

Your Eye Shape and Application

eye shape	highlight	midtone	contour
basic (standard)			
hooded			
deep-set			
close-set			
wide-set			
droopy			
prominent			

_____ do not highlight your brow bone (ever)!!!!!!!

Concealer Undertone Chart

	pink	yellow	golden orange	warm brown
ivory 1		x		
ivory 2	x			
beige 1	x			
beige 2		x		
bronze 1			x	
bronze 2				x

FOUNDATION

Depth Level- the lightness or darkness of your skin and foundation. It is how light or how dark your skin and foundation appear to the naked eye.

Stripe Testing

IVORY/ BEIGE stripe test from jaw to neck

BRONZE/ EBONY stripe test from cheek to jaw

How to Choose the Correct Foundation Formula

Three questions you have to ask:

1. Skin type (what benefits does your skin need).
2. Benefits you want from your foundation.
3. Desired coverage.

CORRECT FORMULA

skin type	cc cream	mineral powder	luminous	matte	medium coverage	crème to powder
dry	X	(X)	X			X
normal	X	X	X	X	X	X
oily	X	X		X	X	(X)
combination	X	X	(X)	X	X	X

()= means skin might need extra prep to wear this formula or it might not be the best option.

BENEFITS AND COVERAGE

level of coverage	SPF	oil absorbers	anti-aging	added hydration	buildable coverage	transfer resistant	oil free
cc cream	X		X	X			X
mineral powder					X		X
matte		X	X		X	X	X
medium coverage		X			X	X	X
luminous			X	X	X	X	X
crème to powder					X	X	X

LIQUID UNDERTONE CHART

pink	yellow	olive	golden orange	warm brown
Ivory 1				
	Ivory 2			
Ivory 3				
	Ivory 4			
Ivory 6				
	Ivory 5	Ivory 5		
	Beige 1			
Ivory 7				
Beige 3				
	Beige 2			
Beige 4				
		Beige 5		
		Beige 6		
		Beige 7		
Beige 8				
	Bronze 1			
Bronze 2				
			Bronze 3	
Bronze 4				
	Bronze 6			
			Bronze 5	
				Bronze 7
				Bronze 8

*listed light to dark

CRÈME TO POWDER UNDERTONE CHART

pink	yellow	olive	golden orange	warm brown
Ivory 1				
	Ivory 2			
Ivory 3				
Ivory 4				
	Beige 1			
Ivory 5				
		Beige 2		
		Beige 3		
Beige 4				
		Beige 5		
	Beige 6			
Bronze 1				
			Bronze 2	
				Bronze 3
				Bronze 4
				Bronze 5

TOTAL CONVERSION CHART

TIMEWISE LIQUID FOUNDATION	MEDIUM COVERAGE	CRÈME TO POWDER	LOOSE MINERAL POWDER FOUNDATION	CC CREAM	LOOSE POWDER	SHEER PRESSED MINERAL POWDER	DAY RADIANCE CREAM FOUNDATION
Ivory 1	new shade		Ivory .5	Light	Ivory 1	Ivory 1	
Ivory 2	new shade		Ivory .5	Light	Ivory 1	Ivory 1	
Ivory 3	Ivory 105		Ivory .5/ Ivory 1	Light	Ivory 1	Ivory 1	
Ivory 4	Ivory 100		Ivory .5/ Ivory 1	Light	Ivory 1	Ivory 1	Antique Ivory
Ivory 5	Ivory 200		Ivory 1	Lgt to Mdm	Ivory 1	Ivory 2	Buffed Ivory
Ivory 6	Ivory 104	Ivory 1	Ivory .5/ Ivory 1	Light	Ivory 1	Ivory 1	Soft Ivory
Ivory 7	Ivory 204	Ivory 4	Ivory 1	Lgt to Mdm	Ivory 1	Ivory 1	Blush Ivory
Beige 1	Beige 300		Ivory 2/ Beige 1	Lgt to Mdm	Ivory 2	Beige 1	Fawn Beige
Beige 2	Beige 400	Ivory 2	Beige 1/ Beige 2	Mdm to Deep	Beige1/ Beige 2	Beige 2	Almond Beige
Beige 3	Beige 304	Ivory 3	Ivory 2/ Beige .5	Lgt to Mdm	Ivory 2	Ivory 2	Delicate Beige
Beige 4	Beige 404	Ivory 5	Beige .5/Beige 1.5	Mdm to Deep	Beige 1	Beige 1	
	Beige 305		Ivory 2	Lgt to Mdm	Ivory 2	Ivory 2	Bisque Ivory
Beige 5	Ivory 202	Beige 1	Ivory 2/Beige 1	Lgt to Mdm	Ivory 2	Ivory 2	
Beige 6	Beige 302	Beige 2	Beige 1	Mdm to Deep	Beige 1	Beige 1	True Beige
Beige 7	Beige 402	Beige 3	Beige 2	Mdm to Deep	Beige 2	Beige 2	Toasted Beige
Beige 8	new shade	Beige 4	Beige 1.5/ Beige 2	Deep	Beige 2	Beige 2	
		Beige 5					
Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep	Bronze 1	Bronze 1	Mocha Bronze
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Deep	Bronze 1	Bronze 1	
Bronze 3	Bronze 507		Bronze 2	Deep	Bronze 1	Bronze 1	
Bronze 4	new shade		Bronze 2/ Bronze 3	Deep	Bronze 1	Bronze 1	
Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep	Bronze 1	Bronze 1	Rich Bronze
Bronze 6	Bronze 600			Deep	Bronze 1	Bronze 1	Walnut Bronze
		Bronze 3					
Bronze 7	Bronze 708	Bronze 4	Bronze 5	Deep	Bronze 2	Bronze 2	Deep Bronze
Bronze 8	Bronze 808	Bronze 5	Bronze 5	Deep	Bronze 2	Bronze 2	Mahogany

