



Audience

Mary Kay Independent Beauty Consultants and Independent Sales Directors

Prerequisite Knowledge/Experience

- *Product Basics*
- *Skin Care Part I*

Introduction

- Welcome!
- Learn, and boost your selling confidence.

Welcome to the Skin Care Part II: Foundation Workshop.

Do you know what Mary Kay said when she was asked, "What would you say would be a key factor to be a good salesman?"

It was, "Confidence. Knowing [her] product from A to Z... she must have adequate knowledge of her product and really know what she is doing... The second thing is that she has to believe that she can do it. She has to have confidence, and this is one of the things that we try hard to instill in our people, a "You Can Do It" attitude."

We admire you taking time out to further your product education so that you can be the best Independent Beauty Consultant that you can be!

You are here to learn and boost your selling confidence to help you grow your business.

Objectives

At the end of this workshop you will understand:

- Why women need foundation
- The importance of foundation to your business
- The benefits of Mary Kay® foundations
- How to help your customer find the perfect foundation for them

Let's look at the objectives for this workshop. Upon completion, you will understand:

- *Why women need foundation*
- *The importance of foundation to your business*
- *The benefits of Mary Kay® foundations*
- *How to help your customer find the perfect foundation for them*

Why Do Women Need Foundation?



- To give their skin a flawless look
- To even out skin tone
- To protect their skin from the environment

You already know that healthy, beautiful skin is the best foundation for any look, but flawless-looking skin doesn't stop with your skin care regimen.

Women wear – and need – foundation because:

- *It helps give their skin a perfectly flawless finish, minimizing any imperfections.*
- *It helps even out skin tone and improves the overall appearance of skin.*
- *It helps protect skin from environmental damage.*

Foundation should complete every woman's daily skin care regimen, providing a flawless finish before the application of color cosmetics.

What woman doesn't want their skin to look flawless?

9 OUT OF 10
women want someone to help them find
their perfect foundation match*

* A national consumer survey conducted by an independent research firm, Directive Analytics.

In 2010, Directive Analytics, an independent research firm, conducted a survey of 1,000 women between the ages of 25 and 45 who typically wear foundation. And 9 out of 10 - that's 900 out of 1,000 women - said that they would absolutely love it if someone would help them find their perfect foundation match.

In this study women also said that they have a problem finding the perfect shade of foundation and they're not confident that they are currently wearing the right foundation for them.

So it's clear that there are thousands of women out there who need help. And it's the kind of help and guidance that you can provide as an independent Beauty Consultant, which is good for your customers AND for your business.

Instead of the trial and error many women experience when buying foundation, your customers can simply tell you their needs and be confident that your recommendation will be the right one.

So before we get to the section in this workshop where you'll learn how to help your customers find the perfect match, first let's review the benefits of the Mary Kay® foundations you have to offer.

Now let's find out about the benefits that each Mary Kay® foundation has to offer.

* A national consumer survey conducted by an independent research firm, Directive Analytics.

Mary Kay® Mineral Powder Foundation



- Weightless, skin-perfecting powder that controls shine
- Lines and wrinkles seem to disappear
- For all skin types
- Natural or matte finish
- Suitable for sensitive skin
- 12 shades

Mary Kay® Mineral Powder Foundation makes lines, wrinkles and other skin imperfections seem to disappear.

The weightless formula is a skin-perfecting powder that controls shine and is transfer-resistant so it won't fade away by midday.

Perfect for all skin types, it delivers a natural or matte finish.

To apply it flawlessly, the Mary Kay® Mineral Foundation Brush, which is sold separately, has soft, natural-hair bristles that are shaped to deliver the right amount of foundation and coverage.

Twist. Click. Shake. Swirl! The Mineral Powder Foundation features a custom-designed sifter that twists open for use and locks in place when closed so that not an ounce of powder is wasted.

