

Total Conversion Chart

Information below consolidated from Mary Kay InTouch and Robert Jones workshop. (Current as of 5/7/2019)

TW 3D Foundation	TW Liquid**	Medium Coverage**	Crème-to-Powder	Mineral Powder	CC Cream	Concealer	Pressed Powder
Ivory C100	Ivory 1			Ivory .5	Very Lt.	Lt. Ivory	Ivory 1
	Ivory 2			Ivory .5	Very Lt.	Lt. Ivory	Ivory 1
Ivory C110	Ivory 3	Ivory 105		Ivory .5 or 1	Very Lt.	Deep Ivory	Ivory 1
Ivory W120***	Ivory 4	Ivory 100		Ivory .5 or 1	Very Lt.	Lt. Ivory	Ivory 1
Ivory W130	Ivory 5	Ivory 200		Ivory 1	Very Lt.	Lt. Ivory	Ivory 2
Ivory N140	Ivory 6	Ivory 104	Ivory 1	Ivory 1	Very Lt.	Deep Ivory	Ivory 2
Ivory W150	Beige 1	Beige 300		Ivory 2/Beige 1	Lt. to Med.	Deep Ivory	Ivory 2
Ivory N160	<i>new shade</i>			Ivory 2	Lt. to Med.	Deep Ivory	Ivory 2
Beige W100	Beige 2	Beige 400	Ivory 2	Ivory 2/Beige 1	Lt. to Med.	Deep Beige	Beige 1
Beige C110	Ivory 7	Ivory 204	Ivory 3	Ivory 2/Beige .5	Lt. to Med.	Deep Ivory	Beige 1
Beige C120	Beige 3	Beige 304	Ivory 4	Ivory 2/Beige .5	Lt. to Med.	Lt. Beige	Ivory 2
Beige C130	<i>new shade</i>			Beige 1	Lt. to Med.	Lt. Beige	Beige 1
Beige C140	<i>new shade</i>			Beige .5 or 1.5	Lt. to Med.	Lt. Beige	Beige 1
Beige N150	Beige 4	Beige 404		Beige 1	Med. to Deep	Lt. Beige	Beige 1
Beige W160	<i>new shade</i>			Beige 1	Med. to Deep	Lt. Beige	Beige 1
Beige C170	<i>new shade</i>		Ivory 5	Beige .5 or 1.5	Lt. to Med.	Lt. Beige	Beige 1
Beige W180	Beige 5	Ivory 202	Beige 1	Beige 1 or 2	Med. to Deep	Deep Beige	Beige 2
Beige N190	<i>new shade</i>			Beige 2	Med. to Deep	Deep Beige	Beige 2
Beige N200	Beige 6	Beige 302	Beige 2	Beige 2	Med. to Deep	Deep Beige	Beige 2
Beige N210	Beige 7	Beige 402	Beige 3	Beige 2	Med. to Deep	Deep Beige	Beige 2
Beige C220	Beige 8		Beige 4	Beige 2	Med. to Deep	Deep Beige	Beige 2
Bronze W100	<i>new shade</i>		Beige 5	Beige 2	Deep	Deep Beige	Beige 2
Bronze W110	<i>new shade</i>			Beige 2/Bronze 1	Deep	Lt. Bronze	Bronze 1
Bronze W120	Bronze 1	Bronze 500	Beige 6	Bronze 1	Deep	Lt. Bronze	Bronze 1
Bronze W130	<i>new shade</i>			Bronze 1	Deep	Lt. Bronze	Bronze 1
	Bronze 2	Bronze 504		Bronze 1	Deep	Lt. Bronze	Bronze 1
Bronze W140	Bronze 3	Bronze 507	Bronze 1	Bronze 2	Deep	Lt. Bronze	Bronze 1
	Bronze 4			Bronze 2 or 3	Deep	Deep Bronze	Bronze 1
Bronze W150	<i>new shade</i>			Bronze 4	Deep	Deep Bronze	Bronze 1
Bronze C160	Bronze 5	Bronze 607	Bronze 2	Bronze 4	Deep	Deep Bronze	Bronze 1
	Bronze 6	Bronze 600		Bronze 3 or 4	Deep	Deep Bronze	Bronze 1
Bronze C170	Bronze 7	Bronze 708	Bronze 3	Bronze 5	Very Deep	Deep Bronze	Bronze 2
Bronze C170	Bronze 8	Bronze 808	Bronze 4	Bronze 5	Very Deep	Deep Bronze	Bronze 2
Bronze C180	<i>new shade</i>		Bronze 5	Bronze 5	Very Deep	Deep Bronze	Bronze 2

** These products have been discontinued, but you may have customers, who used these products/shades.

Updated 5/6/2019 by Sales Director Heather Pratt

Finding the Right Shade—Working with Undertones

Ask these 3 questions...

- Do you burn easily? If yes, recommend shades with a cool undertone.
- Do you burn and then tan? If yes, recommend shades with a neutral undertone.
- Do you tan easily? If yes, recommend shades with a warm undertone.

Next...

- 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/Pink	Neutral/Yellow	Warm/Olive	Golden Orange	Warm Brown
Ivory	Ivory C100 Ivory C110 Ivory N140** Ivory N160	Ivory W120* Ivory W130* Ivory N140** Ivory W150*	Ivory W120* Ivory W130* Ivory W150*		
Beige	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 C190* Beige C200* Beige C210*		
Bronze	Bronze C160	Bronze W100 Bronze W110 Bronze W120 Bronze W130		Bronze W140 Bronze W150	Bronze C170 Bronze C180

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

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

Also, keep in mind...

- These questions are a good guideline/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.