

Mary Kay Total Conversion Chart

(Summarizing information from a variety of sources! Use these ideas as a starting point suggestion.)

	Undertone	TimeWise Liquid	Medium-Coverage	Mineral Powder Fnd	CC Cream	Crème to Powder	Translucent Loose Pwdr	Concealer	Sheer Mineral Pressed Pwdr	Day Radiance Crm
Warm Brown WB	P	Ivory 1	None	Ivory .5	Very Light		Translucent	Ivory 1	Ivory 1	
	Y	Ivory 2	None	Ivory .5 or 1	Very Light	Ivory .5	Translucent	Ivory 1	Ivory 1	
Golden Orange GO	P	Ivory 3	Ivory 104,105	Ivory .5 or 1	Very Light	Ivory .5	Translucent	Ivory 2	Ivory 1	
	Y	Ivory 4	Ivory 100	Ivory .5 or 1	Very Light	Ivory 1	Translucent	Ivory 1	Ivory 1	Antique Ivory
	Y/O	Ivory 5	Ivory 200 or 202	Ivory 1 or 2	Very Light or Light-to-Medium		Translucent	Ivory 1	Ivory 2	Buffed Ivory
Olive O	P	Ivory 6	Ivory 104 or 204	Ivory 1 or 2 or Beige .5	Very Light or Light-to-Medium	Ivory .5	Translucent	Ivory 1	Ivory 1 or 2	Soft Ivory
	VP	Ivory 7	Ivory 204, Beige 304 or 305	Ivory 1 or 2 or Beige .5	Very Light or Light-to-Medium	Ivory 2	Translucent	Ivory 2	Ivory 1 or 2	Blush Ivory
	Y	Beige 1	Ivory 202 or Beige 300	Ivory 2 / Beige 1	Light-to-Medium	Beige 1	Translucent	Beige 1	Beige 1	Fawn Beige
	Y	Beige 2	Beige 300 or 400	Beige .5, 1, 2	Light-to-Medium	Beige 3	Translucent	Beige 1	Beige 1 or 2	Almond Beige
Yellow Y	P	Beige 3	Beige 304 or 305	Ivory 2 or Beige .5 or 1	Light-to-Medium	Beige 2	Translucent	Beige 1	Ivory 2 or Beige 1	Delicate Beige
	P	Beige 4	Beige 300,304,400 or 404	Beige .5, 1, 1.5	Medium-to-Deep	Beige 2	Translucent	Beige 1	Beige 1	
Very Pink VP			Beige 305	Ivory 2	Medium-to-Deep	Beige 2	Translucent	Beige 1	Ivory 1	Bisque Ivory
	O	Beige 5	Beige 202, 302, or 400	Ivory 2 or Beige 1.5 or 2	Medium-to-Deep		Translucent	Beige 2	Ivory 2 or Beige 2	
	O	Beige 6	Beige 302, 400, or 402	Beige 1,1.5 ,2	Medium-to-Deep	Beige 1	Translucent	Beige 2	Beige1 or 2	True Beige
Pink P	O	Beige 7	Beige 400 or 402	Beige 1 or 2	Medium-to-Deep	Beige 4	Translucent	Beige 2	Beige 2	Toasted Beige
	P	Beige 8	Beige 404	Beige 1.5 or 2	Deep	Beige 3	Translucent	Beige 2	Beige 2	
	Y	Bronze 1	Bronze 500	Bronze 1	Deep	Bronze .5	Translucent	Bronze 1	Bronze 1	Mocha Bronze
	P	Bronze 2	Bronze 504	Bronze 1 or 2	Deep	Bronze 1	Translucent	Bronze 1	Bronze 1	
Undertones Key	GO	Bronze 3	Bronze 507	Bronze 1 or 2	Deep		Translucent	Bronze 1	Bronze 1 or 2	
	P	Bronze 4	Bronze 507 / 607	Bronze 2,3, 4	Deep	Bronze 1	Translucent	Bronze 2	Bronze 1 or 2	
	GO	Bronze 5	Bronze 607	Bronze 2,3, 4	Deep	Bronze 2	Translucent	Bronze 2	Bronze 1 or 2	Rich Bronze
	Y	Bronze 6	Bronze 600	Bronze 3 or 4	Deep	Bronze 2	Translucent	Bronze 2	Bronze1 or 2	Walnut Bronze
	WB	Bronze 7	Bronze 600, 607, or 708	Bronze 4 or 5	Deep		Translucent	Bronze 2	Bronze 2	Deep Bronze
	WB	Bronze 8	Bronze 708 / 808	Bronze 5	Deep		Translucent	Bronze 2	Bronze 2	Mahogany

Finding the Right Shade—Working with Undertones

Ask these 3 questions:

1. Do you burn easily? If Yes, recommend shades with pink undertone.
2. Do you burn and then tan? If Yes, recommend shades with yellow undertone.
3. Do you tan easily? If Yes, recommend shades with olive undertone.

This is a good guideline, but of course it is only a starting point and may need adjustment 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, ashy tones, etc. 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. Experiment—this is why we stripe two or three different shades!

Finding the Right Formula—Start by Asking Questions

Ask these 3 questions:

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

Also available:

Liquid Foundation Brush \$10
Mineral Powder Foundation Brush \$10
Foundation Primer \$16

Here is a summary of the information on the company's "Flawless Finish Placemat." The information is listed in the same order as the three questions.

TimeWise Luminous-Wear Liquid Foundation—\$20

1. Age-fighting, moisturizing, skin enhancing.
2. Normal to dry skin.
3. Luminous/dewy finish.

TimeWise Matte-Wear Liquid Foundation—\$20

1. Age-fighting, absorbs oil, controls shine.
2. Combination to oily skin.
3. Matte finish.

Mary Kay Mineral Powder Foundation—\$18

1. Weightless, controls shine, hides wrinkles and imperfections.
2. All skin types.
3. Natural or Matte finish. (Buildable coverage)

Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15—\$20

1. 8 skin-loving benefits including hydration for 10 hours.
2. All skin types.
3. Lightweight coverage.

Mary Kay Crème-to-Powder Foundation—\$16

1. Minimizes the appearance of pores, controls shine.
2. All skin types.
3. Matte finish—dries to a powder.

Mary Kay Medium-Coverage Foundation—\$15

1. Controls excess oil for at least eight hours.
2. Normal to oily skin.
3. Natural finish.