THE ARTISTRY® SIGNATURE FOUNDATION GUIDE

3 TOOLS TO FIND YOUR PERFECT FOUNDATION

FORWARD BEAUTY

ARTISTRY®

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HOW TO CHOOSE THE FOUNDATION THAT IS RIGHT FOR YOU

The critical link between skincare and makeup is foundation. It prepares skin for any makeup look by creating a flawless complexion. The right foundation enhances skin’s natural look by camouflaging imperfections and evening out skin tone. Finding it is easier than you think.

1. The ARTISTRY® Signature Foundation Finder ensures you get exactly what you need in terms of coverage, finish and benefits.

2. The ARTISTRY Signature Shade Finder makes it simple to find the right shade by helping you understand your skin’s Level and Undertone.

3. The ARTISTRY Signature Shade Conversion Tool uses your current foundation shade to find a corresponding shade in any other ARTISTRY foundation formula.

By combining these three simple tools you will be able to quickly and easily determine your perfect ARTISTRY foundation formula and shade.
1. THE ARTISTRY® SIGNATURE FOUNDATION FINDER

The right foundation formula can enhance skin’s natural look by camouflaging imperfections and evening out skin tone, so it is important to find the right one. Invented by ARTISTRY scientists and Global Makeup Artist Rick DiCecca, the ARTISTRY Signature Foundation Finder makes it easy to find the right choice for you.

**Coverage**
How much do you want to even your skin and cover imperfections? Are you interested in sheer coverage so your natural skin is visible but perfected? Do you have particular concerns that require fuller coverage? Or are your needs somewhere in the middle?

**Finish**
How do you want the foundation to look on your skin? Matte and shine-free? A more natural complexion? Satin for a bit of sheen? Or glowing and radiant?

**Benefits**
Foundation is more than just coverage and finish. What benefits are most important to you? For example, do you want radiance, hydration and an anti-ageing foundation? If so, ARTISTRY YOUTH XTEND™ Lifting Smoothing Foundation is for you.

**Instructions**
Let’s find the right foundation for you. First, scan the left column and decide which types of Coverage, Finish and Benefits are most important. Then read across the top to find the foundation that meets your needs.
ARTISTRY® FOUNDATIONS

Read about all of the ARTISTRY Foundations mentioned in this guide.

ARTISTRY YOUTH XTEND™ Lifting Smoothing Foundation

YOUTH XTEND is the most advanced ARTISTRY anti-ageing foundation ever. The High Resolution Light Reflecting Optics instantly soften the look of fine lines and wrinkles, while giving skin a youthful and vibrant radiance. SPF 20 UVA/UVB

ARTISTRY Hydrating Foundation

This satin-finish foundation instantly moisturises and smoothes your complexion. ARTISTRY Nourish 3 Complex maintains skin’s optimal moisture levels for up to eight hours, while skin is protected with exclusive Veil of Protection and SPF 20 UVA/UVB

ARTISTRY Balancing Foundation

A skin-perfecting foundation banishes shine for up to 12 hours and gives skin a natural matte finish. ARTISTRY Tri-Balance Complex restores skin’s equilibrium, while microsponge technology controls oil. Plus, skin is protected with exclusive Veil of Protection and SPF 20 UVA/UVB

ARTISTRY YOUTH EFFECT™ Creme Compact

YOUTH EFFECT pigments provide flawless medium coverage with a dewy finish. Your skin will instantly look young and fresh. Shea Butter and Vitamins help build skin’s resilience. SPF 20 UVA/UVB

ARTISTRY Ideal Dual Powder Foundation

Weightless, silky colour provides an all-day natural look. ARTISTRY Ideal Powder Technology features translucent shades that adjust intuitively to match individual skin tones for a flawless finish. Aura of Protection provides antioxidant and anti-pollution defense against the skin’s surface. SPF 18 UVA/UVB

ARTISTRY Ideal Translucent Pressed Powder

This translucent face powder contains exclusive ARTISTRY Ideal Shade Technology, which makes it impossible to tell where your makeup begins and ends. Aura of Protection creates an environmental defense shield around you. It blends easily and blurs away lines and imperfections. Available in one ideal, skin-right shade

