

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
sienna 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	12	13	16	I4	I7	I5	B5	B3	B1	B6	B4	B2	B7	B8	BR1	BR2	BR3	BR4	BR5	BR6	BR7	BR8	
						105	104	100	204	200	202	305	300	302	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	x	x	x	x	x					
toffee	c	x	x	x	x	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	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	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	x	x	x	x	x	
pink passion	s	x	x	x	x	x	x	x	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	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	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	x	x	x	x	x	x	x	x	x	
raisinberry	s	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	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	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	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	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	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	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	x	x	
maple	c																								
amber suede	c																				x	x	x	x	
gingerbread	s																			x	x	x	x	x	
downtown brown	s																			x	x	x	x	x	
rich fig	s																			x	x	x	x	x	
sheer blush	s	x	x	x	x	x	x	x	x	x	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	x	x	x	x	x	x	x	x	x	
mocha freeze	f																			x	x	x	x	x	

IIP GI OSS SKINTONE CHART

TRUE DIMENSIONS SKINTONE CHART