

## Is Your Client Cool or Warm?

### The Color Wheel

Colors come in six basic hues: Red, Orange, Yellow, Green, Blue and Violet (ROY G. BIV). Orange and Yellow are yellow based colors or "Warm". Blue and Violet are blue based colors and therefore "COOL". Red and Green have some shades that fall into both the Cool and the Warm categories. Tomato red (warm) verses and apple red which has more blue. The same with Green.

### Color Families

Everyone belongs to either the Cool or Warm family. People belonging to the **Cool Family** have a predominance of Yellow tones and are most flattered by blue base colors. People belonging to the **Warm Family** have a predominance of blue tones and look best in yellow based hues. Hair color does not change your **Color Family**. Check off the characteristics that apply to your client. Whichever column has more check marks indicates your clients Color family!

<input type="checkbox"/> <b>Cool Color Family</b> <b>80% of the population</b>	<input type="checkbox"/> <b>Warm Color Family</b> <b>20% of the population</b>
<b>SKIN:</b> <input type="checkbox"/> Milky white <input type="checkbox"/> Sallow/ Olive <input type="checkbox"/> Pink <input type="checkbox"/> Hispanic, Asian or African American	<b>SKIN:</b> <input type="checkbox"/> Creamy ivory <input type="checkbox"/> Peachy <input type="checkbox"/> Alabaster <input type="checkbox"/> Beige
<b>FRECKLES</b> <input type="checkbox"/> Chocolate Brown <input type="checkbox"/> Distinctly separated	<b>FRECKLES</b> <input type="checkbox"/> Reddish or golden brown <input type="checkbox"/> Puddled together.
<b>HAIR</b> <input type="checkbox"/> Blonde, <input type="checkbox"/> Ash blonde, <input type="checkbox"/> Light to medium brown <input type="checkbox"/> Jet black <input type="checkbox"/> Salt and pepper	<b>HAIR (to the roof, look at the nape of the neck)</b> <input type="checkbox"/> Auburn <input type="checkbox"/> True red <input type="checkbox"/> Strawberry blonde <input type="checkbox"/> Medium reddish-brown <input type="checkbox"/> Pale blonde
<b>LASHES AND BROWS</b> <input type="checkbox"/> Eyebrows are darker than the hair color	<b>LASHES AND BROWS</b> <input type="checkbox"/> Eyebrows are the same color or lighter than their hair color <input type="checkbox"/> Sometimes lashes are nearly invisible
<b>EYES:</b> <input type="checkbox"/> Blue <input type="checkbox"/> Brown <input type="checkbox"/> Green <input type="checkbox"/> Hazel <input type="checkbox"/> Steel Gray	<b>EYES:</b> <input type="checkbox"/> Brown <input type="checkbox"/> Green <input type="checkbox"/> Olive <input type="checkbox"/> Green-Brown <input type="checkbox"/> Aqua
<b>COSMETICS</b> <input type="checkbox"/> Look their best in blue bases.	<b>COSMETICS</b> <input type="checkbox"/> Look their best in yellow bases.



**Pink (Light)** - If you are very fair, burn before you tan, and your skin has pink or porcelain undertones you should choose pink.



**Yellow (Light or Medium)** - If you are Caucasian and have beige or yellow undertones you should choose Yellow, Asian or Light Mixed Race also fall into Yellow. Most Caucasian women fall into Yellow so if you are unsure select Yellow, like Lauren.



**Before**



**After**



**Before**



**After**



**Olive (Medium)** - If you are Mediterranean, Latino, a Fair-skinned African American, or dark mixed-race, then you should choose Olive.



**Brown (Dark)** - If you are African American, deep complexioned Indian or any other dark skin color then you should choose Brown.



**Before**



**After**



**Before**



**After**

# COOL

## COLOR MAKES THE DIFFERENCE!

By wearing your best makeup and wardrobe colors:

- ☺ your skin will look healthier and clearer;
- 👁 your eyes and teeth will look whiter;
- 👉 you will look younger;
- ☺ your best features will be accentuated; and
- 👁 any flaws will be downplayed.

