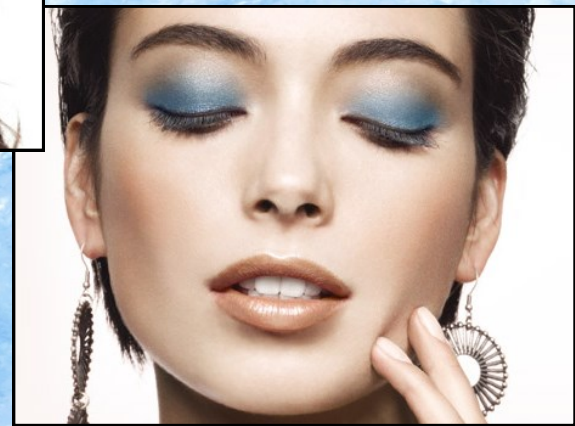


# Makeover Portfolio

## Winter 2014



discover what you **LOVE**™

*Created by FD Amy Parnell and SSD Mary Piatt*

# Winter 2014 Makeover Portfolio

## Subtle Radiance



**Eyes:** Sandstorm Mineral Eye Color Quad  
**Eyeliner:** Sandstorm Mineral Eye Color Quad  
**Cheeks:** Shy Blush  
**Lip Gloss:** Shock Tart Lip

### Eye Applications Tips:

Shade 3 (golden): all over lid- into crease & fade up  
Shade 1 (wood): outer corner to 1/2 upper lid  
Shade 4 (chocolate): line upper lids & drag to lower lid lining 1/2  
Shade 2 (cream): line lower lid inside corner meeting chocolate- highlight brow bone & inner corner of lid

## Classic Chai

**Eyes:** Chai Latte Mineral Eye Color Quad  
**Eyeliner:** Chair Latte Mineral Eye Color Quad  
**Cheeks:** Cinnamon Stick  
**Lips Gloss:** Berry Dazzle



### Eye Applications Tips:

Shade 2 (linen): all over lid- into crease & fade up  
Shade 3 (grey): outer corner to 1/2 upper lid  
Shade 4 (chocolate) line upper lids & drag to lower lid lining 1/2  
Shade 1 (cream): line lower lid inside corner meeting chocolate- highlight brow bone & inner corner of lid

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## Modern Metallics



**Eyes:** Black Ice Mineral Eye Color Quad  
**Eyeliner:** Black Ice Mineral Eye Color Quad  
**Cheeks:** Bold Berry  
**Lip Gloss:** Sparkle Berry

### Eye Applications Tips:

Shade 2 (white): all over lid- into crease & upper lid to brow bone  
Shade 3 (onyx): line upper lids & drag to lower lid lining 1/2  
Shade 4 (silver): dust inner corner of lid  
Shade 1 (copper): outer corner to 1/2 upper lid

## Smokey Autumn Leaves

**Eyes:** Autumn Leaves Mineral Eye Color Quad  
**Eyeliner:** Autumn Leaves Mineral Eye Color Quad  
**Cheeks:** Sunny Spice  
**Lip Gloss:** Sun Blossoms



### Eye Applications Tips:

Shade 2 (gold): all over lid- into crease & upper lid to brow bone  
Shade 3 (purple): outer corner to 1/2 upper lid  
Shade 4 (merlot): line upper lids & drag to lower lid lining 1/2  
Shade 1 (green): line lower lid inside corner meeting merlot



# Winter 2014 Makeover Portfolio



**Eyes:** Spun Silk, Driftwood, Emerald, Espresso  
**Eyeliner:** Rich Jade  
**Cheeks:** Shy Blush  
**Lipstick:** Pink Cherie  
**Lip Gloss:** Cafe Au Lait

### Eye Applications Tips:

Spun Silk: all over lid- into crease & fade up  
 Driftwood: 2/3 outer corner lid  
 Emerald and Espresso: mix- outside corner and line 1/4 lower lid (water line)