TimeWise® Liquid Foundations



- Age-fighting formulas
- Infused with Vitamin E and collagen-building peptides
- Skin instantly looks firmer, younger and healthier
- Two formulas for Normal/Dry and Combination/Oily skin
- Luminous or matte finishes

TimeWise® Liquid Foundations are the perfect combination of science and beauty, combining age-fighting benefits that complement your TimeWise® skin care regimen with two formulas that meet the needs of your skin type to provide a beautiful finish.

Both foundations are infused with Vitamin E and a patented blend of collagen-building peptides for skin that instantly looks firmer, younger and healthier.

The appearance of fine lines and wrinkles is visibly reduced, and the appearance of pores is less noticeable.

The shades stay true hour after hour, and the lightweight formulas not only improve the overall condition of your skin, but they're also transfer- and humidity-resistant.

TimeWise Luminous-Wear™ Liquid Foundation is a moisturizing formula for normal to dry skin that provides a long-lasting luminous finish.

TimeWise® Matte-Wear Liquid Foundation is an oil-control formula for combination to oily skin that provides a long-lasting matte finish.

Now let's find out more about the benefits each of these foundations can offer your customers.

TimeWise Luminous-Wear™ Liquid Foundation



- A moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration
- Skin looks luminous, radiant and immediately brightened as skin texture appears visibly improved
- Leaves skin feeling moisturized all day
- For normal to dry skin
- Luminous / dewy finish
- Suitable for sensitive skin
- 23 shades

TimeWise Luminous-Wear™ Liquid Foundation is an age-fighting formula that instantly makes skin look firmer, younger and healthier.

Enriched with ingredients that deliver lasting comfort and hydration, like skin-loving jojoba, it's formulated to keep normal to dry skin feeling moisturized and looking luminous and radiant all day.

Skin looks immediately brightened as skin texture is visibly improved and skin imperfections are visibly reduced.

The lightweight formula provides a long-lasting luminous, dewy finish.

TimeWise® Matte-Wear Liquid Foundation



- Special microspheres work all day to absorb oil and control shine without a heavy make-up look or feel
- Provides immediate mattifying benefits
- For combination to oily skin
- Matte finish
- Suitable for sensitive skin
- 23 shades

TimeWise® Matte-Wear Liquid Foundation is an age-fighting formula that instantly makes skin look firmer, younger and healthier.

Special microspheres work all day to absorb oil and control shine while visibly reducing the appearance of pores.

Formulated for combination to oily skin, the lightweight formula provides a long-lasting matte finish.

Mary Kay® Medium-Coverage Foundation



- Controls excess oil for at least 8 hours
- For normal to oily skin
- Natural finish
- Suitable for sensitive skin
- 20 shades

Mary Kay® Medium-Coverage Foundation is a silky smooth formula that controls excess oil for at least 8 hours and helps reduce shine, leaving skin feeling fresh all day.

Formulated for normal to oily skin, it provides a flawless, natural finish.

Mary Kay® Creme-to-Powder Foundation



- 2-in-1 formula with the easy application of a cream and the matte finish of a powder
- Controls shine and excess oil
- Minimizes the appearance of pores
- For all skin types
- Matte Finish
- Non-comedogenic
- 10 shades

Perfect for all skin types, Mary Kay® Creme-to-Powder Foundation gives you the best of two worlds: the easy application of a cream with the matte finish of a powder.

The water-resistant formula blends easily and minimizes the appearance of pores, helping to control shine and excess oil.

For all skin types, this creamy, lightweight, oil-free formula blends easily to even out skin tone.

Mary Kay® Tinted Moisturizer with Sunscreen SPF 20*



- UVA/UVB broad spectrum protection
- Provides sheer color
- Oil-free moisturization for up to 10 hours
- For all skin types
- Natural finish
- Suitable for sensitive skin
- Six shades



*Over-the-counter drug product

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Mary Kay® Tinted Moisturizer with Sunscreen SPF 20 is the perfect multi-tasker for women on the go because it combines three benefits in one: it protects, moisturizes and provides sheer color.*

The lightweight, oil-free formula provides up to 10 hours of moisturization while the UVA/UVB broad-spectrum protection helps protect against the sun's damaging rays.

