

Foundation Conversion Chart

Information consolidated from Mary Kay InTouch and Robert Jones.
Use these suggestions as a starting point. Updated June 2016

TIMEWISE LIQUID	MINERAL POWDER	MEDIUM COVERAGE	EP CRÈME-TO-POWDER	CC CREAM	PERFECTING CONCEALER	PRESSED POWDER	DAY RADIANCE
IVORY 1	IVORY .5			VERY LIGHT	LIGHT IVORY	IVORY 1	
IVORY 2	IVORY .5			VERY LIGHT	LIGHT IVORY	IVORY 1	
IVORY 3	IVORY .5 or 1	IVORY 105		VERY LIGHT	LIGHT IVORY	IVORY 1	
IVORY 4	IVORY .5 or 1	IVORY 100		VERY LIGHT	L or D IVORY	IVORY 1	ANTIQUE IVORY
IVORY 5	IVORY 1	IVORY 200		LIGHT to MEDIUM	DEEP IVORY	IVORY 2	BUFFED IVORY
IVORY 6	IVORY .5 or 1	IVORY 104	IVORY 1	VERY LIGHT	L or D IVORY	IVORY 1	SOFT IVORY
IVORY 7	IVORY 1	IVORY 204	IVORY 4	LIGHT to MEDIUM	LIGHT IVORY	IVORY 1	BLUSH IVORY
BEIGE 1	IVORY 2 or BEIGE 1	BEIGE 300		LIGHT to MEDIUM	L or D BEIGE	IVORY 2	FAWN BEIGE
BEIGE 2	BEIGE 1 or 2	BEIGE 400	IVORY 2	MEDIUM to DEEP	LIGHT BEIGE	BEIGE 1 or 2	ALMOND BEIGE
BEIGE 3	IVORY 2 or BEIGE .5	BEIGE 304	IVORY 3	LIGHT to MEDIUM	LIGHT BEIGE	IVORY 2	DELICATE BEIGE
BEIGE 4	BEIGE .5 or 1.5	BEIGE 404	IVORY 5	MEDIUM to DEEP	L or D BEIGE	BEIGE 1	
	IVORY 2	BEIGE 305		LIGHT to MEDIUM	LIGHT BEIGE	IVORY 2	BISQUE IVORY
BEIGE 5	IVORY 2 or BEIGE 1	IVORY 202	BEIGE 1	LIGHT to MEDIUM	L or D BEIGE	IVORY 2	
BEIGE 6	BEIGE 1	BEIGE 302	BEIGE 2	MEDIUM to DEEP	L or D BEIGE	BEIGE 1	TRUE BEIGE
BEIGE 7	BEIGE 2	BEIGE 402	BEIGE 3	MEDIUM to DEEP	DEEP BEIGE	BEIGE 2	TOASTED BEIGE
BEIGE 8	BEIGE 1.5 or 2		BEIGE 4	DEEP	L or D BEIGE	BEIGE 2	
			BEIGE 5				
BRONZE 1	BRONZE 1	BRONZE 500	BEIGE 6	DEEP	LIGHT BRONZE	BRONZE 1	MOCHA BRONZE
BRONZE 2	BRONZE 1	BRONZE 504	BRONZE 1	DEEP	LIGHT BRONZE	BRONZE 1	
BRONZE 3	BRONZE 2	BRONZE 507		DEEP	L or D BRONZE	BRONZE 1	
BRONZE 4	BRONZE 2 or 3			DEEP	L or D BRONZE	BRONZE 1	
BRONZE 5	BRONZE 4	BRONZE 607	BRONZE 2	DEEP	L or D BRONZE	BRONZE 1	RICH BRONZE
BRONZE 6		BRONZE 600		VERY DEEP	L or D BRONZE	BRONZE 1	WALNUT BRONZE
			BRONZE 3				
BRONZE 7	BRONZE 5	BRONZE 708	BRONZE 4	VERY DEEP	DEEP BRONZE	BRONZE 2	DEEP BRONZE
BRONZE 8	BRONZE 5	BRONZE 808	BRONZE 5	VERY DEEP	DEEP BRONZE	BRONZE 2	MAHOGANY BRONZE

UNDERTONE KEY: PINK VERY PINK YELLOW OLIVE GOLDEN ORANGE WARM BROWN

Jones says Crème-To-Powder Beige 1 undertone is yellow. | Please note that Day Radiance Cream foundations are discontinued. | Blank spaces indicate no comparable shade.

How to match foundation with just 3 simple questions?

#1. Is she IVORY, BEIGE or BRONZE?

This one is usually obvious and the answer narrows it down to just 8 foundations.

#2. Is she LIGHT, MEDIUM or DARK in her category?

The answer will reduce the range of 8 foundation to just 4.

- For example... Light Bronze would be anywhere from Bronze 1-4.
Medium Beige would be in the range of Beige 2-5.
Dark Ivory would be in the range of Ivory 5-7.

#3. What does your skin do when you're in the sun and you're NOT wearing sunblock?

Using the celebrities chart, look for the row "Reaction to the sun" and find her answer in order to discover her undertone.

Look for her undertone within the range of 4 foundations by using the foundation chart. Typically 1 of the 4 will have that undertone.