**Eyes:** Amber Blaze, Sweet Plum, Truffle  
**Eyeliner:** Violet Ink  
**Cheeks:** Citrus Bloom  
**Lipstick:** First Blush  
**Lip Gloss:** Cafe Au Lait



### Eye Applications Tips:

Amber Blaze: all over lid- into crease & fade up  
 Sweet Plum: 1/2 outer corner lid & line 1/2 lower lid (water line)  
 Truffle: liner upper lid (corner to corner) & 1/2 lower lid



**Eyes:** Lavender Fog, Iris, Espresso  
**Eyeliner:** Violet Ink  
**Cheeks:** Sunny Spice  
**Lipstick:** Spice 'N Nice  
**Lip Gloss:** Silver Moon

### Eye Applications Tips:

Lavender Fog: inner corner of eye- into crease  
 Iris: meet Lavender Fog to outer corner (pat)  
 Espresso: outer corner & drag to lower lid lining 1/2

# Winter 2014 Makeover Portfolio

**Eyes:** Spun Silk, Truffle, Copper Glow  
**Eyeliner:** Deep Brown  
**Cheeks:** Sunny Spice  
**Lip Gloss:** Cafe Au Lait

## Eye Applications Tips:

Spun Silk: inner corner of eye- 1/4 in lid

Truffle: meet Spun Silk to outer corner & into crease

Copper Glow: into crease & blend up



**Eyes:** Rosegold, French Roast  
**Eyeliner:** Coal  
**Cheeks:** Shy Blush  
**Lip Gloss:** Fancy Nancy

## Eye Applications Tips:

Rosegold: all over lid- into crease & fade up

French Roast: outer corner and fade in 1/2 lid

Coal: line upper lid

**Eyes:** Beach Blonde, Rosegold  
**Eyeliner:** Bronze  
**Cheeks:** Sparkling Cider  
**Lipstick:** Sizzling Red –OR–  
**Lip Gloss:** Rock 'N Red

## Eye Applications Tips:

Beach Blonde: all over lid- into crease & fade up

Rosegold: outer corner and fade in 1/2 lid



# Winter 2014 Makeover Portfolio



**Eyes:** Sweet Cream, Honey Spice, Stone, Iris, Sweet Plum

**Eyeliner:** Coal

**Cheeks:** Shy Blush

**Lip Gloss:** Pink Parfait

**Eye Applications Tips:**

Sweet Cream: all over lid- into crease & upper lid to brow bone

Honey Spice: inner corner and fade in 1/2 lid

Stone: pat in middle of upper lid and fade to outer corner

Iris: outer corner and fade to middle

Sweet Plum: outer corner & drag to lower lid lining 1/2

Coal: line upper lid

**Eyes:** Crystalline, Honey Spice, French Roast

**Eyeliner:** Coal

**Cheeks:** Strawberry Cream

**Lipstick:** Apple Berry

**Lip Gloss:** Sparkle Berry

**Eye Applications Tips:**

Crystalline: all over lid- into crease & upper lid to brow bone

Honey Spice: all over lid- stop in crease

French Roast: outer corner- 1/4 in- line lower lid

Coal: line upper lid



**Eyes:** Spun Silk, Lavender Fog, Driftwood

**Eyeliner:** Deep Brown

**Cheeks:** Shy Blush

**Lip Gloss:** Pink Wink

**Eye Applications Tips:**

Spunk Silk: all over lid- into crease & upper lid to brow bone

Lavender Fog: outer corner to 2/3 upper lid

Driftwood: outer corner & drag to lower lid lining 1/2



# Winter 2014 Makeover Portfolio



**Eyes:** Crystalline, Silver Satin, Brilliant Black  
**Eyeliner:** Coal  
**Cheeks:** Shy Blush & Sunny Spice (mixed)  
**Lipstick:** Pink Cherie

**Eye Applications Tips:**

Crystalline: all over lid- into crease & fade up  
Silver Satin: outer corner to 1/2 lid (stay out of crease)  
Brilliant Black: outer corner- 1/4 in- line lower lid  
Coal: line upper lid

