



ARTISTRY
SIGNATURE
COLOR™
FOUNDATION
GUIDE

ARTISTRY™

Exclusively from [Amway](#)

IT'S EASY TO FIND THE
FOUNDATION THAT'S
RIGHT FOR YOU



Exclusive Artistry™ F.A.C.E.S. Technology was used to develop 17 shades that accurately match skin tones around the world – including yours.



TERESA PALMER
ACTRESS AND GLOBAL FACE
OF THE ARTISTRY™ BRAND



FIND YOUR FOUNDATION

The right foundation prepares skin for any makeup look and enhances skin's natural look by camouflaging imperfections and evening out skin tone. Finding it is easier than you think with these simple tools:

ARTISTRY SIGNATURE COLOR™ FOUNDATION FINDER

Ensures you get exactly what you need in terms of Coverage, Finish and Benefits.

ARTISTRY SIGNATURE COLOR™ FOUNDATION SHADE FINDER

Makes it simple to find the right shade by helping you understand your skin's Level and Undertone.

ARTISTRY SIGNATURE COLOR™ FOUNDATION SHADE MATCHING TOOL (included separately)

Helps you choose the shade that best matches your skin.

ARTISTRY SIGNATURE COLOR™ FOUNDATION SHADE CONVERSION TOOL

Uses your current foundation shade to find a corresponding shade in any other Artistry Signature Color™ foundation product.

ARTISTRY SIGNATURE COLOR™ FOUNDATION FINDER

It's important to find a foundation for your desired skin Coverage, Finish and Benefits. The Artistry Signature Color™ Foundation Finder was especially designed to help you do that. On the chart, scan the left column and decide which types of coverage, finish and benefits are most important. Then read across the chart to find the foundation that meets your needs.

STEP 1

COVERAGE

Choose from one of our 3 levels of Coverage:

SHEER – lightweight, leaving natural skin visible; helps to slightly even skin tone.

MEDIUM – more coverage to camouflage imperfections and even skin tone.

FULL – the most coverage, with a perfected, completely natural look.

STEP 2

FINISH

Choose your look:

MATTE – smooth, perfected look with no shimmer or shine.

NATURAL – not dewy, yet not matte, with no sheen.

RADIANT – a glowing, luminous look.

DEWY – a shining, hydrated look.

STEP 3

BENEFITS

Artistry™ foundations address specific skin concerns, from anti-aging to hydration to lifting and firming, among others. Check the BENEFITS chart to find the foundation that addresses the benefits you want.

Sheer Weightless Foundation

Artistry Hydra-V™
Illuminating CC Cream*

Artistry Ideal Radiance™
Illuminating CC Cream*

Artistry Exact Fit™
Powder Foundation*

Longwearing Foundation

Lifting Smoothing Foundation

Artistry Youth Xtend™
Foundation*



STEP 1
COVERAGE

Sheer	●	●	●		
Medium		●	●	●	●
Full					●

STEP 2
FINISH

Matte			●	●	
Natural			●	●	
Radiant		●			●
Dewy	●				

STEP 3
BENEFITS

Anti-Aging					●
Radiance	●	●			●
Brightening / Illuminating	●	●			
Hydrating	●				●
Lifting / Firming					●
Priming		●			
All-Day Wearing		●	●	●	●
24-Hour Wearing				●	
Oil Control / Shine Prevention			●	●	
SPF	15	50		15	20

*Our buildable formulas enable you to layer until you achieve the amount of coverage you desire.

ARTISTRY SIGNATURE COLOR™ FOUNDATION SHADE FINDER

Use the Artistry Signature Color™ Foundation Shade Finder to find the shade that's flattering and true based on your shade Level and Undertone. The combination of Level & Undertone is what will determine your perfect shade. On the chart, scan the left column and find the level which most closely matches your natural depth of skin color. Then read across the chart to match your Level with your Undertone. For example, if your skin tone Level is Level 1, and your Undertone is Warm, you would be L1W1 or L1W2.

LEVEL

The depth of your natural skin tone. Artistry™ Foundations are categorized into 6 levels to make finding your shade more accurate.

LEVEL 1 (L1) = *LIGHT*

LEVEL 2 (L2) = *LIGHT-MEDIUM*

LEVEL 3 (L3) = *MEDIUM*

LEVEL 4 (L4) = *MEDIUM-DEEP*

LEVEL 5 (L5) = *DEEP*

LEVEL 6 (L6) = *VERY DEEP*

UNDERTONE


















The amount of warmth vs. coolness in your complexion. Artistry™ Foundations are divided into 3 groupings based on Undertone: Warm, Neutral, Cool.