Imagine having private lessons from the master, Robert Jones, in your own home

Now imagine how you could increase your profits and the success of your business with the knowledge and confidence you gain. WEll... Robert is making that possible.. coming to a computer near you... as soon as you join the academy.. you will become one of robert's bff's and he will be at your disposal 24/7! Rewind, pause and play it again... learn over and over.....

Did I mention the all new **robert jones beauty academy??**
YOU will have robert in your home for private lessons to prepare you for **your** public appearances!!!

- Could you get excited about building more clientele?
- Because your customers are referring you to everyone?
- Wouldn't it be wonderful if you received so many referrals that you had to book 3 months out?
- The greatest form of advertising is "tell-a-woman!" And that is exactly what they will be doing... telling all their friends about how incredible YOU are as their personal beauty consultant and how skilled you are in the art of makeup!

robert jones is a celebrity makeup artist and best-selling author of three makeup books (selling in 13 countries and 8 languages). His clients include major companies such as Mary Kay cosmetics, Neiman Marcus, Saks and Nexxus.. just to name a few. His magazine clientele includes Allure, InStyle, Elle, Vogue, Marie Claire, Brides magazine and Life&Style...

too many to name. He works with amazing celebrities such as Cindy Crawford, Selena Gomez, Edie Falco, Mary Louise Parker, Laura Linney, Eve Best (one of his new bff's) Sheryl Crow, Leann Rimes, the Dixie Chicks and many, many others.

Also, as one of robert's new students and bff's, you will receive many perks including

- 10%-25% off on products from Robert Jones Beauty Academy site
- bonus directional emails on current trends in makeup
- members forum- chat and share with others in the academy
- face book academy contests- you can win prizes

www.robertjonesbeautyacademy.com

CHOOSING BROW COLOR

When selecting brow color the basic rule of thumb is that it should closely match your hair color (whether natural or chosen). Let's elaborate a bit though because we know it is not just as simple as that.

- light blonde- same shade as hair or one shade darker
- medium to dark blonde- same color as hair
- auburn- same color as hair
- light brown- same color as hair or one shade lighter
- medium to dark brown- same color as hair or one shade lighter
- very dark brown to black- one shade lighter than hair your color
- silver or grey- use a blonde or soft taupe color for ivory/ beige skin tones and use a light golden brown for bronze/ ebony skin tones (a silver or grey color to match hair would just wash you out and make you look older)

BROW POWDER

hair color	eyebrow pencil	mk shadow	brow powder
light blonde/ blonde	classic blonde	hazelnut	#1 / #2
medium/ dark blonde	blonde	hazelnut	#2 / #3
auburn	soft auburn	driftwood	#3 / #5
light brown	blonde	hazelnut	#3 / #4
brown/ medium brown	brunette	driftwood	#4 / #5
dark brown	brunette	driftwood	#4 / #5 / #6
very dark brown/ black	soft black	espresso	#5 / #6
grey (ivory/ beige)	classic blonde/ blonde	hazelnut	#1 / #2 / #3
grey (bronze/ ebony)	brunette	driftwood	#3 / #4 / #5

EYESHADOW

Frost shadows give much more opaque coverage and feature a white or silver sparkle. They usually come in fun, light pastel shades that work best on younger skin. Frosted shadows can easily sink into wrinkles and therefore do not work as well on mature skin.

