



Build Your Business
on a Great Foundation.

They're new. They're state of the art. They're Mary Kay® Full- and Medium-Coverage Foundations – the perfect way to

give skin a more radiant appearance. Your customers will love the flawless finish they receive with these advanced formulas. Specially designed to help even skin tone, the new foundations contain bright pigments for a more luminous, natural look. And to provide the coverage your customers desire, we're offering medium- and full-coverage formulas, all with long-wearing, stay-true color that won't rub off. And there's more! Mary Kay® Full- and Medium-Coverage Foundations offer 20 incredible, nutrient-rich shades to help keep skin looking beautiful. These oil-free formulas deliver a natural radiance that lasts all day. Now that's a foundation you can build on!

Mary Kay Foundation Shade Conversion Chart!

New Full & Medium Coverage Foundations	Day Radiance Shades	Crème-To-Powder Shades	TimeWise Dual-Coverage Shades
Ivory 100	Pure Ivory, Antique Ivory	Ivory 1.0	Ivory 100
Ivory 104	Soft Ivory	Ivory 0.5	Ivory 104
Ivory 105	Rose Petal Ivory		Ivory 104
Ivory 200	Buffed Ivory	Ivory 3.0	Ivory 200
Ivory 202			Ivory 200
Ivory 204	Blush Ivory	Ivory 2.0	Ivory 200
Beige 300	Fawn Beige	Beige 1.0	Beige 300
Beige 302	True Beige		Beige 300
Beige 304	Delicate Beige	Beige 2.0	Beige 304
Beige 305	Bisque Ivory, Natural Beige		Beige 304
Beige 400	True Beige, Almond Beige	Beige 3.0	Beige 400
Beige 402	Almond Beige, Toasted Beige, Cocoa Beige	Beige 4.0	Beige 400
Beige 404	Natural Beige, Dusty Beige, Rose Beige		Beige 400
Bronze 500	Mocha Bronze	Bronze 0.5	Bronze 507
Bronze 504	Golden Bronze		Bronze 507
Bronze 507	Bittersweet Bronze		Bronze 507
Bronze 600	Walnut Bronze		Bronze 607
Bronze 607	Classic Bronze, Rich Bronze, Deep Bronze	Bronze 1.0	Bronze 607
Bronze 708	Deep Bronze, Chestnut Bronze, Mahogany Bronze	Bronze 1.5 Bronze 2.0	Bronze 708
Bronze 808	Mahogany Bronze	Bronze 2.0	Bronze 708

Shades are separated by undertones (last digit): (0) Yellow, (2) Olive ~ person tans easily, (4) Pink, (5) More Pink, (7) Golden Orange, (8) Warm Brown