ARTISTRY EXACT FIT™ Loose Powder

Containing the EXACT FIT Blend of Tahitian Pearls and Optical Prisms, this silky loose powder mimics the look of real skin for an ideal complexion with an invisibly seamless fit. Whether worn alone or with foundation, skin looks perfected and luminous. Suitable for all skin types, including sensitive skin. SPF 15 UVA/UVB

ARTISTRY Concealer

Designed with exclusive Ideal Shade Technology, this concealer adjusts to fit your skin tone so dark circles and discolouration virtually disappear. Protective Complexion Barrier neutralises free radicals to protect skin from environmental assaults and prevent visible signs of premature ageing. SPF 20 UVA/UVB
2. THE ARTISTRY® SIGNATURE SHADE FINDER

Exclusive ARTISTRY F.A.C.E.S. Technology was used to develop 20 shades that accurately match skin tones around the world. Finding the shade that's flattering and true is as simple as understanding your shade Level and determining your Undertone, using the ARTISTRY Signature Shade Finder.

**LEVEL**
The depth of your natural skin tone. Natural skin tones vary, so ARTISTRY Foundations are categorised into 6 natural levels – from light to dark – to make finding your shade easy and more accurate.

Choose the row of swatches in the Signature Shade Finder which most closely matches your natural depth of skin colour. Here is an easy way to gauge:

- **MILK** = **LEVEL 1**
- **SWEET CREAM** = **LEVEL 2**
- **WEAK TEA** = **LEVEL 3**
- **MILK CHOCOLATE** = **LEVEL 4**
- **STRONG TEA** = **LEVEL 5**

**UNDERTONE**
The amount of warmth vs. coolness in your complexion. ARTISTRY Foundations are divided into three groupings based on Undertone.

**WARM (W) – GOLDEN:** For skin that has a golden or olive hue, with wrist veins that appear more green than blue. Wearing browns, dark greens, oranges or yellows suits you.

**NEUTRAL (N):** For skin that has an even-toned, neutral hue that is neither pink nor golden, with wrist veins that appear a little green and also a little blue. Wearing any colour suits you.

**COOL (C) – PINK:** For skin that has a pink or rosy hue, with wrist veins that appear more blue than green. Wearing pinks, purples, blues and whites suits you.

The combination of Level & Undertone is what will determine your perfect shade. In the chart above, match your Level in the left column with your Undertone. For example, if your skin tone Level is Level 1, and your undertone is Warm, you would be L1*W1 Buff (lightest) or L1*W2 Cream (slightly darker than Buff).
INSTRUCTIONS

1. If you are a user of an existing ARTISTRY foundation, you can determine what shade you should wear in ARTISTRY YOUTH XTEND™ Lifting Smoothing Foundation by locating your formula across the top, locating your shade in the column below and then move to the far left to find your corresponding ARTISTRY YOUTH XTEND Lifting Smoothing Foundation shade.

If you have determined your shade in ARTISTRY YOUTH XTEND Lifting Smoothing Foundation, you can also identify what shade you could wear in other ARTISTRY foundations. Just look across the row horizontally to determine your perfect shade in any other ARTISTRY foundation formula.

2. To be certain you have selected the right shade, swatch the jawline with your new foundation selection to make sure you have found your perfect match.

3. Once you have found the row of your Level, move to the far right to discover which powder or concealer matches your skin tone based on the same level as your new foundation formula.
3. THE ARTISTRY® SIGNATURE SHADE CONVERSION TOOL

Now that you have identified your ideal shade in ARTISTRY YOUTH XTEND™ Lifting Smoothing Foundation, you’ll be able to find the corresponding shade in any ARTISTRY foundation, powder or concealer. Likewise, if you already have a favourite shade in another ARTISTRY foundation, the Signature Shade Conversion Tool will make it easy to find your new shade in the ARTISTRY YOUTH XTEND Lifting Smoothing Foundation.

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