

## **General Knowledge**

Forget everything you ever heard about cool vs. warm skin tone. 85% of all women are warm-toned, but 100% of women can wear warm shades. Cool shades look harsh and add age to the face. We all have some yellow undertone.

The only true cool toned women are those who cannot tan and have the blackest of black hair. These are the only women who need pink undertone foundation shade.

To find a customer's true undertone, look at the inside of her arm.

Mary Kay is #1 in single category of skincare and in the combined categories of skincare and color cosmetics. Our goal in the next year is to overtake the #1 slot in the single category of color cosmetics too.

Mary Kay is the first cosmetic brand to apply make-up artist approaches to its entire existing product line. Our closest competitor, Estee Lauder, seeing the market trend toward artist-driven lines such as Bobbi Brown and M.A.C. simply purchased those lines rather than applying the philosophy to their existing products. (Estee Lauder owns M.A.C., Bobbi Brown, Stila, Aveda, Prescriptives, Clinique, Jane, and many, many others)

## **Product Knowledge**

In December we are getting 6 new limited-edition lipstick shades in a new formula. This formula promises 6 hours of moisture. It will have a cocoa-like taste and smell like our lip glosses. They will offer the same wear but with more moisture.

We also are getting 3 new Eyesicles shades.

- Pink with gold shimmer

- Burgundy – for bronze and ebony skin only

- Mermaid Green with gold shimmer – will be best for Velocity girls

Triple-Action Lip Enhancer is going away. It will be replaced by a new lip outliner pencil that will absolutely keep lip color from bleeding and feathering. An added benefit of this product – that will not be touted by MK simply because

the company has not put it through focus group – is that you can apply it beneath your eyes to prevent watering and fill creases. (It is perfectly safe for such use, it just hasn't been focus-group tested so the company will not claim it in print.)

All products containing alpha-hydroxy acids will either be discontinued or reformulated (e.g. Triple Action Eye Enhancer). This is true for all cosmetic lines, not just Mary Kay. The reason? The FDA approved a revolutionary new peptide that achieves the same results as alpha-hydroxy acid without the drying, irritating side effects. Our Night Solution has already been reformulated, so if you had customers who could not use it before, encourage them to try it again.

Our company is on a two-year rotation with eyeshadows and blushes. Next year we will lose 10 eyeshadows but we will also gain 10. There will be 3 new blushes.

If you have customers who have used our products for a while, they may complain that our eyeshadows are too delicate. That's because our eyeshadows used to be super dense and too hard. Two years ago they were reformulated to apply and blend better. They are no more delicate than other brands – proven through testing. They are simply more delicate than the old formula.

## **Using Blush**

Think of our blush shades as falling into two skin tone categories:

### Ivory/Beige

Silky Plum (Soon to be discontinued)

Nutmeg

Desert Bloom

Just Peachy

Winter Rose (also being discontinued)

Orchid

Pink Meringue

Sunny Spice – The perfect shade (this is actually Winter Rose with a bit more color)

Bronze Sands – The contouring shade for I/Bg women

Apricot Breeze – The ideal “apple-popper” for I/Bg

Bronze/Ebony

Teaberry

Maple Walnut

Eggplant (This is a redo of the old Aubergine)

Cranberry Bold

Brick – The perfect shade

Burnished Bronze – great for highlighting dark, dark skin because it has sheen

Just Peachy – the ideal “apple-popper” for Bz/E

On super-dry skin, cream blush is best. We are getting two limited-edition shades in the next 18 months, and other limited-edition shades coming out regularly. They will be in a pot and will provide a degree of moisture.

You find the ideal position for applying blush by placing the index finger on the apple of the cheek and the thumb at the uppermost point where the ear meets the head.

When using cream blush, always apply and blend before applying powder.

You can use the following lipstick shades as cream blushes:

For I/Bg: Antique Rose or Sunset

For Bz/E: Red Salsa or Redwood

## **Eye Pencils**

### Liner

Our eyeliners are waterproof.

Eyeliners are ONLY for the eyes. Do not use them as lip liner; the shades are unnatural for the lips and they are a different formula.

To sharpen our pencils, rub them on your hand or a paper towel. It uses up no more product than sharpening a wooden pencil.

Customers may complain that our eyeliners do not glide over the skin. To get that glide we would have to add silicone which would render them non-waterproof and cause smudging. Recommend that those customers warm the end of the pencil in their hands for a moment before applying.

Lightly powder over foundation or concealer before applying eye pencil to prevent smudging. You can further set eye pencil by going over it with a complementary shadow.

In the next 18 months we will add a shade between Bronze and Sable.

If you use liquid eyeliner, apply it only on the top lid, never on the bottom. It is too harsh and ages the face.

### Brow

Our #1 selling brow pencil is the wooden Classic Blonde

The formula and colors are being revisited. We are probably adding a shade between Blonde and Chestnut. We may also get a brow gel.

Use short , feathery strokes to apply brow pencil for a more natural look.

We are getting brow powders in approximately 18 months. They will be the same formula as those we had before, but they will be packaged like our

eyeshadows so they will fit in our compacts. In the meantime, you can use any of our matte shadows as brow powder.

Bz/E women with gray hair should use a blonde pencil to define brows then adjust the color using a matte powder. A slanted brush works best.

For very sparse brows, powder on top of pencil looks most natural. Fuller brows are more youthful than thin ones.