**Eyes:** Moonstone, Granite  
**Eyeliner:** Coal  
**Cheeks:** Sparkling Cider  
**Lip Gloss:** Berry Dazzle

**Eye Applications Tips:**

Moonstone: all over lid- into crease & fade up  
Granite: outer corner to 1/2 lid- into crease  
Coal: line upper lid



**Eyes:** Driftwood, Copper Glow  
**Eyeliner:** Coal  
**Cheeks:** Shy Blush  
**Lipstick:** Whipped Berries

**Eye Applications Tips:**

Driftwood: all over lid- into crease  
Copper Glow: outer corner to 1/2 lid  
Coal: line upper lid



# Winter 2014 Makeover Portfolio

**Before**

Attach 3.5 x 5 photo here

**After**

Attach 3.5 x 5 photo here

Model's Name \_\_\_\_\_

Date \_\_\_\_\_

Model's Occupation \_\_\_\_\_

Consultant's Name \_\_\_\_\_

Hair Color \_\_\_\_\_

Eye Color \_\_\_\_\_

Skin Type \_\_\_\_\_

Foundation Shade & Formula \_\_\_\_\_

Check the overall effect achieved:

Natural  Professional  Dramatic

Shades Used for This Look: \_\_\_\_\_

\_\_\_\_\_

What do you like best about this look? \_\_\_\_\_

\_\_\_\_\_

What product(s) did you like best & why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How does your skin look and/or feel? (check all that apply)

Clean  Soft  Radiant

Refreshed  Smooth  Flawless

What did you enjoy most about your makeover today? \_\_\_\_\_

\_\_\_\_\_



# Winter 2014 Makeover Portfolio

Get excited! Putting together a “Before & After” portfolio is one of the best ways you can build your business and increase your sales.

## Here are a few tips for your pictures:

1. When taking pictures, be sure that your camera is in the vertical position.
2. Zoom in to your subject so that nothing shows below the shoulders or above the head. There is no need to include your model’s clothing or any part of the wall or surroundings.
3. Take a couple of shots of both the before and the after in case your model blinks or looks away and you don’t catch it.
4. Try taking pictures with and without a flash—you can decide when you view them on your computer which looks best.
5. Natural light is great, but beware of shadows caused by bright sun.
6. Consider using a very neutral background—one trick is to hang a black tablecloth, sheet, beach towel, etc. over a door and then have your model stand in front of that. Light blue also works well. (I used to tuck one of my son’s baby blankets into my tote bag to take to appointments.)
7. Help your model relax and have fun while taking her pictures—this is part of her star treatment!
8. Be sure to explain about the contest and your portfolio when booking the appointment with your model—don’t ever surprise her with the camera! She may not be very comfortable with it without warning!
9. Be sure to ask permission to use the before & after pictures—in your portfolio, on display in your office, on Facebook, or ANYWHERE you plan to use them.

## Here are a few business tips for your portfolio:

1. You will want to use a 3-ring binder with a clear pocket on the front for the cover. Use clear page protectors for the look dividers and for the makeover pages. Place corresponding looks behind each look section divider.
2. If you are not working from full-size demos, consider putting together the samples for each look in small baggies. It’s easy to pull out the look when someone selects it from your book.
3. This can be a POWERFUL booking tool for your business. You pay women a high compliment when you ask them to be your model, and they will be excited!
4. Consider offering a product gift or gift certificate as an incentive to be in your book. Then you can turn it into a class and offer hostess credit.
5. Because you are offering a “makeover,” you will need to be sure to schedule your appointments with enough time for full color. If you are used to doing quick color with full skin care at the first appointment, you may need to flip that and offer quick skin care with full color and a follow up “anti-aging spa facial” to get the second booking and to offer full customer service.
6. You may be able to approach business women if you offer them an opportunity to display their business card in your portfolio. You can purchase clear, vinyl business card pages to put in the front of your book, or attach the card to her individual page before sliding it down into the page protector.
7. Set a goal for yourself to achieve a certain number of each look. This can also help you when booking when you are needing “just one more” etc.
8. Have fun with it! When you are excited, your customers will be excited!!