## COOL MAKEUP!

BeutiControl makeup is color-coded so you will always know which colors will look best on you. No more costly makeup mistakes, or looking washed out or overly made-up! Contact me every fall and spring to see the latest makeup colors, to receive your complimentary makeover and to keep your look up-to-the-minute!

## COOL CLOTHING!

Always wear Cool colors close to your face (i.e. blouses, shirts, dresses, tops.) You can, however, wear Warm colors (brown, orange, teal) as accent pieces (accessories, skirts, pants and shoes.)

## COOL SHOPPING!

Have a Cool, smooth shopping experience. Remove this chart from the binder and take it with you when you shop for clothes. It will help you select the right colors for you!

*A final note ... your color season will never change — not with hair color or tanning — so be Cool!*

# You're COOL!

## Colors just for you.

Welcome to the COOL color family! You are COOL because you have a predominance of blue undertones in your skin, hair and eyes. You will always look your best wearing COOL colors of makeup and clothing such as those recommended on this chart.



# WARM

## COLOR MAKES THE DIFFERENCE!

By wearing your best makeup and wardrobe colors;

- ☝ your skin will look healthier and clearer;
- ☝ your eyes and teeth will look whiter;
- 👱 you will look younger;
- ☝ your best features will be accentuated; and
- ☝ any flaws will be downplayed.

## MAKEUP THAT WARMS UP YOUR SMILE!

BeautiControl makeup is color-coded so you will always know which colors will look best on you. No more costly makeup mistakes, or looking washed out or overly made-up! Contact me every fall and spring to see the latest makeup colors, to receive your complimentary makeover and to keep your look up-to-the-minute!

## WARM UP TO WARM COLORS!

Always wear Warm colors close to your face (i.e. blouses, shirts, dresses, tops.) You can, however, wear Cool colors (black, pink, white, blue-red) as accent pieces (accessories, skirts, pants and shoes.)

## YOU'RE GETTING WARMER!

Remove this chart from the binder and take it with you when you shop for clothes. It will help you select the right clothing colors for you!

*A final note ... your color season will never change — not with hair color or tanning — so stay Warm!*

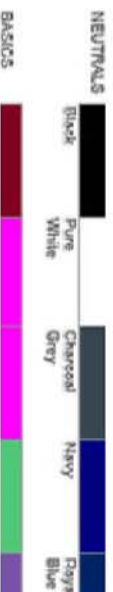
# You're WARM and wonderful!

## Colors just for you.

Welcome to the WARM color season family! You are WARM because you have a predominance of gold undertones in your skin, hair and eyes. You will always look your best wearing WARM colors of makeup and clothing such as those recommended on this chart.



# Intense Cool



Your responses indicate that you are a member of the **Intense Cool** family of colors. Your skin has mostly blue undertones, and you will always look best wearing **Cool** colors. Because you are an **Intense Cool**, you should seek high-contrast tones rather than soft, powdered colors:

## The Impact of Color

Color has an amazing impact on our day-to-day lives. When you surround yourself with the right colors, you can transform your mood and appearance. And studies have shown that color can also have an effect on appetite, romance, attitude, creativity, mental sharpness, our response to another person and even the feeling of a room.

Wearing the right colors on your face and in your wardrobe can have far-reaching effects on your life. You'll look and feel healthier and more attractive. Your skin and face will glow with natural beauty, and wrinkles and imperfections will seem less obvious. The right color draws attention to you – not to your clothing.

## Your Color Analysis

Because your personalized color analysis is based on factors like your skin tone and natural hair and brow color, it will never change. Check out your personalized **Beauti Tips** for more information on which colors are right for you.

You now have a foolproof way to select BC Color cosmetics, as well as wardrobe and accessory colors!