Provides a natural finish for all skin types.

*Over-the-counter drug product

Mary Kay® Day Radiance® Cream Foundation*



- Helps seal in moisture as it protects from dehydrating conditions
- For dry skin
- 11 shades

*Day Radiance® is optional and available for loyal Day Radiance users but is not promoted in any marketing materials.

Mary Kay® Day Radiance® Cream Foundation helps seal in moisture as it protects normal to dry skin from becoming dehydrated.*

**Day Radiance® is optional and available for loyal Day Radiance® users but is not promoted in any marketing materials.*

Mary Kay® Foundation Primer is the perfect base for all foundations



- Extends the wear of foundation
- The secret to creating an even, flawless canvas
- Helps reduce the appearance of fine lines, wrinkles and other skin imperfections
- Can be used with any Mary Kay® foundation
- Suitable for sensitive skin
- Oil-free, fragrance-free
- Non-comedogenic

Before we move on to learning how to help your customers select the right foundation, there are two more products I'd like to share with you that can help women achieve a flawless look.

The first is Mary Kay® Foundation Primer - an oil-free, lightweight gel formula that acts as an invisible "buffer" between foundation and skin, filling in imperfections and acting like a "magnet" to give your foundation real staying power.

While many women have never experienced the benefits of using a primer, once they do they'll be sold. Primers have been the secret weapon used by makeup artists for years to give models and celebrities a flawless look. Celebrity makeup artist Ashunta Sheriff says she never applies foundation without using a foundation primer first.

Mary Kay® Foundation Primer glides on like a dream, providing the perfect canvas for foundation application as it extends the wear. And it takes only seconds to apply. Just wait a few minutes after applying moisturizer, then squeeze a small amount of primer onto your finger and apply. Or if you prefer, you can use a cosmetic sponge to spread the primer evenly over the contours of your face.

And the really great news is that we tested it with every Mary Kay® foundation formula and it works beautifully - so no matter which formula is right for your customer, she can enjoy the added benefits of Foundation Primer.

Now, let's look at your next secret weapon, the Mary Kay® Liquid Foundation Brush.

Mary Kay® Liquid Foundation Brush



- Apply any Mary Kay® liquid foundation like a pro
- Features a specially designed tapered brush, made of high quality synthetic fibers, that goes where fingertips can't
- Unlike a sponge, the synthetic bristles don't absorb makeup so you actually use less
- Unlike fingertips, the brush doesn't add excess oil
- The end result is a smoother, more perfectly flawless finish

The Mary Kay® Liquid Foundation Brush allows you to apply any Mary Kay® liquid foundation like a pro.

It features a specially designed tapered brush, made of high quality synthetic fibers, that "grabs" foundation and reaches where fingertips can't get to as effectively. Working like a paintbrush on canvas, it deposits the perfect amount of foundation for a precise, even and smooth application. Unlike a sponge, the bristles don't absorb makeup so you use less product, and unlike your fingertips, the brush doesn't add excess oil to the face.

The end result is a more perfectly flawless finish.

And using a foundation brush is easy - simply squeeze a small amount of foundation onto the back of your hand.

Dip the brush into foundation and apply evenly across the face using downward strokes.

You'll love the results!

Mary Kay® Mineral Foundation Brush



- Use with Mary Kay® Mineral Powder Foundation
- The bristles are soft, natural hair
- The bristles are short and flat across the top, so you can easily customize the level of coverage
- The handle is the perfect size for maximum control

To get the look, you need the right brush. The secret to a perfect application of Mary Kay® Mineral Powder Foundation is having the perfect brush, and that's why we created one. (If you try using a brush you already own, trust us, you won't like the results.) The bristles are soft, natural hair that let you pick up a precise amount of powder, releasing it evenly as you sweep and swirl. The bristles are also short and flat across the top, so you can easily customize the level of coverage. Plus the handle is the perfect size for maximum control.

And now that we've covered what you need to know about the products, let's move on to the topic of how you can help your customers by finding the perfect foundation for them.

