

# Foundation Selection

## FIVE STEPS TO A FLAWLESS FINISH

As a beauty facilitator, you can use this tool to help you identify your customers' needs and recommend the Mary Kay® foundation that's perfect for them. Remember, you know best what works in your own Mary Kay business, so you'll want to tailor these steps to fit your own business needs.

Be sure to share the Mary Kay® "Your Guide to a Flawless Finish" placemat so your customers can learn more about our fabulous foundations, supplements and must-have beauty tools.

### Step 1: HOW TO SHOP?

You can start by asking your customers,  
 "How would you like to shop for your foundation ...  
**benefit or coverage?**"

#### BENEFIT

What do you want your foundation to do for you?

#### COVERAGE

How do you want your foundation to look and feel?

No matter what your customers need or want in a foundation, Mary Kay has the perfect product!

### Step 2: BENEFIT NEED

If your customer prefers to shop by **benefit**, you can ask her,  
 "Which of the following benefits listed below most meet your needs?"

#### Age-Fighting

*I want double-duty performance: a foundation that covers and helps reduce the signs of ageing.*

#### Mineral

*I want a weightless, skin-perfecting mineral powder I can build on.*

#### Moisturising

*I need a foundation that covers and hydrates my skin.*

#### Oil-Control

*I want coverage that helps reduce shine and excess oil.*

### Step 2: COVERAGE NEED

If your customer prefers to shop by **coverage**, you can ask her,  
 "Which of the following types of coverage do you most prefer?"

#### Natural

*I want a natural look and feel, like I'm not wearing any foundation.*

#### Enhancing

*I need a foundation that offers some coverage, and I want it to look finished, not overly made up, and feel ultracomfortable.*

#### Perfecting

*I need full, total coverage that can conceal any imperfections and give me a more flawless complexion.*

### Step 3: FORMULA SELECTION

You can determine the ideal formula for each customer by inviting her to choose her formula(s).

#### Age-Fighting

- TimeWise Luminous-Wear™ Liquid Foundation **Normal/Dry skin**
- TimeWise® Matte-Wear Liquid Foundation **Combination/Oily skin**

#### Mineral

- Mary Kay® Mineral Powder Foundation

#### Moisturising

- TimeWise Luminous-Wear™ Liquid Foundation
- Mary Kay® Day Radiance® **For VERY dry skin**

#### Oil-Control

- Mary Kay® Mineral Powder Foundation
- TimeWise® Matte-Wear Liquid Foundation
- Mary Kay® Creme-to-Powder Foundation

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#### Natural

- Mary Kay® Mineral Powder Foundation

#### Enhancing

- Mary Kay® Mineral Powder Foundation
- TimeWise Luminous-Wear™ Liquid Foundation
- TimeWise® Matte-Wear Liquid Foundation

#### Perfecting

- Mary Kay® Creme-to-Powder Foundation
- TimeWise Luminous-Wear™ Liquid Foundation
- TimeWise® Matte-Wear Liquid Foundation



### Step 4: SHADE SELECTION

You can determine the right shade of foundation for each customer by inviting her to sample the shades to find her perfect match.

### Step 5: SHARE SUPPLEMENTS

Now discuss supplement products that will enhance your customers flawless finish in 5 easy steps.

BEAUTY COMES TO YOU!™