WARM (W) For skin that has a golden or olive hue.

NEUTRAL (N) For skin that has an even-toned, neutral hue that is neither pink nor golden.

COOL (C) For skin that has a pink or rosy hue.

UNDERTONE

	WARM	NEUTRAL	COOL
LEVEL 1	 L1W1 Buff  L1W2 Cream	 L1N1 Bisque	 L1C1 Chablis
LEVEL 2	 L2W1 Sand	 L2N1 Ochre  L2N2 Natural	 L2C1 Chiffon
LEVEL 3	 L3W1 Soleil	 L3N1 Tawny	 L3C1 Plush
LEVEL 4	 L4W1 Brulee	 L4N1 Golden	
LEVEL 5	 L5W1 Cappuccino	 L5N1 Caramel	
LEVEL 6	 L6W1 Mink	 L6N1 Walnut	

RICK'S PRO TIP:

Think about what color jewelry you wear. If you wear only white metal, chances are you're a cool undertone because warm metals don't look good against your skin tone. If you look great in gold, I guarantee you, you probably have a warm undertone. If you can wear both colored metals you're probably a neutral undertone.



**ARTISTRY™
MAKEUP ARTIST
RICK DICECCA**

ARTISTRY SIGNATURE COLOR™ FOUNDATION SHADE CONVERSION TOOL

Artistry Youth Xtend™
Lifting Smoothing Foundation*
Artistry Exact Fit™
Longwearing Foundation



Now that you have identified your ideal shade, you'll be able to find the corresponding shade in any Artistry™ face product.

INSTRUCTIONS

1. If you use an existing Artistry™ foundation CC Cream, Concealer or Powder, determine what shade you would wear in other Artistry™ foundations. Locate your formula across the top and your shade in the column below and then look to the far left to find your corresponding Artistry™ foundation shade.
2. To be certain you have selected the right shade, hold the **Artistry Signature Color™ Foundation Shade Matching Tool** (included separately) next to your jawline. The shade that seems to disappear is your best match.

LEVEL / UNDERTONE

1	W	L1W1 Buff
		L1W2 Cream
	N	L1N1 Bisque
	C	L1C1 Chablis
2	W	L2W1 Sand
		L2N1 Ochre
	N	L2N2 Natural
	C	L2C1 Chiffon
3	W	L3W1 Soleil
	N	L3N1 Tawny
	C	L3C1 Plush
4	W	L4W1 Brulee
	N	L4N1 Golden
5	W	L5W1 Cappuccino
	N	L5N1 Caramel
6	W	L6W1 Mink
	N	L6N1 Walnut

*Our buildable formulas enable you to layer until you achieve the amount of coverage you desire.

Artistry Exact Fit™
Powder Foundation*



Artistry Hydra-V™
Weightless Foundation



Artistry Ideal Radiance™
Illuminating CC Cream*



Artistry Exact Fit™
Perfecting Concealer*



Artistry Exact Fit™
Loose Powder*



L1W1 Buff	L1W1 Buff	Light-Medium	Light	Fair
L1W2 Cream		Light-Medium	Light	Fair
L1N1 Bisque	L1N1 Bisque	Light	Light	Fair
L1C1 Chablis	L1C1 Chablis	Light	Light	Fair
L2W1 Sand	L2W1 Sand	Light-Medium	Light-Medium	Fair
L2N1 Ochre	L2N1 Ochre	Light-Medium	Light-Medium	Fair
L2N2 Natural		Light-Medium	Light-Medium	Fair
L2C1 Chiffon	L2C1 Chiffon	Light	Light-Medium	Fair
L3W1 Soleil	L3W1 Soleil	Medium	Medium	Medium
L3N1 Tawny	L3N1 Tawny	Medium	Medium	Medium
L3C1 Plush	L3C1 Plush	Medium	Medium	Medium
L4W1 Brulee		Medium-Dark	Medium-Deep	Medium
L4N1 Golden	L4N1 Golden	Medium-Dark	Medium-Deep	Medium
L5W1 Cappuccino		Dark	Deep	Dark
L5N1 Caramel	L5N1 Caramel	Dark	Deep	Dark
		Dark	Deep	Dark
L6N1 Walnut	L6N1 Walnut	Dark	Deep	Dark



Order through your Amway Independent Business Owner

Amway IBO Name: _____

Contact Information: _____

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ARTISTRY™

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