Shimmer shadows offer great, sheer coverage so that when you sweep on the color, you can still see the skin underneath. Shimmer shadows have a subtle sheen and give a hint of sparkle. They typically won't collect in fine lines, which makes them a perfect choice for mature skin. Light shimmer shadows work great for highlighting and bringing out recessed areas of the eyelid. Dark shimmer shadows are great for adding drama without being as harsh as deep-tone matte shades.

Matte is the best for creating a natural no-makeup look and is the best finish for midtone shades because of its natural appearance. It usually contains a higher level of color pigment and works really well for reshaping and defining the eye.

IVORY

highlight

honey spice – shimmer
sweet cream – matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lime – shimmer
sterling – shimmer
gold coast - shimmer
sparkling white- sparkle
glistening gold- sparkle
shimmering lilac- sparkle
rose gold- shimmer
ballerina pink- matte

midtone

hazelnut – matte
driftwood – matte
precious pink – shimmer

accent

stone – matte
chocolate kiss – shimmer
copper glow – shimmer
granite – shimmer
polished stone- shimmer
french roast - shimmer
truffle- shimmer
amber blaze – shimmer
iris – shimmer
sweet plum – shimmer
emerald - shimmer
azure - shimmer
peacock blue - shimmer
midnight star – shimmer
silver satin – shimmer
espresso – matte
coal – matte
brilliant black- sparkle

BEIGE

highlight

honey spice – shimmer
sweet cream – matte
ballerina pink - matte
moonstone – shimmer
spun silk – shimmer
crystalline – shimmer
lime – shimmer
gold coast – shimmer
sterling- shimmer
sparkling white- sparkle
glistening gold- sparkle
shimmering lilac- sparkle
rose gold- shimmer

midtone

hazelnut – matte
driftwood – matte
stone – matte
precious pink – shimmer

accent

chocolate kiss – shimmer
copper glow – shimmer
french roast - shimmer
truffle- shimmer
granite –shimmer
polished stone- shimmer
iris – shimmer
sweet plum – shimmer
amber blaze – shimmer
emerald - shimmer
azure- shimmer
peacock blue - shimmer
midnight star - shimmer
silver satin - shimmer
espresso – matte
coal – matte
brilliant black- sparkle

BRONZE

highlight

gold coast - shimmer
golden vanilla- matte
honey spice – shimmer
spun silk – shimmer
precious pink – shimmer
rose gold- shimmer
amber blaze – shimmer
lime – shimmer
polished stone – shimmer
silver satin - shimmer
azure – shimmer
emerald – shimmer
glistening gold- sparkle

midtone

driftwood – matte
stone- matte
cinnabar- matte
cinnamon stick- matte
dark cherry- matte

accent

chocolate kiss – shimmer
copper glow – shimmer
french roast - shimmer
truffle- shimmer
iris – shimmer
sweet plum – shimmer
peacock blue - shimmer
midnight star – shimmer
cinnabar - matte
espresso – matte
coal – matte
brilliant black- sparkle

EBONY

highlight

gold coast - shimmer
rose gold- shimmer
honey spice – shimmer
precious pink – shimmer
silky caramel – matte
amber blaze – shimmer
copper glow - shimmer
lime – shimmer
polished stone- shimmer
silver satin- shimmer
azure – shimmer
emerald – shimmer
glistening gold- sparkle

midtone

cinnabar – matte
cinnamon stick- matte
dark cherry -matte

accent

chocolate kiss – shimmer
french roast - shimmer
truffle- shimmer
iris – shimmer
sweet plum – shimmer
peacock blue- shimmer
midnight star – shimmer
espresso – matte
coal – matte
brilliant black- sparkle

CHOOSING EYESHADOW COLOR

Your makeup is an accessory to you! Your clothing is an accessory to you!
Your makeup is not an accessory to your clothing! They are both designed
to make you look good!!!!

1. **What is her eye color?**
2. What is her skintone (the lightness or darkness of her skin)?
3. What color is she wearing? (absolute least important question)

Eye color chart pg. 87

eye color

blue

liner

bronze
deep brown
black

*no highlights are listed, experiment!!!!!!

shadow

hazelnut
driftwood
french roast
chocolate kiss
truffle
amber blaze
copper glow
sweet plum
brilliant black
espresso
coal

green

bronze
deep brown
violet ink
black

hazelnut
driftwood
french roast
chocolate kiss
truffle
amber blaze
copper glow
granite
sweet plum
iris
brilliant black
espresso
coal

brown

bronze
deep brown
black
violet ink
steely
dark denim
rich jade

hazelnut
driftwood
stone
precious pink
french roast
chocolate kiss
truffle
amber blaze
copper glow
granite
silver satin
brilliant black
sweet plum
iris
emerald
azure
peacock blue
midnight star
espresso
coal

grey

deep brown
black
steely

hazelnut
driftwood
stone
granite
silver satin
brilliant black
sweet plum
espresso
coal

