

Introducing the new Artistry Foundation Universal Shade Range

Choosing the correct foundation shade can often be difficult. In the past, pinkish-red tones in foundation were thought to match skin that appeared pinkish-red. However, the new approach to flawless-looking foundation is to create shades that are skin-tone correct and complement the skin's natural undertone.

With this in mind, the ARTISTRY® Foundation Universal Shade Range was developed for all ARTISTRY foundation formulations, using input from professional makeup artists, scientists, and industry experts based on:

- ◆ The universal undertones of the skin.
- ◆ Foundation trends.
- ◆ Competitive analysis.

These new foundation shades are formulated with yellow undertones, the most common skin undertone, found in the majority of the population. Using a foundation that **complements** most undertones naturally, the appearance of imperfections will be diminished. And since these skin undertones are almost universal, the new ARTISTRY foundation shades will accommodate a greater range of skin tones, simplifying the colour-matching process and meeting the needs of a diverse customer base.

Understanding skin colours and undertones

All skin has an undertone, or predominant pigment, which determines individual skin colouring. For some, the undertones are pronounced and can be seen easily; for others the undertone is less obvious. Undertone colour can range from yellowish (intensifying to orange) to pinkish (intensifying to red). Here are some additional details to help with understanding undertones:

- ◆ The natural colour within skin is called the undertone.
- ◆ The most common undertone colour is yellow.
- ◆ Very few people have a red undertone.
- ◆ When redness appears on the *surface of the skin*, it's due to skin composition and the condition of the skin.
- ◆ When pink or red tones appear *within the skin*, it's due to increased vascular activity, sensitivity, or broken capillaries.

For years, makeup professionals have noticed that most skin types have yellow undertones with true red undertones being extremely rare. These professionals have always relied on products with yellow undertones, to match their subjects' true pigment colour better.

Scientists have also proven that skin tone is generally yellow-based. Physiologically, this colour is determined by pigments within the skin, such as carotene, bilirubin, and melanin.

- ◆ Carotene imparts a yellow-to-orange colour within the skin.
- ◆ Bilirubin creates a distinctive yellow within the skin.
- ◆ Melanin is actually a general term for two components within the skin – eumelanin and pheomelanin
 - Eumelanin imparts a brown-to-black colour.
 - Pheomelanin gives skin a yellow-to-red tone, but is rarely found.

How to identify and choose the perfect foundation match

Finding the right foundation shade can be a woman's secret weapon to having a flawless-looking complexion, but many women need help when choosing a perfect match. In fact, many women who find it difficult to choose a foundation without the help of an expert may avoid buying foundation at all. Now the new ARTISTRY® Foundation Universal Shade Range makes it much easier to pick the right foundation, confidently.

The ideal environment for shade matching is natural daylight where you can get a true reading of the skin's undertone and the foundation colour (hue and intensity). If daylight or natural lighting are not available, make sure that there is adequate lighting. And whenever possible, avoid using fluorescent lights.

In order to work with the new universal foundation shades successfully, it is essential to know the theory behind the shades, and how to use them correctly. Intensity and hue (sometimes referred to as the undertone within the foundation) are the two visual elements of a foundation colour.

- ◆ Intensity refers to a foundation shade's lightness or darkness.
- ◆ Hue refers to how much yellow or pink pigment is in a foundation.

Since the new ARTISTRY foundation shades have been developed using universal hues, colour matching is easy and results in a naturally flawless-looking complexion. Follow these simple steps to select the best shade for your customer every time:

- ◆ Evaluate your customer's clean skin in natural light and find three shades that are close to her skin tone.
- ◆ Using a foundation sponge or brush, have your customer place the shades you have selected on her cheek, near the jawbone, in vertical lines. Applying foundation in this area ensures that it will match both your customer's face and neck.
- ◆ Look at the shades to find the foundation that blends seamlessly into the skin. The colour that blends most naturally is the correct match.

Don't be afraid to try other foundation shades and finishes. With practice, you'll soon become a pro at identifying undertones and selecting the perfect foundation match!

Transitioning from a previous Artistry foundation shade

To make it easier for you and your customers, an ARTISTRY Foundation Shade Recommendations chart is available as a downloadable PDF on Quixtar.com > Find Products > Exclusive Brands > Artistry > Cosmetics, under Resources. Use it to decide which of the new foundation shades best matches your current ARTISTRY foundation. This chart will direct you to a starting point for your foundation match. You will find the new shades are much easier to match, and they blend easily with skin's undertone.

And for more in-depth information on foundation application and selection, order *The Art of Beauty Faces* (40-0601) on Quixtar.com. Then learn the how-tos of creating gorgeous eyes and lips with *The Art of Beauty Eyes* (40-0603) and *The Art of Beauty Lips* (40-0602).