

BEAUTYCOUNTER
HOW TO CHOOSE YOUR SHADE

TINT SKIN SHADE	YOUR SKIN	TOUCHUP SKIN SHADE
Porcelain	Very fair complexion with neutral to pink undertones	Fair
Linen	Fair complexion with neutral undertones	Light
Sand	Light complexion with neutral to yellow undertones	Light
Honey	Medium complexion with neutral to yellow undertones	Medium 1
Golden	Medium complexion with yellow undertones	Medium 2
Tan	Medium complexion with red undertones	Medium 2
Chestnut	Deep complexion with red undertones	Dark
Mocha	Deep complexion with yellow undertones	Dark
Cocoa	Very deep complexion with red undertones	Dark
Espresso	Very deep complexion with neutral undertones	Dark



1 HOW TO CHOOSE YOUR SHADE: TINT SKIN

Tint Skin comes in ten carefully designed shades, crafted to address a full range of skin tones: Porcelain, Linen, Sand, Honey, Golden, Tan, Chestnut, Mocha, Cocoa and Espresso.

Apply a small amount to a one- to two-inch strip along the jawline, just below the ear. Testing on this spot allows you to see what shade will blend best between the face and the neck, so that there is not a sharp division between the two. To compare two shades—for example, if you are not sure if your shade is Linen or Sand—put stripes of the two shades side by side on the jaw area to see which best matches the skin. If you are in between two shades, blend them together.

PLEASE NOTE: it is best to wait for the product to dry on skin before evaluating the shade match.

2 HOW TO CHOOSE YOUR SHADE: TOUCHUP SKIN

Touchup Skin comes in five carefully designed shades, crafted to address a full range of skin tones: Fair, Light, Medium 1, Medium 2, and Dark.

After determining your Tint Skin shade, use the chart above to determine which concealer color will match best. It's best to go with the shade closest to your skin tone, so that it blends in with your complexion and does not highlight or whiten blemishes and imperfections.

BEAUTYCOUNTER



PORCELAIN



LINEN



SAND



HONEY



GOLDEN



TAN



CHESTNUT



MOCHA



COCOA



ESPRESSO

TINT SKIN
HYDRATING FOUNDATION
\$42 US | \$51 CAD



FAIR



LIGHT



MEDIUM 1



MEDIUM 2



DARK



TOUCHUP SKIN
CONCEALER PEN
\$33 US | \$40 CAD