EYESHADOW APPLICATION TOOLS

Eye Shape	RJB brush	MK	Eye Shape	RJB brush	MK
Basic (standard)			Close-Set		
highlight	22	color	highlight	22	color
midtone	11/20	crease	midtone	11/20	crease
contour (accent)	30	color	contour (accent)	30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Hooded			Droopy		
highlight	22	color	highlight	22	color
midtone	27/11	color	midtone	11/20	crease
contour (accent)	15/30	color	contour (accent)	30	color
blending brush	16/28		blending brush	16/28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14		highlight lower lashline	14	
Deep -Set			Prominent		
highlight	22	color	highlight	22	color
midtone	20/11	crease	midtone	27	color
contour (accent)	30	color	contour (accent)	27/30	color
blending brush	16/28		blending brush	28	
contour lower lashline	13/19	smudger	contour lower lashline	13/19	smudger
highlight lower lashline	14				
Wide-Set					
highlight	22	color			
midtone	11/20	crease			
contour (accent)	30	color			
blending brush	16/28				
contour lower lashline	13/19	smudger			

BLUSH

Your blush color choice should never be any darker than your naturally flush.

The purpose of blush is to brighten and wake up your face.

Matte bronzers look the most natural on ivory/ beige skin.

Bronzers with shimmer work best on deep bronze/ ebony skin.

PROPER PLACEMENT

When applying bronzer and blush, you want to concentrate the majority of your color on the cheekbone; that is the proper placement. Just take this can't-miss application placement test:

1. Smile.
2. Locate the center of the apple of your cheek and place your index finger there.
3. Next, place your thumb at the top of your ear where it connects to your head.
4. Now take your thumb and bring it toward your index finger. The bone you feel is your cheekbone.
5. Apply your color directly onto the cheekbone.

LIP LINER

I'm often asked if women have to wear lip liner. While it's an optional step, here are three things to consider to help you decide if lip liner is for you:

1. Lip liner can help define your mouth and reshape your lips if they are uneven.
2. Lip liner can help prevent your lip color from bleeding onto your skin.
3. Lip liner can help your lipstick last longer, especially if you fill in your lips with liner first before applying your lip color.

CHOOSING LIPSTICK COLOR

1. What size are her lips?
2. What is her skintone?
3. What is she wearing? (absolute least important question)

LIPSTICK INTENSITY CHART

IVORY/ BEIGE

bright

pink satin
wild about pink
sunset
citrus flirt
sassy fuchsia
really red
red
firecracker
sizzling red

neutral

apricot glaze
sweet nectar
first blush
color me coral
pink cherie
tuscan rose
toffee
natural beaute
sunset
frosted rose
shell
raisinberry
dusty rose
sheer blush
whipped berries
pink passion

deep

amber suede
maple
gingerbread
black cherry
apple berry
berry kiss
berry a la mode

layering

sheer blush
pink shimmer

BRONZE/ EBONY

bright

pink satin
wild about pink
sunset
citrus flirt
really red
red
firecracker
sizzling red

neutral

downtown brown
gingerbread
maple
sienne brulee
tuscan rose
exotic mango
toffee
frosted rose
pink passion
raisinberry
whipped berries
lava berry
chocolatte

deep

amber suede
black cherry
apple berry
berry kiss
berry a la mode
rich fig
mystic plum

layering

mocha freeze
sweet nectar

LIPSTICK SKINTONE CHART

lipstick	I 1	I 2	I 3	I 6	I 4	I 7	I 5	B 5	B 3	B 1	B 6	B 4	B 2	B 7	B 8	BR 2	BR 1	BR 3	BR 4	BR 6	BR 5	BR 7	BR 8	
			105	104	100	204	200	202	305	304	300	404	400	402		504	500	507		600	607	708	808	
apricot glaze	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
toffee	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x								
shell	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
sweet nectar	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
sunset	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x					
pink passion	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x							
pink satin	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
dusty rose	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
frosted rose	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
raisinberry	s																			x	x	x		
whipped berries	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
berry kiss	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
apple berry	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
black cherry	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
really red	c	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
red	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
maple	c																			x	x	x		
amber suede	c																			x	x	x		
gingerbread	s																			x	x	x		
downtown brown	s																			x	x	x		
rich fig	s																			x	x	x		
sheer blush	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
pink shimmer	f	x	x	x	x	x	x	x	x	x	x	x	x	x	x									
mocha freeze	f																			x	x	x		

