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A GUIDE TO CUSTOM BLEND
LIQUID FOUNDATION AND
CUSTOM MINERAL POWDER

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LOREN RIDINGER

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INTRODUCTION TO CUSTOM BLEND

LIQUID FOUNDATION AND MINERAL POWDER

WHY CUSTOM BLEND?

- Customizing products accommodates everyone's unique set of traits: coloring, skin type, age, lifestyle, personality and preferences
- Guarantees 100% customer satisfaction
- Builds unwavering loyalty and makes you, the makeup artist, indispensable
- Unbelievable profitability and easy inventory control
- Gives your business prestige and exclusivity
- Easy promotion and marketing
- Creates excitement and fun!

THE CUSTOM BLEND CONCEPT

- Foundation/powder creates the canvas to which all other products are applied, so it is essential that this step is done right.
- Foundation/powder are the hardest products for women to find.
- When properly color-matched, foundation and powder should be invisible. They should make your client's skin look flawless and smooth yet not feel heavy.



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COLOR THEORY

LIQUID FOUNDATION AND MINERAL POWDER

Mastering the color wheel will allow you to customize and create any color for any skin tone.

PRIMARY COLORS:

RED—BLUE—YELLOW

SECONDARY COLORS:

Made from mixing equal parts of the primary colors together.

RED + BLUE = VIOLET

BLUE + YELLOW = GREEN

RED + YELLOW = ORANGE

Opposite colors neutralize/cancel each other.

GREEN—neutralizes red

PURPLE—neutralizes yellow

BLUE—neutralizes orange

TERTIARY COLORS:

These six colors are made by combining a PRIMARY and an adjacent SECONDARY color.

Thus, you have:

YELLOW—ORANGE

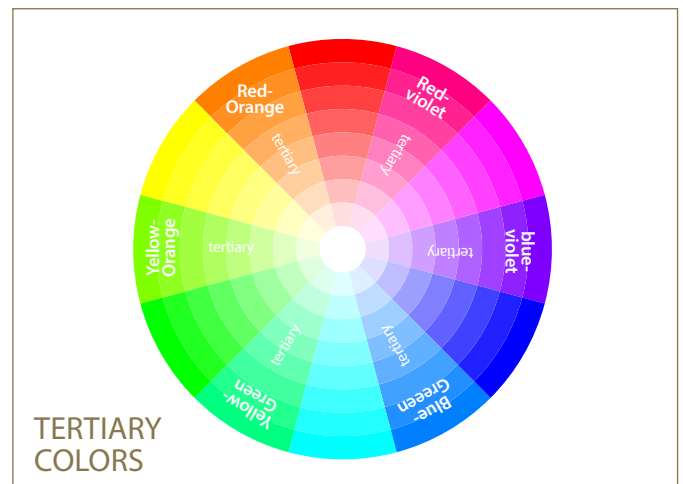
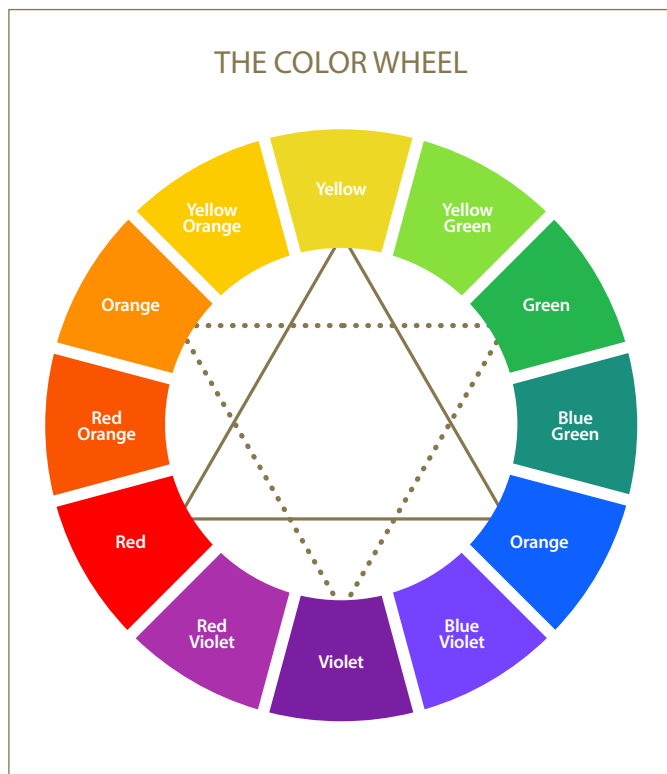
ORANGE—RED

RED—VIOLET

VIOLET—BLUE

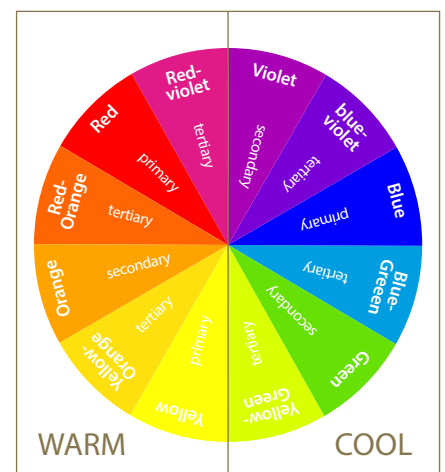
BLUE—GREEN

GREEN—YELLOW



WARM AND COOL

The color wheel can be divided into WARM and COOL colors. By understanding the differences, you'll better understand how to color-match foundation and concealers on various skin tones.



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COOL COLORS

Cool colors give an impression of calm, and are soothing.