Selecting the Right Foundation

- 91%* of women would love it if someone would help them find the perfect foundation match.
- The right foundation formula and shade can make skin look smooth and flawless – exactly what women want!



*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.

The main goals of foundation are to protect the skin from environmental damage and to even out skin tone. However, these days foundation can do much more, like provide age-fighting benefits, vitamin-enriched minerals, moisturization, oil-control, sun protection and more.

91% of women would love it if someone would help them find the perfect foundation match. Now Mary Kay makes it easier than ever for you to help!*

**Source: A national consumer survey conducted by an independent research firm, Directive Analytics.*

Selecting the Right Foundation Formula

To find the perfect foundation formula for your customer, you can ask her three simple questions:

1. What do you want most from your foundation?
2. What is your skin type?
3. What is the foundation finish you want after application?



Let's start by finding the right foundation formula for your customer. To do that, just ask her these three simple questions:

1. What do you want most from your foundation?
2. What is your skin type?
3. What is the foundation finish you want after application?

Let's go over the different options for each question.

Selecting the Right Foundation Formula

1. What do you want most from your foundation?
 - Age-fighting
 - Minerals
 - Moisturization
 - Oil-Control
 - Sunscreen



The first question to ask when trying to find the right foundation for a woman is “What do you want most from your foundation?” This will help you narrow down her foundation formula options. Mary Kay has foundations that offer the following benefits: age-fighting, minerals, moisturization, oil-control and sunscreen. The chart on the next slide will show what your options are for each of these benefits.

Selecting the Right Foundation Formula

| Benefit | Foundation Recommendation |
|----------------|--|
| Age-Fighting | TimeWise Luminous-Wear™ Liquid Foundation TimeWise® Matte-Wear Liquid Foundation |
| Minerals | Mary Kay® Mineral Powder Foundation |
| Moisturization | TimeWise Luminous-Wear™ Liquid Foundation Mary Kay® Tinted Moisturizer With Sunscreen SPF 20† |
| Oil-Control | TimeWise® Matte-Wear Liquid Foundation Mary Kay® Creme-to-Powder Foundation Mary Kay® Medium-Coverage Foundation |
| Sunscreen | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20† |

†Over-the-counter drug product

This chart will help you narrow down your choices for question 1. Now, you will ask question 2.

Selecting the Right Foundation Formula

2. What is your skin type?
 - Normal/Dry
 - Combination/Oily



Now, that you have found out what is most important to your customer in a foundation, you can narrow down your options further by asking question 2, "What is your skin type?"

Let's look at the chart on the next slide to see what her options are at this point.

Selecting the Right Foundation Formula

| Benefit | Skin Type | Foundation Recommendation |
|----------------|------------------|--|
| Age-Fighting | Normal/Dry | TimeWise Luminous-Wear™ Liquid Foundation |
| | Combination/Oily | TimeWise® Matte-Wear Liquid Foundation |
| Minerals | Normal/Dry | Mary Kay® Mineral Powder Foundation |
| | Combination/Oily | |
| Moisturization | Normal/Dry | TimeWise Luminous-Wear™ Liquid Foundation Mary Kay® Tinted Moisturizer With Sunscreen SPF 20 [†] |
| | Combination/Oily | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20 [†] |
| Oil-Control | Normal/Dry | Mary Kay® Creme-to-Powder Foundation Mary Kay® Medium-Coverage Foundation |
| | Combination/Oily | TimeWise® Matte-Wear Liquid Foundation Mary Kay® Creme-to-Powder Foundation Mary Kay® Medium-Coverage Foundation |
| | | |
| Sunscreen | Normal/Dry | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20 [†] |
| | Combination/Oily | |

[†]Over-the-counter drug product

This chart will help you narrow down your choices even more. Now, let's look at the final question.

Selecting the Right Foundation Formula

3. What is the foundation finish you want after application?
 - Luminous/Dewy
 - Matte
 - Natural



From there, you want to ask, "What is the foundation finish you want after application?"

