

**Foundations, Powders, Highlighting Pen & Tinted Moisturizer Total Conversion Chart**

Medium/ Full Cov. Foundation	Day Radiance	Crème To Powder	Dual Coverage	Loose Powder	Facial Highlighting Pen	Tinted Moisturizer
Ivory 100	Antique Ivory	Ivory 1	Ivory 100	Ivory 1	Shade 2	Ivory 1
Ivory 104	Soft Ivory	Ivory 0.5	Ivory 104	Ivory 1	Shade 1	Ivory 1
Ivory 105	No Equivalent	Ivory 0.5	Ivory 104	Ivory 1	Shade 1	Ivory 1

Ivory 200	Buffed Ivory	Ivory 1	Ivory 200	Ivory 2	Shade 2	Ivory 2
Ivory 202	No Equivalent	Ivory 1	Ivory 200	Ivory 2	Shade 2	Ivory 2
Ivory 204	Blush Ivory	Ivory 2	Ivory 200	Ivory 2	Shade 1	Ivory 2

Beige 300	Fawn Beige	Beige 1	Beige 300	Beige 1	Shade 2	Beige 1
Beige 302/ 400	True Beige	Beige 3	Beige 300 or 400	Beige 1 or 2	Shade 2	Beige 1 or 2
Beige 304	Delicate Beige	Beige 2	Beige 304	Beige 1	Shade 2	Beige 1
Beige 305	No Equivalent	Beige 2	Beige 304	Beige 1	Shade 1	Beige 1

Beige 400/402	Almond Beige	Beige 3 or 4	Beige 400	Beige 2	Shade 2 or 3	Beige 2
Beige 402	Toasted Beige	Beige 4	Beige 400	Beige 2	Shade 3	Beige 2
Beige 404	No Equivalent	Beige 2	Beige 400	Beige 1 or 2	Shade 1	Beige 1 or 2

Bronze 500	Mocha Bronze	Bronze 0.5	Bronze 507	Bronze 1	Shade 3	Bronze 1
Bronze 504	No Equivalent	Bronze 0.5	Bronze 507	Bronze 1	Shade 3	Bronze 1
Bronze 507	No Equivalent	Bronze 0.5	Bronze 507	Bronze 1	Shade 3	Bronze 1

Bronze 600	Walnut Bronze	Bronze 1	Bronze 607	Bronze 2	Shade 4	Bronze 2
Bronze 607	Rich Bronze	Bronze 1	Bronze 607	Bronze 2	Shade 4	Bronze 2
Bronze 607/708	Deep Bronze	Bronze 1 or 2	Bronze 708	Bronze 2	Shade 4	Bronze 2
Bronze 708/808	Mahogany Bronze	Bronze 2	Bronze 708	Bronze 2	Shade 4	Bronze 2

**The Foundation Shade Numbering System**

Mary Kay has made it easy for you to find the perfect foundation shade for your customers by using this easy-to-follow numbering system.

**First: Shades are separated into three categories – Ivory, Beige or Bronze.**

**Second: Shades are separated into depth of color (lightest to darkest). This involves the first two digits.**  
10 = lightest depth 80 = darkest depth

**Third: Shades are separated by undertones (shades).**

This is the last digit. 0 = Yellow 2 = Olive 4 = Pink 5 = More Pink 7 = Golden Orange 8 = Warm Brown

For example:

Ivory 100 = lightest depth (10) with a yellow undertone (0)

Bronze 808 = darkest depth (80) with a warm brown undertone (8)

**Undertones (Shades)**

Category	Yellow	Olive	Pink	More Pink	Golden Orange	Warm Brown
	(0)	(2)	(4)	(5)	(7)	(8)
Ivory	Ivory 100		Ivory 104	Ivory 105		
Ivory	Ivory 200	Ivory 202	Ivory 204			
Beige	Beige 300	Beige 302	Beige 304	Beige 305		
Beige	Beige 400	Beige 402	Beige 404			
Bronze	Bronze 500		Bronze 504		Bronze 507	
Bronze	Bronze 600				Bronze 607	
Bronze						Bronze 708
Bronze						Bronze 808