## Beauti Tips for an Intense Cool

### Makeup

Shop online and follow **BeautiControl's Beauti Print** to find your ideal colors. And don't forget to save your results to your profile, so the next time you shop, login and your **Beauti Print** will be there to assist you in finding your best colors. You'll never make a costly makeup mistake again!

### Wardrobe

Any color that lies within the Cool portion of the color wheel will work for your skin tone, however the more Intense colors will look best. Always wear cool colors closest to your face. Dark colors slim and elongate your figure, while bright, light colors emphasize it. Look taller and leaner by wearing one color from head to toe.

Focus on colors from the Intense Cool portion of the color wheel when buying basic wardrobe items, such as suits, skirts, blouses, slacks and jackets. Stock up on neutral colors, like white, grey, navy and black. They are easy to mix and match, and they never go out of style.

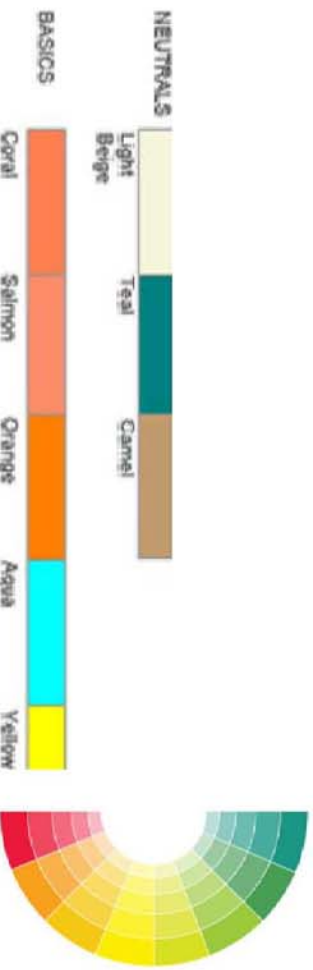
A few warm colors in a print are OK; just make sure they don't dominate. Feel free to add warm colors as accents in your accessories, slacks and skirts – as long as the colors are not worn close to your face. This includes colors with golden undertones, like orange, olive green and yellow. Balance stronger clothing colors with bold makeup. Softer clothing colors go best with softer makeup.

Neutral colors are always best for shoes and handbags. Usually it's best to wear shoes that are darker than the predominant color in your outfit.

Gold or silver jewelry is perfect for any skin tone – as long as you wear complementary makeup and wardrobe colors.

In the winter and fall, seek darker-colored belts. For the spring and summer, fun straw, silver and chain belts or colorful leather belts are a better bet.

# INTENSE WARM



## The Impact of Color

Color has an amazing impact on our day-to-day lives. When you surround yourself with the right colors, you can transform your mood and appearance. And studies have shown that color can also have an effect on appetite, romance, attitude, creativity, mental sharpness, our response to another person and even the feeling of a room.

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### Wardrobe

Any color that lies within the Warm portion of the color wheel will work for your skin tone, however the more Intense colors will look best. Always wear warm colors closest to your face. Dark colors slim and elongate your figure, while bright, light colors emphasize it. However, an Intense Warm should avoid black, pure white, grey and blue-red shades. Look taller and leaner by wearing one color from head to toe.

Focus on colors from the Intense Warm portion of the color wheel when buying basic wardrobe items, such as suits, skirts, blouses, slacks and jackets. Stock up on neutral colors, like ivory, gold and light beige. They are easy to mix and match, and they never go out of style.

A few cool colors in a print are OK; just make sure they don't dominate. Feel free to add cool colors as accents in your accessories, slacks and skirts – as long as the colors are not worn close to your face. This includes colors with blue undertones, such as green, purple and teal. Balance stronger clothing colors with bold makeup. Softer clothing colors go best with softer makeup.

