colors sheet

blush: $16

WARM	NEUTRAL	COOL
Golden Copper	Wineberry	Rosy Nude
Hot Coral		Rogue Rose
Shy Blush		

eyeshadows: $10

WARM	NEUTRAL	COOL
Biscotti	Candlelight	Blossom
Cinnabar	Rose Gold	Crystalline
Moonstone	Hazelnut	Smoky Quartz
Gold Status	Dusty Rose	Sunlit Rose
Shiny Penny	Espresso	
Golden Mauve	Merlot	

lipliner: $16

WARM



Auburn Nude



Truffle Nude

NEUTRAL



Beige Nude



Rose



Berry



Red

COOL



Mauve Nude



Hot Pink

lipglosses: $20



gel semi-matte lipsticks: $20

WARMS


red stiletto


poppy please


powerful pink


always apricot

COOLS


trademark pink


crushed berry


mauve moment


blush velvet


bashful you

gel semi-shine lipsticks: $20

WARMS


raspberry ice


apple berry


rosewood


naturally buff


spiced ginger


downtown brown

NEUTRALS


red smolder


sunset peach

COOLS


love me pink


scarlet red


haute pink


luminous lilac

supreme hydrating lipsticks: $22

WARMS


poetic pink


casual rose


better than bare


toasted plum


hushed blush

COOLS


festive pink


mauve crush


black cherry

NEUTRALS


rockstar red


natural


boho plum

shimmer eye shadow sticks : $22



midnight galaxy



radiant bronze



copper nova



golden sunrise



pink prisms

matte eye shadow sticks : $22



black obsidian



moonshadow



orbit clay



lunar rose



celestial nude

mascaras



$20
Lash Intensity



$18
Great Heights



$18
Ultimate
*black or black brown



$18
Fanorama
Define+Lift



$18
Great Heights
Waterproof

waterproof eyeliners



Steely **$16**



Brown **$16**



Liquid Pen in Black **$20**



Black **$16**



Blue **$16**

Outline of a Color Theory Class

- Oil-Free Eye Makeup Remover & Micellar Water (if they have makeup on)
- TimeWise Repair Set
  - Cleanser
  - Lifting Serum
  - Day Cream
  - Night Cream (back of hand)
  - Eye Cream
- Foundation Matching/Tone Matching
- Explain Color Theory
- 4 Lip Colors to Determine & Finalize Cool or Warm
- Give Color Sheet Hand Out to them to look at
- Primer
- Foundation (full coverage or cc cream) (apply with finger or disposable sponge)
- Correctors/Concealers
- Translucent powder (or silky setting powder) (optional)
- Blush (have her pick from the sheet)
- Eyeshadows (3 from sheet shimmer, medium, dark)
- Lipstick (play around in them with her or give her the one of the 4 she looks best in)
- Mascara
- Finishing Spray

Foundation Matching 101

- Ask: What does your skin usually do in the sun?
    - Burns and returns to its original color
    - Burns or turns pink, then tans
    - Tans easily with little to no redness
- This can give us a starting point for foundation undertone:
    - Pink Undertone: Typically doesn't tan easily. Skin may turn red and then return to its original color.
    - Yellow Undertone: Often turns red or pink first, then develops into a tan.
    - Neutral/Olive Undertone: Usually tans easily with little to no redness.
    - These are guidelines, not rules. Always confirm with actual foundation matching.
- FIND THE RIGHT DEPTH
    - You can usually tell immediately if a foundation is too light or too dark.
    - Blending won't correct the wrong depth.
- TEST YOUR MATCH
    - For the best match, test foundation on the upper chest, if possible.
    - Allow it to oxidize for about 30 seconds.
    - If it seems to disappear into the skin, you've likely found your match.
    - Then double-check it on the face:
        - Deep complexions: Test near the hairline.
        - Light to medium complexions: Test in the middle of the forehead, close to/between the brows.
- THEN CHOOSE YOUR FORMULA
    - Once you've found the right color, choose the formula based on the finish she prefers.
    - MATTE
        - Helps control oil, soft, powder-like finish, & buildable coverage
    - LUMINOUS
        - Provides hydration, a dewy finish, & buildable coverage
    - Apply in thin layers and build as needed.