### Conversions for Discontinued Day Radiance Shades

Ivory 100	Pure Ivory	Ivory 1	Ivory 100	Ivory 1	Shade 2	Ivory 1
Ivory 105	Creamy Ivory	Ivory .5	Ivory 104	Ivory 1	Shade 1	Ivory 1
Ivory 105	Rose Petal Ivory	Ivory 0.5	Ivory 104	Ivory 1	Shade 1	Ivory 1
Beige 305	Light Beige	Beige 2	Beige 304	Beige 1	Shade 1	Beige 1
Beige 305	Bisque Ivory	Beige 2	Beige 304	Beige 1	Shade 1	Beige 1
Beige 305/ 404	Natural Beige	Beige 2	Beige 304 or 400	Beige 1 or 2	Shade 1	Beige 1 or 2
Beige 402	Cocoa Beige	Beige 4	Beige 400	Beige 2	Shade 3	Beige 2
Beige 404	Dusty Beige	Beige 2	Beige 400	Beige 2	Shade 1	Beige 2
Beige 404	Rose Beige	Beige 2	Beige 400	Beige 2	Shade 1	Beige 2
Beige 404	Auburn Beige	Beige 3	Beige 400	Beige 2	Shade 1	Beige 2
Beige 404	Honey Beige	Beige 2	Beige 304	Beige 2	Shade 1	Beige 2
Beige 404	Sunlit Beige	Beige 3	Beige 400	Beige 2	Shade 1	Beige 2
Bronze 504	Desert Bronze	Bronze .5	Bronze 507	Bronze 1	Shade 3	Bronze 1
Bronze 504	Golden Bronze	Bronze 0.5	Bronze 507	Bronze 1	Shade 3	Bronze 1
Bronze 507	Bittersweet Bronze	Bronze 0.5	Bronze 507	Bronze 1	Shade 3	Bronze 1
Bronze 607	Classic Bronze	Bronze 1	Bronze 607	Bronze 2	Shade 4	Bronze 2
Bronze 708	Chestnut Bronze	Bronze 2	Bronze 708	Bronze 2	Shade 4	Bronze 2

#### Finding the Right Shade

The goals of foundation are to protect the skin from environmental damage and to even out skin tone. And the right shade can make the skin look smooth and flawless — exactly what women want. Here’s how easy it is to find the right shades for your customers. Use the Mary Kay® Foundation Shade Selector in your Starter Kit Bag. It will help you find the perfect Mary Kay® Full- or Medium-Coverage Foundation match for your customer in three easy steps:

1. Simply select the shade on the shade selector that is closest to the customer’s complexion.
2. Hold the shade tool up to, but not touching, her jawline.
3. The shade that seems to “disappear” is the best place to start.

Now have your customer test a few shades on her jawline or cheek. The correct shade should literally disappear into the skin and blend with the skin tone of the neck rather than the face. Also, when trying a new shade, it is best to test it in natural light. Here are a few things to keep in mind while you’re testing:

- \* Be sure to adapt your customer’s foundation shades to fit seasonal changes in skin tone (a lighter shade during the winter and a darker shade during the summer).
- \* Many customers with bronze skin tones have variances in undertone and may need to customize their foundation by mixing two shades together to even out their skin.
- \* The formula and coverage should be based on personal preferences.

#### Tips:

- \* When your customers try a new shade of foundation, encourage them to wait a few minutes before making a decision, as the foundation needs to adapt to their skin. And always encourage them to try the foundation shade on their face; wrists and hands are almost never the same shade as the face.
- \* Remember to tell your customers that they need to blend the foundation into their skin to get a true idea of how the shade will look. The color straight out of the tube is not always a good indicator of how it will look with their skin tone.
- \* If your customers want more coverage, they can wait a few minutes for the first layer to dry and then reapply. They can touch up throughout the day if needed
- \* The best foundation shade for your customers is the one that seems to disappear on their faces.
- \* If your customers choose a foundation shade that blends well with their neck, but they want added color, offer them a cheek color or bronzing powder to brighten their face, depending on their skin tone
- \* When your customers have trouble choosing between two shades, recommend the darker of the two or the one with the yellow undertone.
- \* Yellow-based foundations work well on almost everyone. Foundations with a little yellow will even out almost every complexion. Yellow minimizes red, which may be inherent in skin’s coloring as a result of tanning, aging or broken capillaries.
- \* For lighter coverage, recommend applying Mary Kay® Dual-Coverage Powder Foundation with a round powder brush all over the face instead of with a cosmetic sponge.
- \* For your customers with dry skin, go for lighter powder coverage; otherwise, the dryness will be accentuated.