

Total Conversion Chart

Information below consolidated from Mary Kay InTouch and Robert Jones workshop. (Updated 30jun16)

Undertone Key
Pink—P
Yellow—Y
Olive—O
Golden Orange—GO
Warm Brown—WB

TW Liquid	EP Crème-to-Powder	Medium Coverage	Mineral Powder	CC Cream	Concealer	Pressed Powder	Day Radiance Cream**
Ivory 1		<i>new shade</i>	Ivory .5	Very Light	Deep Ivory	Ivory 1	
Ivory 2		<i>new shade</i>	Ivory .5	Very Light	Light Ivory	Ivory 1	
Ivory 3		Ivory 105	Ivory .5 or 1	Very Light	Deep Ivory	Ivory 1	
Ivory 4		Ivory 100	Ivory .5 or 1	Very Light	Light Ivory	Ivory 1	Antique Ivory
Ivory 5		Ivory 200	Ivory 1	Light to Med.	Light Ivory	Ivory 2	Buffed Ivory
Ivory 6	Ivory 1	Ivory 104	Ivory .5 or 1	Very Light	Deep Ivory	Ivory 1	Soft Ivory
Ivory 7	Ivory 4	Ivory 204	Ivory 1	Light to Med.	Deep Ivory	Ivory 1	Blush Ivory
Beige 1		Beige 300	Ivory 2/Beige 1	Light to Med.	Deep Beige	Beige 1	Fawn Beige
Beige 2	Ivory 2	Beige 400	Beige 1 or 2	Med. to Deep	Deep Beige	Beige 2	Almond Beige
Beige 3	Ivory 3	Beige 304	Ivory 2/Beige .5	Light to Med.	Light Beige	Ivory 2	Delicate Beige
Beige 4	Ivory 5	Beige 404	Beige .5 or 1.5	Med. to Deep	Light Beige	Beige 1	
		Beige 305	Ivory 2	Light to Med.	Light Beige	Ivory 2	Bisque Ivory
Beige 5	Beige 1*	Ivory 202	Ivory 2/Beige 1	Light to Med.	Deep Beige	Ivory 2	
Beige 6	Beige 2	Beige 302	Beige 1	Med. to Deep	Deep Beige	Beige 1	True Beige
Beige 7	Beige 3	Beige 402	Beige 2	Med. to Deep	Deep Beige	Beige 2	Toasted Beige
Beige 8	Beige 4		Beige 1.5 or 2	Deep	Light Beige	Beige 2	
	Beige 5						
Bronze 1	Beige 6	Bronze 500	Bronze 1	Deep	Light Bronze	Bronze 1	Mocha Bronze
Bronze 2	Bronze 1	Bronze 504	Bronze 1	Deep	Light Bronze	Bronze 1	
Bronze 3		Bronze 507	Bronze 2	Deep	Light Bronze	Bronze 1	
Bronze 4			Bronze 2 or 3	Deep	Deep Bronze	Bronze 1	
Bronze 5	Bronze 2	Bronze 607	Bronze 4	Deep	Deep Bronze	Bronze 1	Rich Bronze
Bronze 6		Bronze 600		Deep	Deep Bronze	Bronze 1	Walnut Bronze
	Bronze 3						
Bronze 7	Bronze 4	Bronze 708	Bronze 5	Very Deep	Deep Bronze	Bronze 2	Deep Bronze
Bronze 8	Bronze 5	Bronze 808	Bronze 5	Very Deep	Deep Bronze	Bronze 2	Mahogany Bronze

* Robert Jones says undertone of Beige 1 Crème-to-Powder is yellow.

** Please note that Day Radiance Cream foundations are discontinued. However, you may have customers, who used these products/shades.

Blank spaces in chart indicate no comparable shade.

Finding the Right Shade—Working with Undertones

Ask these 3 questions...

- Do you burn easily? If yes, recommend shades with a pink undertone.
- Do you burn and then tan? If yes, recommend shades with a yellow undertone.
- Do you tan easily? If yes, recommend shades with a olive undertone.

Next...

- Decide if she is ivory, beige, or bronze.
- Then, find the column below with her correct undertone.
- For example, if she is a light ivory with a pink undertone, you would select Ivory 1, Ivory 3, and Ivory 6 to color-stripe test.

Liquid Undertone Chart

	Yellow	Olive	Pink	Golden Orange	Warm Brown
Ivory	Ivory 2 Ivory 4 Ivory 5	Ivory 5	Ivory 1 Ivory 3 Ivory 6 Ivory 7		
Beige	Beige 1 Beige 2	Beige 5 Beige 6 Beige 7	Beige 3 Beige 4 Beige 8		
Bronze	Bronze 1 Bronze 6		Bronze 2 Bronze 4	Bronze 3 Bronze 5	Bronze 7 Bronze 8

Also, keep in mind...

- These questions are a good guideline/starting point, but of course, they are only a starting point. You may need to adjust the shade depending on your individual customer.
- For the most part, your goal is to match the undertone in a customer's skin. However, sometimes women may have redness, brown spots, or ashy tones that you can move towards a more even tone by working in an opposite undertone.
 - Yellow can balance redness.
 - Pink tones can camouflage brown.
 - Ashy tones can benefit from pink tones as well.

Finding the Right Formula—Ask These Questions

1. What is the most important thing that you want your foundation to do?
2. What is your skin type?
3. What kind of finish do you want your foundation to have?

Skin Type	Foundation Recommendation	Finish	Benefits
Normal/Dry	TW Luminous Wear	luminous/ dewy	*reduces appearance of pores, fine lines, and skin imperfections *leaves skin luminous, radiant, and brightened
Combo/Oily	TW Matte Wear	matte	*reduces appearance of pores, fine lines, and skin imperfections *absorbs oil and controls shine all day
	Combine equal parts of the same color of Luminous Wear and Matte Wear	semi-matte	Recommend this formula if Luminous is too dewy and Matte is too matte.
Combo/Oily	Endless Performance Crème-to-Powder	matte	*looks freshly-applied in warm weather *heat and humidity resistant *transfer resistant
Oily	Medium Coverage	natural	*stay-true, stay-put color *controls oil for at least eight hours
All Skin Types (dry skin may need extra moisture product to use successfully)	Mineral Powder	natural/ matte	*blends easily *buildable coverage *controls shine *long wearing and transfer resistant
All Skin Types	CC Cream	natural	*eight benefits in one step—protect, brighten, correct, minimize redness, conceal, hydrate, reduce visible signs of aging, and defends