Selecting the Right Foundation Formula

| Benefit | Skin Type | Foundation Recommendation | Finish |
|----------------|------------------|---|-------------------------|
| Age-Fighting | Normal/Dry | TimeWise Luminous-Wear™ Liquid Foundation | luminous/dewy finish |
| | Combination/Oily | TimeWise® Matte-Wear Liquid Foundation | matte finish |
| Minerals | Normal/Dry | Mary Kay® Mineral Powder Foundation | natural or matte finish |
| | Combination/Oily | | |
| Moisturization | Normal/Dry | TimeWise Luminous-Wear™ Liquid Foundation | luminous/dewy finish |
| | | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20† | natural finish |
| | Combination/Oily | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20† | natural finish |
| Oil-Control | Normal/Dry | Mary Kay® Creme-to-Powder Foundation | matte finish |
| | | Mary Kay® Medium-Coverage Foundation | natural finish |
| | Combination/Oily | TimeWise® Matte-Wear Liquid Foundation | matte finish |
| | | Mary Kay® Creme-to-Powder Foundation | |
| | | Mary Kay® Medium-Coverage Foundation | natural finish |
| Sunscreen | Normal/Dry | Mary Kay® Tinted Moisturizer With Sunscreen SPF 20† | natural finish |
| | Combination/Oily | | |

†Over-the-counter drug product

With the chart above, you can determine the best foundation formula for your customer.

If your customer prefers a finish that is different from the foundation recommended for her, listen to her concerns and offer an alternative foundation. For example, if she wants age-fighting benefits and has dry skin but prefers a matte finish, you can let her know that the TimeWise Luminous-Wear™ Liquid Foundation would be great for her skin type but for a matte finish she might want to try the TimeWise® Matte-Wear Liquid Foundation. You might also want to give her samples of both formulas to try. Remember, your personal service is what differentiates Mary Kay from other cosmetics companies!

Now that you have found her foundation formula, it is time to find the best shade recommendation for her.

Selecting the Right Foundation Shade

- 68%* of women have a problem finding the perfect shade of foundation
- Mary Kay® Foundation Finder Tool
 - Helps narrow the choices
 - Finds shade match in three steps

*Source: A national consumer survey conducted by an independent research firm, Directive Analytics.



*Mary Kay now has a broad spectrum of six foundation formulas** in over 60 shades. These foundations are offered in three shade families – ivory, beige, and bronze – to match the diverse shade needs of your customers.*

*Consider using the Mary Kay® Foundation Finder Tool with your customers. It will help you narrow the choices for all of the foundations in the Mary Kay® foundation line** so you can find the perfect match for your customer in three easy steps. The Mary Kay® Foundation Finder Tool is available on Section 2 of your Consultant Order Form.*

** Excludes Mary Kay® Day Radiance® Cream Foundation

Selecting the Right Foundation Shade

Using the Mary Kay® Foundation Finder Tool

- Select shade family closest to customer's complexion
- Hold shade tool up to, but not touching, her jaw line
- Shade that seems to “disappear” into the skin is the best place to start



First, simply select the shade family on the shade selector that is closest to the customer's complexion.

Next, hold the shade tool up to, but not touching, her jaw line.

The shade that seems to “disappear” into the skin is the best place to start.

Selecting the Right Foundation Shade

Stripe Testing:

- Have your customer do a stripe test on her jaw line with two or three shades in the formula of her choice
- The correct shade should disappear into the skin and blend with the skin tone of the neck



Now that you have chosen a shade using the Foundation Finder Tool that seems to disappear on your customer's face, you want to do a stripe test. To stripe test, follow these steps:

Place a stripe of product on your customer's jaw line with two or three shades in the formula of her choice.

The correct shade should disappear into the skin and blend with the skin tone of the neck.

Selecting the Right Foundation Shade

Helpful Tips

- Customer should test shades on her jaw line to see which one blends best with the skin tone of the neck
- Look at shades in natural light
- Wait to decide – foundation adapts to the skin!
- Color can look different when blended
- Can't decide between two shades? Always choose the shade that's a little bit darker.



