face more oval.
- When you Highlight it brings forward and when you contour, it goes away.
- Don't Highlight on under eye puffiness.
- With Contouring, you are going to contour everything outside of the forehead to the top of the chin and outside the eye sockets to create the illusion of an oval.
- Highlight inside the oval. Contour outside the oval.
- Easiest way to do this is with foundation (3 shades--Natural Shade, 1 shade lighter to Highlight and one shade darker to contour) but can do with a Bronzing Powder & Highlighter.
- Highlight the high plains of the face with a Highlighting Powder or 1 shade lighter foundation.
- Contour with 1 shade darker foundation.
- For Ivory/Beige skin contouring makes the most difference. For Bronze/Ebony Skin highlighting makes the most difference. With Bronze/Ebony Skin the best effect is with Foundation!!!
- You can also Highlight & Contour with lighter and darker shades of Mineral Powder.
- Remember to push away what you don't want to see by contouring and bring forward by highlighting.
- Never Highlight a long shape face. Blush on the apple of the cheek and bangs is her best friend.
- Round shape face stays looking younger longer.
- Pear shape face is the most common--narrow at temples and wide at jaw.
- Heart shape face is the least common.
- Use a matt bronzing powder and not one with shimmer.
- Play up your best features. If don't want to draw attention to lips, wear a nude lipstick and play up your eyes. You get to choose what you want to draw attention to.
- Help your customer decide what she wants to draw attention to.
- Shade 302-402, use bronze diva for olive, yellow and light bronze skin
- Lighter than 302, use sandstone.
- When choosing shades, you don't have to choose colors that match your outfit but be more concerned about shades that will look best on you. You don't choose shades to make your outfit look good but what will make you look the prettiest.
- When choosing eye colors, always go with shades that will bring out your eye color. Eye colors need to be a complimentary opposite of your eye color. Refer to chart to see which shades will bring out each eye color. Paint eyes first to bring out color and then layer with whatever color you want on top. For example, you could layer a purple shadow on top of Chocolate Kiss if you wanted to add for your outfit and it would still work to bring out your eye shade.
- Working with Hazel color eyes--Hazel eyes are not one color; they are either green/brown or green/blue. You get to decide which color you want to bring out by choosing between the two eye shade combinations.
- When choosing shades think about first the color of your eyes, secondly, your skin tone and last the color of clothing you are wearing.
- When you add shimmer it accentuates skin texture. Matte shade never shows fine lines. Shimmer is ok if don't have many fine lines. Frost colors show lines.

- ❑ Eye Pencils are waterproof and can be submerged in water.
- ❑ Mechanical Pencils--Warm up between your finger tips before applying so won't catch & grab.
- ❑ If you line under the bottom lashes, you must line the top lashes. If you don't it makes you look tired. You can line the top and not line the bottom.
- ❑ Each pencil is formulated for its particular area. So don't use a Eyebrow Pencil for an Eyeliner or Lip Liner
- ❑ If you are going to use a liquid eyeliner, use it on the top lid only.
- ❑ Eye colors can be used wet with a damp brush.
- ❑ You can also use eye shadow with a brush for liner with or without using a pencil.
- ❑ You can use 2 different eye liners--darkest on top and lightest on bottom...very trendy right now.
- ❑ When you put white around your eye, it makes eyes look smaller. Don't line inside the wet tissue of the eye because can clog up tear duct.
- ❑ Use a highlighter, midtone and accent. Each has its own purpose. Only use 1 shimmer and other two matt.
- ❑ Remember everything you highlight comes forward even on your eyes. The highlight shade is the lightest of the 3 shades. Your shade choice will make it more or less dramatic. A shimmer or shine or more white will be more dramatic.
- ❑ Highlighter on the brow bone for hooded eyes is not your friend. It just needs to go up in the arch of the brow & on the inner part of lid along the lash line and the inside corner of the lower lash line. Bring midtone up and over all the fleshy lid. Take the accent up and over as well and up higher and in further than other eye shapes because we have a lot of lid to push away from us. A hooded eye definitely benefits from a defined lash line. The lid is so heavy that it lays on top of the liner. An alternative way to line the hooded eye is with a short stubby brush and coal eye color dry and push into the base of the lashes between lashes. This actually works on every eye shape to make the lashes look thicker. Always uses black powder for this!
- ❑ Never highlight from lash to brow! NEVER! NEVER! NEVER!
- ❑ The midtone is the middle of the 3 shades and the most boring shade. It is your highlight and your accent that changes all the time. The midtone is an extension of your skin. It is not supposed to be exciting and it doing the most work in shaping your eye. Midtone is usually a matte color and must be a matt for hooded eyes. You can use midtone under your lower lashes so when you back to put pencil there, you don't have dark color laying against pale skin.
