

From Melinda Balling—February 2011

As of last night, I have now stripe tested 48 women with our new foundations. I absolutely love the new formulas. Here's what I've learned. The coverage is great (yet feels light). When using the shade finder, it is more effective to hold it about an inch away to determine the closest shade. I personally still find it easier to determine their undertone first... yellow, pink, olive (in the bronzes: golden orange and warm brown). If you're not quite sure you can ask the following questions:

Do you burn easily? (usually pink undertone)

Do you burn and then tan? (usually yellow undertone)

Do you tan easily? (usually olive undertone)

Additional Tips:

Stripe test along jawline...do not have her do her entire face until you are satisfied with the jawline "match". Allow the foundation to dry for a minute or two..it will change a bit.

Be sure to let primer dry for about 90 sec., before client applies foundation.

I use the Mary Kay Hydrating Freshner on a cotton pad (along her jaw line) to remove the foundation she is currently wearing so I can do my stripe test. You can also use a little spray bottle with water and a cotton pad. I do this before the class begins so that I can put the correct shade on the tray and not have to stop after the cleanser to go around and determine colors (which interrupts the "flow" of the class).

If needed, additional coverage can be provided by "building" a second fine layer.

I have attached a conversion chart which Top Director, Shelley Olson, created with the undertones shown on the same side for easy reference. **Based on Company Information, Shelley's experience, information from Make-up Artist, Robert Jones and my own experience with 48 women, I have tweaked the chart a bit.** It is an easy reference. Once again, I start by determining Ivory, Beige or Bronze category. Then I look for undertone. I have found this an easy way to begin. With this chart and the labels I have put on my demo tubes, I find I am not really using the "shade finder".

If you want to print the labels and put on your tubes, **I used Avery clear labels # 8667 and printed them out on Avery Template 5167 (for MS Word). The letters on the labels stand for: P = Pink; Y= Yellow; O= Olive; In the Bronze Category: GO Golden Orange; WB = Warm Brown.**

As with anything...we learn by doing. I trust you are calling your customers and setting up those stripe test appointments (while giving her an update facial and a great new look for Spring). **I'd love to hear what you are learning!**

I am totally sold on these new foundations. Because my skin is a bit on the dry side, I am using the Luminous formula. My skin has never looked better! Isn't it exciting to know that the anti-aging benefits of the new formulas are nourishing our skin while making it look more beautiful. Once again, our Company is on the cutting edge. The new technology is going to create more satisfied and happy customers! Yippee!

Having Fun, Making \$\$\$\$\$!

Melinda