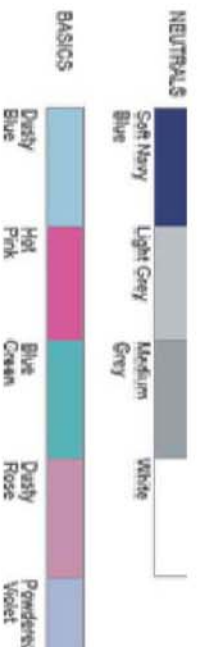
## Intense Warm

Your responses indicate that you are a member of the **Intense Warm** family of colors. Your skin has mostly golden undertones, and you will always look best wearing **warm** colors. Because your skin tone is **intense warm**, you should seek clear, crisp colors rather than muted, earthy tones.

Neutral colors are always best for shoes and handbags. Usually it's best to wear shoes that are darker than the predominant color in your outfit.

Gold or silver jewelry is perfect for any skin tone – as long as you wear complementary makeup and wardrobe colors. In the winter and fall, seek darker-colored belts. For the spring and summer, fun straw, silver and chain belts or colorful leather belts are a better bet.

# Subtle Cool



## The Impact of Color

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## Your Color Analysis

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## Beauty Tips for Subtle Cool

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### Wardrobe

Any color that lies within the **Cool** portion of the color wheel will work for your skin tone, however the more **Subtle** colors will look best. Always wear cool colors closest to your face. Dark colors slim and elongate your figure, while bright, light colors emphasize it. Look taller and leaner by wearing one color from head to toe.

Focus on colors from the **Subtle Cool** portion of the color wheel when buying basic wardrobe items, such as suits, skirts, blouses, slacks and jackets. Stock up on neutral colors, like white, grey, navy and black. They are easy to mix and match, and they never go out of style.

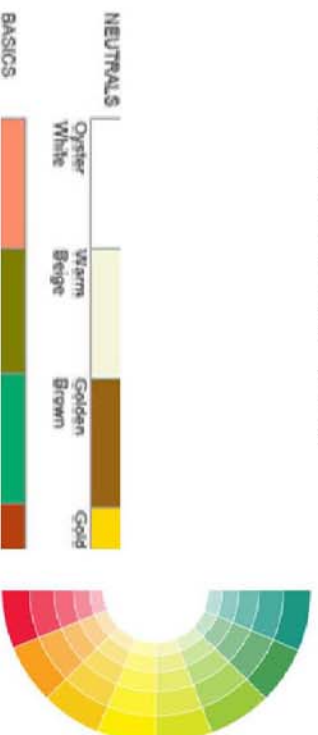
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Your responses indicate that you are a member of the **Subtle Cool** family of colors. Your skin has mostly blue undertones, and you will always look best wearing **cool** colors. Because you are a **Subtle Cool**, you should seek soft, powdered colors rather than high-contrast tones:

Gold or silver jewelry is perfect for any skin tone – as long as you wear complementary makeup and wardrobe colors.

In the winter and fall, seek darker-colored belts. For the spring and summer, fun straw, silver and chain belts or colorful leather belts are a better bet.

# SUBTLE WARM



## The Impact of Color

Color has an amazing impact on our day-to-day lives. When you surround yourself with the right colors, you can transform your mood and appearance. And studies have shown that color can also have an effect on appetite, romance, attitude, creativity, mental sharpness, our response to another person and even the feeling of a room.

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Focus on colors from the **Subtle Warm** portion of the color wheel when buying basic wardrobe items, such as suits, skirts, blouses, slacks and jackets. Stock up on neutral colors, like tan, brown and gold. They are easy to mix and match, and they never go out of style.

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### Subtle Warm

Your responses indicate that you are a member of the **Subtle Warm** family of colors. Your skin has mostly golden undertones, and you will always look best wearing **Warm** colors. Because you are a **Subtle Warm**, you should seek soft, subtle colors rather than high-contrast tones:

Neutral colors are always best for shoes and handbags. Usually it's best to wear shoes that are darker than the predominant color in your outfit.

Gold or silver jewelry is perfect for any skin tone – as long as you wear complementary makeup and wardrobe colors.

In the winter and fall, seek darker-colored belts. For the spring and summer, fun straw, silver and chain belts or colorful leather belts are a better bet.