- ❑ The accent is the fun shade and the one the changes all the time with what you are wearing. Accent colors will mostly be applied in a wedge on the out part of the eye and slowly fading across bringing up 1/3 to 1/2 way . You layer it on top of your midtone to create a variation of color. You can also put under lower lashes over the pencil and blend it out to get rid of a stark harsh line.
- ❑ When using a pencil on the lower lashes, apply it after the midtone shade and before the accent shade. The accent shade will smudge out the pencil. There will be line look to it but smudged out.
- ❑ The eye is drawn right to where the liner stops. Proper liner on the top lid is from corner to corner--thinnest on the inside and thicker on the way out--you want color all the way across. On the lower lashes most intense on the outside slowly fading away as you go across. This is where you can close the eye in if you go intense all the way across. You can go 2/3 and then blend the other third. You don't want a stopping point at 2/3 of the way abruptly.
- ❑ Measure your eye. Your eye should be 1 eye length space apart. If more than that you have wide set eyes. Our goal with wide set eyes to make them appear they are closer together. This is one eye shape that you want to use a darker shade on the inside of the lid closest to the nose. Making this area darker will more visually make the eyes look closer together. Don't do accent in there just do multiple layers of the midtone on the inside corner. Apply accent color more up and in and not close to the outside corner.
- ❑ If the eye is less than 1 eye length space apart, the eyes are close set. Put highlighter color on the inside corner to visually create more space between the eyes.

- ❑ You need a clean brush to blend shadows with between each shade.
- ❑ With Mascara brushes do matter & have a lot to do with how it goes on as does the formula. A tapered brush from thin to thick to thin is the most versatile brush. You can use the middle to thicken and the tip to define. Hard rubber brushes are great to define with.
- ❑ If you want to waterproof your lashes, you can use WP Mascara after Ultimate or Lash Lengthening.
- ❑ Lash Lengthening has vitamins that help to condition lashes.
- ❑ Ultimate is ultimate making lashes thicker, longer and blacker (more fabulous)
- ❑ Apply Mascara horizontally and walk from side to side for thickness. Apply Mascara vertically for length up and out. Layer your mascara. Two minutes letting dry between coats. 3 coats on top and 1 coat on bottom. Comb lashes after each coat while still wet. Can do 6 coats on top.
- ❑ Get a new tub every 3 months but will probably need a new ultimate every 2 months because it dries out and grows bacteria.
- ❑ CURL, CURL, CURL! No faster way to life the face.
- ❑ Heated Eye Lash Curl, twist up and pull in toward you.
- ❑ Break off the brush on your demo mascara!
- ❑ Lavender Fog is the color skin turns when you die...don't use it.
- ❑ Brush brows. Apply brow pencil. Brush again to blend. Apply Brow Gel at end if needed.
- ❑ Cheek color--Smile--put forefinger in the middle of the apple and thumb at top of ear at hairline. Move the thumb toward cheek is the path of your blush. Brush down and then brush back to ear and then soft circular motion back down to blend. Can apply color on the apple of the cheek and use a bronzer back toward ear. If applying this way, apply the bronzer first and then pop the color on the apple.
- ❑ Lip Liner helps Lipstick stay on, last longer and defines lip and helps prevent bleeding.
- ❑ Dark Chocolate, Cappuccino, Downtown Brown, and Rich Fig is Bronze and Ebony skin tone specific. Ivory/beige skin tones wearing these colors will make you look like you died and forgot to lay down.
- ❑ The longest wearing lipstick on the market, makes you look like you died and forgot to lay down.
- ❑ When wear a dark lip shade, make thin lips look thinner. Lighter shades makes thin lips look fuller. Ivory/Beige tones a dark lipstick will age you. You will look younger on Ivory/Beige skin is with a brighter warm colorful lip color.
- ❑ Match lip color first for skin tone and 2nd by what wearing.
- ❑ Try to wear a Red Lipstick with black and white. Can wear during the day with a softer eye. Wear a neutral lip with a darker eye with red clothes.
- ❑ More beautiful is to wear a complimentary opposite between lip and eyes.
- ❑ Lip Primer on and around lips, helps lipstick last longer. If you want your Lip Primer to help keep your lips from bleeding, use it only around your lips. It helps to create a dam from bleeding outward.
- ❑ We have layering shades that you can apply on top or under lipstick to give more options. Depending on where you layer them, will create different colors: Sheer Blush--will lighten, Sunlit Sand--will warm, Amber Glow--will mute color, Pink Shimmer--mute and lighten. Sweet Nectar on Ebony/Bronze skin will warm and lighten.
- ❑ Use cream or shimmer lipsticks. Frosts only if under 12.
- ❑ Hold the mirror up and look in for a better view in any light.