

Foundation Conversion Chart

Information below consolidated from Mary Kay InTouch and Robert Jones. Use these suggestions as a starting point. (Updated 25feb15)

Undertone Key	Warm Brown—WB	Undertone	TW Liquid	Medium Coverage	Mineral Powder	CC Cream	EP Crème-to- Powder	Concealer	Pressed Powder	Highlighting Pen Shade	Day Radiance Cream	Former Crème- to-Powder	
			P	Ivory 1	<i>none</i>	Ivory .5	Very Light	<i>none</i>	Ivory 1	Ivory 1	1	<i>none</i>	<i>none</i>
			Y	Ivory 2	<i>none</i>	Ivory .5	Very Light	<i>none</i>	Ivory 1	Ivory 1	1	<i>none</i>	Ivory .5
	Golden Orange—GO		P	Ivory 3	Ivory 105	Ivory .5 or 1	Very Light	Ivory 1	Ivory 1	Ivory 1	1	<i>none</i>	Ivory .5
			Y	Ivory 4	Ivory 100	Ivory .5 or 1	Very Light	<i>none</i>	Ivory 2	Ivory 1	2	Antique Ivory	Ivory 1
			Y or O	Ivory 5	Ivory 200	Ivory 1	Light to Med.	Ivory 2	Ivory 1	Ivory 2	1	Buffed Ivory	<i>none</i>
			P	Ivory 6	Ivory 104	Ivory .5 or 1	Very Light	Ivory 3	Ivory 1	Ivory 1	1	Soft Ivory	Ivory .5
	Olive—O		VP	Ivory 7	Ivory 204	Ivory 1	Light to Med.	Ivory 4	Ivory 2	Ivory 1	2	Blush Ivory	Ivory 2
			Y	Beige 1	Beige 300	Ivory 2/Beige 1	Light to Med.	<i>none</i>	Beige 1	Beige 1	1	Fawn Beige	Beige 1
			Y	Beige 2	Beige 400	Beige 1 or 2	Med. to Deep	Beige 1	Beige 1	Beige 2	2	Almond Beige	Beige 3
	Yellow—Y		P	Beige 3	Beige 304	Ivory 2/Beige 1	Light to Med.	Ivory 5	Beige 1	Ivory 2	2	Delicate Beige	Beige 2
			P	Beige 4	Beige 404	Beige .5 or 1.5	Med. to Deep	<i>none</i>	Beige 1	Beige 1	2	<i>none</i>	Beige 2
			<i>none</i>	Beige 305	Ivory 2	Light to Med.	<i>none</i>	Beige 1	Ivory 2	2	Bisque Ivory	Beige 2	
		O	Beige 5	Beige 202	Ivory 2/Beige 1	Light to Med.	Beige 2 or 3	Beige 2	Ivory 2	3	<i>none</i>	<i>none</i>	
Very Pink—P		O	Beige 6	Beige 302	Beige 1	Med. to Deep	<i>none</i>	Beige 1	Beige 1	1	True Beige	Beige 1	
		O	Beige 7	Beige 402	Beige 2	Med. to Deep	Beige 5 or 6	Beige 2	Beige 2	2	Toasted Beige	Beige 4	
		P	Beige 8	<i>none</i>	Beige 1.5 or 2	Deep	Beige 4	Beige 2	Beige 2	4	<i>none</i>	Beige 3	
Pink—P		Y	Bronze 1	Bronze 500	Bronze 1	Deep	<i>none</i>	Bronze 1	Bronze 1	3	Mocha Bronze	Bronze .5	
		P	Bronze 2	Bronze 504	Bronze 1	Deep	Bronze 1	Bronze 1	Bronze 1	3	<i>none</i>	Bronze 1	
		GO	Bronze 3	Bronze 507	Bronze 2	Deep	<i>none</i>	Bronze 1	Bronze 1	3	<i>none</i>	<i>none</i>	
		P	Bronze 4	<i>none</i>	Bronze 2 or 3	Deep	<i>none</i>	Bronze 2	Bronze 1	4	<i>none</i>	Bronze 1	
		GO	Bronze 5	Bronze 607	Bronze 4	Deep	Bronze 2	Bronze 2	Bronze 1	4	Rich Bronze	Bronze 2	
		Y	Bronze 6	Bronze 600	Bronze 3	Deep	<i>none</i>	Bronze 2	Bronze 1	4	Walnut Bronze	Bronze 2	
Undertone Key		WB	Bronze 7	Bronze 708	Bronze 5	Deep	Bronze 3	Bronze 2	Bronze 2	4	Deep Bronze	<i>none</i>	
		WB	Bronze 8	Bronze 808	Bronze 5	Deep	Bronze 4 or 5	Bronze 2	Bronze 2	4	Mahogany Bronze	<i>none</i>	

** Please note that Day Radiance Cream and Former Crème-to-Powder foundations are discontinued. However, you may have customers, who used these products/shades.

(Original version created by Sr. Director Amy Duncan—this version by Director Heather Pratt)

Finding the Right Shade—Working with Undertones

Ask these 3 questions...

- Do you burn easily? If yes, recommend shades with a pink undertone.
- Do you burn and then tan? If yes, recommend shades with a yellow undertone.
- Do you tan easily? If yes, recommend shades with a olive undertone.

Next...

- Decide if she is ivory, beige, or bronze.
- Then, find the column below with her correct undertone.
- For example, if she is a light ivory with a pink undertone, you would select Ivory 1, Ivory 3, and Ivory 6 to color-stripe test.

	Yellow	Olive	Pink	Golden Orange	Warm Brown
Ivory	Ivory 2	Ivory 5	Ivory 1		
	Ivory 4		Ivory 3		
	Ivory 5		Ivory 6		
			Ivory 7		
Beige	Beige 1	Beige 4	Beige 3		
	Beige 2	Beige 6	Beige 5		
		Beige 7	Beige 8		
Bronze	Bronze 1		Bronze 2	Bronze 3	Bronze 7
	Bronze 6		Bronze 4	Bronze 5	Bronze 8

Also, keep in mind...

- These questions are a good guideline/starting point, but of course, they are only a starting point. You may need to adjust the shade 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, or ashy tones 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.

Finding the Right Formula—Ask These Questions

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

Skin Type	Foundation Recommendation	Finish	Benefits
Normal/Dry	TW Luminous Wear	luminous/ dewy	*reduces appearance of pores, fine lines, and skin imperfections *leaves skin luminous, radiant, and brightened
Combo/Oily	TW Matte Wear	matte	*reduces appearance of pores, fine lines, and skin imperfections *absorbs oil and controls shine all day
Combo/Oily	Endless Performance Crème-to-Powder	matte	*looks freshly-applied in warm weather *heat and humidity resistant *transfer resistant
Oily	Medium Coverage	natural	*stay-true, stay-put color *controls oil for at least eight hours
All Skin Types (dry skin may need extra moisturization product to use successfully)	Mineral Powder	natural/ matte	*blends easily *buildable coverage *controls shine *long wearing and transfer resistant
All Skin Types	CC Cream	natural	*eight benefits in one step—protect, brighten, correct, minimize redness, conceal, hydrate, reduce visible signs of aging, and defends