COLOR THEORY & THE 4 SHADES

- Think of the color wheel as a circle divided into two sides: warm colors and cool colors.
    - WARM COLORS: Golden, peachy, coral, orange and earthy tones
    - COOL COLORS: Pink, berry, mauve, blue-based reds and cooler tones
- THE BIG THING TO REMEMBER:
    - Warm coloring loves warm colors.
    - Cool coloring loves cool colors.
- We're going to use four lipsticks to determine whether someone is better suited for warm or cool tones.

- APPLY IN THIS ORDER:
    - Poppy Please — WARM
    - Haute Pink — COOL
    - Always Apricot — WARM
    - Mauve Moment — COOL
- Don't change the order.
- We're not trying to find her favorite lipstick yet. We're using the lipsticks as a color-analysis tool to see whether warm or cool colors complement her best.
- Use micellar water and a cotton round to remove lipsticks colors - use a dab of undereye corrector all over lips if needed.

DETERMINING WARM OR COOL

- As you try each shade, pay attention to what happens to her overall complexion.
- WATCH THE UNDER EYE AREA AND COMPLEXION
  - Pay attention to dark circles, shadows, and looking “sunken in”.
    - Do they become more noticeable, or do they seem to soften?
  - The better colors should make her complexion appear brighter, clearer, more even, more awake.
    - If a color brings out redness, darkness, shadows or unevenness, it's probably not her best season.
  - Also it can make her teeth look brighter.

- THE “EXPENSIVE” TEST
  - The right colors should look rich and polished, not harsh or disconnected.
  - Poppy Please: If it pulls really orange and looks more “Dollar Tree” than expensive, she's likely not warm.
- Tip: Take a photo in good, consistent lighting with each of the four lipsticks. Comparing the photos side-by-side can make changes in the complexion much easier to see. If you want another opinion, send all four photos to your chat for a second set of eyes.

- Once you've determined WARM or COOL, give her the corresponding Color Sheet and let her choose from her recommended colors.
  - BLUSH: Choose a blush from her Color Sheet.
  - EYESHADOW: Choose 3 shadows from her Color Sheet
    - Lid: Shimmer — ex. Candlelight
    - Crease: Medium — ex. Hazelnut
    - Outer Corner: Deep — ex. Merlot

DETERMINING THEIR SEASON

- Once you've determined WARM or COOL, the next step is deciding whether her coloring looks best in BRIGHT or SOFT colors.

- WHAT IS CHROMA?
  - Chroma = how bright or muted a color is.
  - High Chroma = BRIGHT, clear, vivid colors
  - Low Chroma = SOFT, muted colors

WINTER

- Cool + Bright
- High chroma
- Higher contrast
- Best metal is silver
- Lipstick: Haute Pink

SUMMER

- Cool + Soft
- Low chroma
- Lower contrast
- Best metal is silver
- Lipstick: Mauve Moment

AUTUMN

- Warm + Soft
- Low chroma
- Lower contrast
- Best metal is gold
- Lipstick: Always Apricot

SPRING

- Warm + Bright
- High chroma
- Higher contrast
- Best metal is gold
- Lipstick: Poppy Please

SUPPLY LIST

SKIN PREP

☐ TimeWise Repair Set

☐ Oil-Free Eye Makeup Remover

☐ Micellar Water

☐ Primer

COMPLEXION

☐ Foundations of Choice — Full Coverage + CC Creams

☐ Undereye Correctors

☐ Concealers (optional)

☐ Translucent Powder or Silky Setting Powder (optional)

☐ Finishing Spray

COLOR

☐ Eyeshadow & Blush Palette

☐ 4 Lip Sticks — samples at minimum

☐ Mascara

BRUSHES

☐ Blush Brush

☐ All-Over Powder Brush

☐ Eye Blending Brush

☐ Foundation Brush

DISPOSABLES + EXTRAS

☐ Mascara Applicators

☐ Lip Doe-Foot Applicators

☐ Cotton Rounds

☐ Disposable Sponges / Beauty Blenders