

# FOUNDATION CONVERSION CHART

TW 3D Liquid	Crème-to-Powder	CC Cream	Concealer	Silky Setting Powder	Pressed Powder	Mineral Powder (discontinued)
Ivory C100		Very Light	Light Ivory	Light Ivory	Ivory 1	Ivory .5
Ivory C110		Very Light	Deep Ivory	Light Ivory	Ivory 1	Ivory .5 or 1
Ivory W120 (luminous only)		Very Light	Light Ivory	Lt.-Med. Ivory	Ivory 1	Ivory .5 or 1
Ivory W130		Very Light	Light Ivory	Lt.-Med. Ivory	Ivory 2	Ivory 1
Ivory N140	Ivory 1	Very Light	Deep Ivory	Lt.-Med. Ivory	Ivory 2	Ivory 1
Ivory W150		Lt. to Med.	Deep Ivory	Lt.-Med. Ivory	Ivory 2	Ivory 2 or Beige 1
Ivory N160		Lt. to Med.	Deep Ivory	Medium Ivory	Ivory 2	Ivory 2
Beige W100	Ivory 2	Lt. to Med.	Deep Beige	Medium Ivory	Beige 1	Ivory 2 or Beige 1
Beige C110	Ivory 3	Lt. to Med.	Deep Ivory	Medium Ivory	Beige 1	Ivory 2 or Beige .5
Beige C120	Ivory 4	Lt. to Med.	Light Beige	Deep Ivory	Ivory 2	Ivory 2 or Beige .5
Beige C130		Lt. to Med.	Light Beige	Deep Ivory	Beige 1	Beige 1
Beige C140		Lt. to Med.	Light Beige	Deep Ivory	Beige 1	Beige .5 or 1.5
Beige N150		Med. to Deep	Light Beige	Light Beige	Beige 1	Beige 1
Beige W160		Med. to Deep	Light Beige	Light Beige	Beige 1	Beige 1
Beige C170	Ivory 5	Lt. to Med.	Light Beige	Light-Med. Beige	Beige 1	Beige .5 or 1.5
Beige W180	Beige 1	Med. to Deep	Deep Beige	Light-Med. Beige	Beige 2	Beige 1 or 2
Beige N190		Med. to Deep	Deep Beige	Medium Beige	Beige 2	Beige 2
Beige N200	Beige 2	Med. to Deep	Deep Beige	Medium Beige	Beige 2	Beige 2
Beige N210	Beige 3	Med. to Deep	Deep Beige	Medium Beige/Deep Beige	Beige 2	Beige 2
Beige C220	Beige 4	Med. to Deep	Deep Beige	Medium Beige/Deep Beige	Beige 2	Beige 2
Bronze W100	Beige 5	Deep	Deep Beige	Deep Beige or Lt. Bronze	Beige 2	Beige 2
Bronze W110		Deep	Light Bronze	Deep Beige or Lt. Bronze	Bronze 1	Beige 2 or Bronze 1
Bronze W120	Beige 6	Deep	Light Bronze	Lt. Bronze or Lt.-Med. Bronze	Bronze 1	Bronze 1
Bronze W130		Deep	Light Bronze	Lt. Bronze or Lt.-Med. Bronze	Bronze 1	Bronze 1
no new equivalent		Deep	Light Bronze		Bronze 1	Bronze 1
Bronze W140	Bronze 1	Deep	Light Bronze	Med. Bronze or Deep Bronze	Bronze 1	Bronze 2
no new equivalent		Deep	Deep Bronze		Bronze 1	Bronze 2 or 3
Bronze W150		Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 1	Bronze 4
Bronze C160	Bronze 2	Deep	Deep Bronze	Lt.-Med Bronze or Deep Bronze	Bronze 1	Bronze 4
no new equivalent		Deep	Deep Bronze		Bronze 1	Bronze 3 or 4
Bronze C170	Bronze 3	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5
Bronze C170	Bronze 4	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5
Bronze C180	Bronze 5	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5

Each 3D foundation is color coded to show you the true undertone as it appears on the skin. In many cases, you can ignore the letter in the name.

Cool

Neutral

Warm

Golden Orange

Warm Brown

## Find Her Undertone—Ask how her skin responds to the sun.

**Cool** If she burns or turns red easily in the sun. If skin tone stays same all year.

**Neutral** If she sometimes burns but skin tone then darkens.

**Warm** If she rarely burns and tans easily. If skin tone deepens in the summer.

## Finding the Right Shade—Working with Undertones

- 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 cool undertone, you would select Ivory C100, Ivory C110, and Ivory N140 to color-stripe test.

## Liquid Undertone Chart

	Cool or Pink	Neutral or Yellow	Warm or Olive	Golden Orange	Warm Brown
<b>Ivory</b>	Ivory C100 Ivory C110 Ivory N140** Ivory N160	Ivory W120* Ivory W130* Ivory N140** Ivory W150*	Ivory W120* Ivory W130* Ivory W150*		
<b>Beige</b>	Beige C110 Beige C120 Beige C130** Beige C140 Beige C170 Beige C220	Beige C130** Beige N150 Beige N190* Beige N200* Beige N210*	Beige W100 Beige W160 Beige W180 Beige N190* Beige N200* Beige N210*		
<b>Bronze</b>	Bronze	Bronze W100 Bronze W110 Bronze W120 Bronze W130	Bronze W140	Bronze C170 Bronze C180	

\* Could be neutral or yellow or warm or olive undertone. Stripe testing is best to determine correct shade.

\*\* Could be cool or pink undertone. Stripe testing is best to determine correct shade.

Also, keep in mind...

- These questions are a good guideline or 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.
  - Neutral can balance redness.
  - Cool tones can camouflage brown.
  - Ashy tones can benefit from cool tones as well.