What if none of the 4 have that undertone? Or if 2 of the 4 have that undertone?

- If you are stuck or unsure...** perform a 'stripe-test' along her jawline with the 2 shades you believe will work best based on the answers from questions #1-3. One typically blends naturally into her skin. At times you may need to slide along the foundation chart (up or down) to find a shade with her undertone to perform the stripe-test.

Undertone Chart

	PINK	YELLOW	OLIVE	GOLDEN ORANGE	WARM BROWN
IVORY	IVORY 1 IVORY 3 IVORY 6 IVORY 7	IVORY 2 IVORY 4 IVORY 5	IVORY 5		
BEIGE	BEIGE 3 BEIGE 5 BEIGE 8	BEIGE 1 BEIGE 2	BEIGE 4 BEIGE 6 BEIGE 7		
BRONZE	BRONZE 2 BRONZE 4	BRONZE 1 BRONZE 6		BRONZE 3 BRONZE 5	BRONZE 7 BRONZE 8

Undertone	PINK	YELLOW	OLIVE	GOLDEN ORANGE	WARM BRONZE
Celebrities & their foundation shades(s).	 Nicole Kidman stripe test with Ivory 3 and Ivory 6	 Kate Hudson stripe test with Beige 1 and Beige 2	 Jessica Alba Beige 7	 Mindy Kaling Bronze 5	 Oprah Winfrey Bronze 7
Skin reaction in the sun	Gets pink/red and/or burns easily in the sun.	Gets pink and THEN it tans.	Tans in the sun.	Get a deeper shade of orange.	Gets a deeper shade of bronze.

Auri's Side Notes & Tips

- #1. **Ivory 5** will typically still get pink in the sun and not just naturally tan.
- #2. **Beige 8** and **Bronze 2** (with Pink undertone) does not burn in the sun because it is such a deep shade already. Their skin has more of a reddish quality to it. People of Native American descent can have this characteristic in their skin.
- #3. The Bronze tones family has more variation than twice of Ivory and Beige combined. Therefore, it is very common to mix foundations to achieve the perfect shade for a customer with Bronze skin. Also, customers with dark Beige and Bronze skin can have several different shades on their face. This is sometimes called "masking" and in general it is not always obvious but does stand out to the trained eye. A great question to ask, "You have a few choices today, I can match your foundation to the lighter shades on your face that you can see around your nose/cheeks OR I can match your foundation to the darker shades on your face that you can see around your jawline and hairline. Which would you prefer?" The typical answer is "The lighter shade." However, I always allow the customer to choose.
- #4. **Bronze 3** and **Bronze 5** have orange undertone and this characteristic is common in people from the country of India or of Indian descent. After trying Bronze 3/5, if their skin looks "too orange" mix this foundation with a yellow undertone Bronze foundation to "tone down the orange"
- #5. **A quick test to determine if someone has Pink/Red undertone.**

Have her press her finger firmly into her chest for a 5-second count. Watch the spot turn white/yellow and then pink. If spot progresses into a deeper pink and/or red this is a sure sign of pink/red undertone. With yellow undertone the spot does not progress into a deeper shade of pink ... it levels out and then goes back to yellow. To be certain, check the spot after 3-minutes. A true pink undertone will still have the mark on her chest.
- #6. **Always observe the chest area.** When the chest is darker than the face, be sure to ask, "Is sunblock part of your daily routine?" The answer is usually Yes. Then ask, "Do you apply it on your chest?" The answer is usually No. Then ask, "Your chest is a darker shade than your face, would you like for me to match your foundation to the lighter shade or the darker shade?" Her answer will be your starting point for foundation matching. Then suggest that she extend her daily routine down into her chest area to avoid the signs of aging.
- #7. If being outdoors and/or tanning is part of a customer's routine, they may need **2 different shades of foundations** throughout the year. Also, when someone gets more tan or darker, follow their undertone along the foundation chart to suggest their new shade of foundation. For example:

Auri wears Beige 4. If she got a tan, then she would wear Beige 6. If she continues to tan, then she would wear Beige 8.

Kate Hudson wears a Beige 1 or 2. If she got a tan, then she would wear a Beige 4 because her skin gets pink and then it tans. If she continued to tan she would progress from a Beige 4 to a Beige 6 and so forth.

Mindy Kaling wears a Bronze 5. If she got a tan, then she would mix her Bronze 5 with a little bit of Bronze 6 because Bronze 6 has yellow undertone and not because it is the next number up. The more sun Mindy gets the more Bronze 6 she continues to add to her Bronze 5 to achieve her perfect shade.

Opry Winfrey wears a Bronze 7. Let's pretend she significantly reduced sun exposure and her skin tone starts getting lighter. How do you find her new shade? Bronze 7 has brown undertone. Using the color wheel and your knowledge of primary and secondary colors, Brown is created by mixing Red with Green. Green is created by mixing Blue and Yellow. Therefore, Brown has both Red and Yellow in it. Find a Light Bronze foundation with Yellow undertone and another with Pink undertone to mix with the Bronze 7 to lighten it. That would be Bronze 1 (yellow) and Bronze 4 (pink). Bronze 6 has yellow undertone but it is a Dark Bronze foundation and would not lighten the shade.