## **Lip Liner**

Use lip liner to --

- Define lips
- Prevent bleeding/feathering
- Make lipstick last longer

After lining lips, fill in at least half-way with lip liner before applying lipstick. Acts as “primer” to help lip color last.

Dusty Pink is a good shade for building a fuller lip on Ivory/Beige skin. It is not suited for Bronze/Ebony skin.

Dark Chocolate is ideal for Bronze/Ebony skin but should never be used with Iv/Bg.

Metallic is a shade for dark beige or light bronze skin tones. Ivory skin tone should never wear Metallic.

## **Lipstick**

Ours is the longest wearing crème lipstick on the market. If a customer complains of it fading too quickly, she is probably unconsciously licking or biting her lips.

We will not be adding a “long-wearing” variety of lipstick. Robert has tested all those currently on the market and finds that they are too dry. They catch every bit of loose skin and cause the lips to look prune-like and old.

Ivory/Beige women should not wear Downtown Brown, Hot Fudge or Jazzy Plum. Rather, they should wear shades of pink or red.

Darker colors on Ivory/Beige women cause the face to look ashen and add years to appearance. Softer colors are more youthful.

The following shades were created for layering only, not to be worn alone:

- Intensity Controller
- Silver Sand

Pink Shimmer  
Gold Dust (The Bronze/Ebony Intensity Controller)  
Mocha Freeze

A layering shade under a lip color creates subtle change; layering over a lip color changes it more dramatically.

The Ph of some women's skin causes pigments to shift to pink or orange. The only way to adjust is to pick a shade that neutralizes the pink or orange shift. If color shifts to pink, try an orange shade to neutralize. If it shifts to orange, neutralize with pink.

## **Mascara**

Mascara is the most important color product you can use because long, curled lashes open up the eyes, brighten the face and yield a more vibrant appearance.

Endless Performance lengthens and thickens. Flawless and Waterproof define and tint but do not add bulk. Those with sensitive eyes should not use Waterproof.

Mascara is the most volatile product you use. You should keep a tube no longer than 3 months. As the Endless Performance mascara ages, it does not adhere well to the lashes and it will begin to flake.

Ideally, you should completely clean the applicator before replacing it in the tube.

We have a new "diva" mascara in the works. It promises the thickest, longest, blackest lashes possible. We are considering adding a conditioner to one of our mascaras plus adding a lash primer. However, Robert says you can accomplish the same thing as a primer just using a good mascara like Endless Performance.

## **Concealer**

Concealers are meant to correct, not cover discolorations.

For discoloration, apply concealer before foundation. For blemishes, apply a matched concealer over foundation.

Yellow will correct red, purple and brown.

You should use concealer only on discolored skin areas. Applying to surrounding areas will create a “halo” effect because normal skin color does not need correcting.

Concealer is dryer than foundation so it adheres better and it will emphasize lines.

The tube is the most versatile and moist form of concealer.

Our concealers are not strong enough to mask serious scarring. For burn scars and other serious scarring, suggest Dermablend. It's not our product, of course, but it is the only one that will do the job.

### **Loose Powder**

Our new formula is milled five times finer than the old formula so it mattifies without caking or emphasizing lines.

Loose powder has more oil absorbers than pressed.

If using Crème-to-Powder foundation, you should not have to powder. If you find you still have to powder after applying C to P then you should be using Medium Coverage or Dual Coverage foundation.

Dual Coverage foundation can be used as a pressed powder or a foundation. It is most popular among young girls – the Velocity crowd – despite the TimeWise name.

Oils in skin can make DC powder turn darker. Correct by simply selecting a lighter shade.

Always blot the skin before applying powder because oily patches grab more powder than dryer areas and can look patchy.



## **Foundation**

Women with pink in their face usually do not have pink in their necks. You always want to match the neck.

Pink based foundation on pink skin will turn red.

Why our foundations do not contain sunscreen: Sunscreen foundations are based on titanium dioxide which is very irritating to sensitive skin. It's better to offer the SPF moisturizer option to women who ask about sunscreen in foundation.

Our new foundations are based on ultramarine pigments, the best you can buy.

Allow a two-minute drying time when matching our foundations. Because of the transfer-resistant formulation, the ultramarine pigment is VERY prominent when first applied. It needs time to absorb and adjust.

If layering foundation, allow each layer to dry completely before applying the next.

Both Full- and Medium-Coverage formulas are oil-free. The difference is that Medium-Coverage is also oil absorbent. Shades match exactly from formula to formula.

When stripe-testing Ivory/Beige skin, test jaw to neck.

When stripe-testing Bronze/Ebony skin, test cheek to jaw

Our foundations come in tubes because it keeps down the cost. The investment is in the pigment rather than the package.

Full and Medium coverage are misnomers; both offer the same layerable coverage; full is moisturizing and medium is oil-absorbent.

Robert recommends that you purchase a true daylight bulb and a silver-dish clip lamp to use for matching foundations at facials and skincare classes.

Some customers complain that the new foundations are too heavy. Side by side testing shows they are actually lighter weight than Day Radiance. The new foundations are a little harder to apply because of their transfer-resistant properties.

Some customers may tell you they don't want to wear foundation because they want to have the natural "J-Lo" look they are seeing in all the magazines. That "natural" look actually requires more makeup – bronzing, contouring, softer colors -- than using a well-matched foundation.