Here are a few things to keep in mind while you're having your customer test shades on her jaw line:

When trying a new shade, it is best to test it in natural light.

It is okay if the shade match doesn't happen on the first try! Simply try another shade if it doesn't match.

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.

Also, the color straight out of the packaging or container is not always a good indicator of how it will look when it's blended on the skin.

If you can't decide between two shades, choose the shade that is slightly darker.

Selecting the Right Foundation Shade

More Helpful Tips

- Always try foundation shades on the face
 - Wrists and hands are almost never the same shade as the face
- Want more coverage?
 - Wait for the first layer to dry, then reapply
 - Touch up throughout the day if needed



Always encourage your customers to try the foundation shade on their faces; wrists and hands are almost never the same shade as the face.

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.

Selecting the Right Foundation Shade

More Helpful Tips

- Skin tone can be lighter in the winter months and darker in the summer months.
- Adapt foundation shades to fit seasonal changes in skin tone
- Many skin tones can have variances in tone - mix shades together to even out skin
- Facial masking can appear on women with darker skin tones



Skin tone can sometimes be lighter in the winter months and darker in the summer months. Yet 69% of women wear the same foundation all year long. This gives you a great reason to adapt your customer's foundation shade to fit seasonal changes in skin tone. This means they may need to try a lighter shade during the winter months and a darker shade during the summer months.*

Also, many customers may have variances in tone. They may need to customize their liquid foundation by mixing two shades together to even out their skin tone.

On some women with darker skin tones, facial masking appears when the skin tone is darker around the outer edges of the face and lighter toned in the center. When this occurs, you might want to use two different shades of foundation to even out the skin's tone. For tips on this and other more advanced techniques see page 10 of the Color Insider book.

**Source: A national consumer survey conducted by an independent research firm, Directive Analytics*

Selecting the Right Foundation Shade

Helpful selling tools

- Online Foundation Finder quiz on the Personal Beauty Profiler
- Product Central
 - Foundation questionnaire
 - Party placemat
 - Comparison charts
 - Product Fact sheets
 - Application videos for Mary Kay® Foundation Primer and the Mary Kay® Liquid Foundation Brush



In addition to the Mary Kay® Foundation Finder Tool, you can use these tools to help you sell foundations like a pro.

If you are pre-profiling prior to a skin care party or facial, you can have customers take the online Foundation Finder quiz on the Personal Beauty Profiler to get their foundation formula recommendations. Then you can help her find the right shade when you meet with her.

You also can print out a foundation questionnaire and party placemat on Product Central, as well as find useful comparison charts and fact sheets.

And, you can watch helpful application videos for the Mary Kay® Foundation Primer and the Mary Kay® Liquid Foundation Brush to become a pro.

Additional Flawless Face Products



To create a flawless face, many women have specific needs that go beyond simply wearing foundation. The next few slides feature some products that can help give everyone a flawless look.

Concealer



- Conceal imperfections such as age spots, dark undereye circles, and blemishes
- Creamy, lightweight, long-lasting, waterproof
- Non-comedogenic
- Fragrance-free
- Suitable for sensitive skin
- Apply a small dot on targeted area and gently pat with a sponge or ring finger until blended
- 6 natural, skin-toned shades plus yellow to reduce the appearance of redness

The first step to creating a perfect finish begins with concealing imperfections such as minor scars, age spots, dark undereye circles and blemishes.

Mary Kay® Concealers are long-lasting and waterproof.

They have a lightweight, creamy formula and are non-comedogenic, which means they won't clog pores.

Your customers will want a concealer that matches their natural skin tone. They can mix a little of their favorite Mary Kay® foundation with their concealer to help get a perfect match. You also can refer to the Foundation Comparison Chart on Product Central and in the Consultants Guide for shade recommendations.

When applying concealer, use a sponge, your ring finger or the Mary Kay® Cream Eye Color/Concealer Brush, and lightly pat the edges to blend. Then, apply a Mary Kay® foundation to give skin a flawless look and a beautiful base for color cosmetics.*

You'll want to refer to the Color Insider book and DVD to get advanced application tips for Mary Kay® Concealers.

**For hygienic reasons, it is recommended to dedicate one brush for use with concealer and one brush for use with cream eye color.*

Mary Kay® Facial Highlighting Pen



- Use on the “shadowy” areas of the face for an instant lift
- Light-reflecting pigments optically “lift” shadowy areas, leaving skin looking more even-toned
- Easy-to-blend formula will not settle into fine lines
- Oil-free, fragrance-free
- Non-comedogenic
- 4 shades



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After applying a foundation, the Mary Kay® Facial Highlighting Pen is a great product customers can use on the “shadowy” areas of the face.

Shadows can make areas on the face appear sunken, swollen or saggy – in other words, older looking. Highlighting those areas can help diminish the shadows.

Examples of some of these areas are the inner corners of the eyes, at the sides of the nose, along smile lines, and below the lower lip at the crease of the chin.

This product is different from a concealer, and has special light-reflecting pigments that optically “lift” shadowy areas of the face, leaving skin looking more even-toned.

The easy-to-blend formula will not settle into fine lines, and can be reapplied throughout the day to help you stay looking fresh and luminous!

Mary Kay® Sheer Mineral Pressed Powder



- Lightweight, ultrafine powder that imparts an invisible layer of oil-absorbing coverage that keeps makeup looking fresh throughout the day
- Helps control shine and excess oil for at least 8 hours
- Suitable for sensitive skin
- Oil-free
- Non-comedogenic
- 6 shades

The Mary Kay® Sheer Mineral Pressed Powder is a lightweight, ultrafine powder that imparts an invisible layer of oil-absorbing coverage that keeps makeup looking fresh throughout the day.

- *Different from a foundation, it provides sheer coverage for touch-ups throughout the day*
- *It helps control shine and excess oil for at least 8 hours*
- *Feels lightweight and silky*
- *Imparts little color payoff to the skin, so it will not impact your customer's foundation shade*

Mary Kay® Loose Powder



- Silky, smooth formula helps control shine and excess oil
- Sets makeup for a flawless look
- Suitable for sensitive skin
- Oil-free
- Non-comedogenic
- 6 shades

Powder is the ultimate multitasking makeup product. It gives the face a smooth appearance.

It holds concealer in place.

And it sets foundation, which helps to keep it looking fresh.

Mary Kay® Loose Powder is a super-silky powder that can be lightly brushed over foundation.

And it can help control shine, which your customers with oily skin will love!

With Mary Kay® Concealer, Foundation, Facial Highlighting Pen Sheer Mineral Pressed Powder and loose powder, you've got all of the bases covered for creating the look of flawless, radiant skin.

Challenge

- Try at least one of the Mary Kay® foundations you learned about today, if you haven't already.
- At your next party or appointment, help find the perfect formula and shade of foundation for each guest to demonstrate the power of your personalized service!

The most effective learning occurs when you put into practice what you've learned.

Try the foundations you learned about today if you haven't already. That way, you can share the benefits with your customers first hand.

You will want to start sharing information about the benefits of using a foundation, foundation primer and foundation brush as part of your customer's skin care regimen with everyone you meet! And, at your next party or appointment, help find the perfect formula and shade of foundation for each guest to demonstrate the power of your personalized service. Let's help 100% of women feel confident in their foundation match!

Happy Selling!

Remember Mary Kay's words...

“Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women (and men) turn these good feelings into more positive self-images. This, in turn, will allow them to approach life's challenges with confidence and determination. As I have often said, **‘We’re not only in the cosmetics business – we’re also in the people business.’**”

Remember Mary Kay's words: “Looking good makes you feel better. I believe that at Mary Kay Cosmetics, we are in the business of helping women (and men) turn these good feelings into more positive self-images. This, in turn, will allow them to approach life's challenges with confidence and determination. As I have often said, ‘We’re not only in the cosmetics business – we’re also in the people business.’”

With this in mind, use the information you learned today to serve your customers in the very best possible way. Helping your customers find the right foundation formula and shade can help you build a loyal customer base.