They include:

- VIOLET
 - BLUE
 - GREEN
 - Variations of each
- In makeup artistry, the same theory applies to the color GREEN as it does RED.
- If a green has a more yellow undertone, then it is warm.
 - If a green has a more blue undertone, then it is cool.

WARM COLORS

Warm colors are bright, passionate and energetic.

They include:

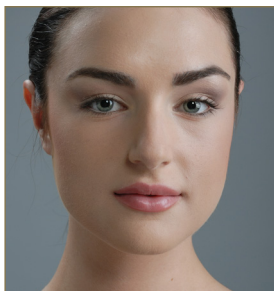
- RED
 - ORANGE
 - YELLOW
 - Variations of each
- In makeup artistry, reds can be both cool and warm.
- If the red is blue based, it is cool.
(a red with a purple or blue undertone)
 - If the red is orange based, it is warm.



Cool Light



Cool Medium



Cool Deep



COOL

You have a pinkish cast to your skin (especially in cold weather).

You have more blue veins than green veins on your inner wrist.

You burn easily in the sun.

You have a bluish cast to your skin.

You have more blue veins than green veins on your inner wrist.

You burn easily in the sun.

VS.

FAIR TO MEDIUM

DEEP

WARM

You have a greenish cast to your skin (especially in cold weather).

You have more green veins than blue veins on your inner wrist.

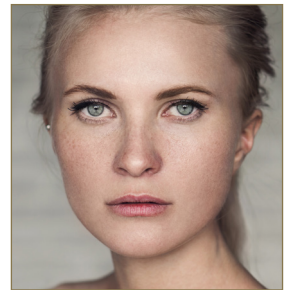
You tan easily in the sun.

You have a chocolate cast to your skin.

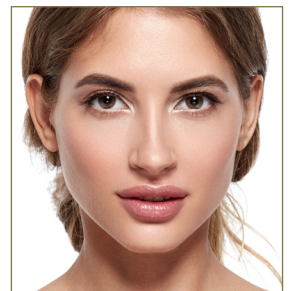
You have more green veins than blue veins on your inner wrist.

You tan easily in the sun.

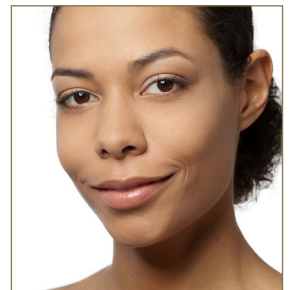
Warm Light



Warm Medium



Warm Deep



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DECIPHERING BETWEEN WARM, COOL AND NEUTRAL SKIN TONES

COOL SKIN TONE

This skin tone has a little pink (rosiness). They tend to burn easily under the sun. People who look good in silver jewelry and accessories. When they wear a cool undertone red lipstick, they look brightened up. Most of the time, their veins look blue in color (*take a look at your wrist under natural light*).



NEUTRAL SKIN TONE

This skin tone has both pink and golden undertones. They look good in both gold and silver jewelry and accessories. Most of the time, their veins look blue and green in color (*take a look at your wrist under natural light*).



WARM SKIN TONE

This skin tone has a yellow undertone or golden-olive undertone. They tend to tan easily under the sun. People who look good in gold jewelry and accessories. When they are wearing a warm (orange) undertone red lipstick, they look brightened up. Most of the time, their veins look green in color (*take a look at your wrist under natural light*).



DEPTH OF COLOR (LIGHT/DARK)

- **Fair skin:** Light Ivory, Porcelain, Sand, Pale Peach or Rosy undertones.
- **Medium skin:** Yellow, Gold, Beige, Natural, Red-Olive, Yellow-Green undertones.
- **Medium-dark skin:** Honey, Cameo, Copper, Olive, Tan, Golden-Olive, Caramel undertones.
- **Dark skin:** Orange-Brown, Red-Brown, Walnut, Almond, Blue-Black, Ebony, Dark Chocolate undertones.



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EFFECTIVE COMMUNICATION TO MAXIMIZE CONSULTATION

LIQUID FOUNDATION AND MINERAL POWDER

WHY COMMUNICATION IS IMPORTANT

- The first step is to strengthen your skills in communication.
- Get to know your clients better by learning how to ask the right questions.
- Develop a rapport and a relationship with your clients.
- If you are able to uncover and understand what your clients want/need, then you can provide them with a solution.
- Always ask open-ended questions. This will create a dialogue with your clients. Open-ended questions begin with who, what, when, where and why.

QUESTIONS TO ASK DURING CONSULTATION

- Could you walk me through your current makeup routine?
- What foundation/powder do you currently use?
- What do or don't you like about it?
- What results are you looking for from this product?
- What type of coverage do you prefer (matte finish or glow)?
- How are you applying your face makeup at home?
- What concerns do you have with your skin?

ORGANIZE AND SANITIZE

- Have kit clean, organized and displayed
- Secure working space to mix blend
- Clipboard with Client Surveys, Q&A, etc.
- Sanitize hands in front of client (always have anti-bacterial visible)
- Make sure foundation brush is clean
- Makeup sponges/Q-tips handy to test base

- Mixing accessories ready
- Makeup Remover Towelettes for client to use
- Skintelligence® pH Skin Normalizer used to mist on face prior to makeup application
- Motives® Complexion Perfection Face Primer to apply prior to custom blend
- Any of your other favorite products accessible to sample

LIGHTING

Lighting is very important. If you have natural light, set up the counter display so that you can position your client facing that source of natural light. If you do not have natural lighting, then purchase full-spectrum lights. OttLite makes tabletop full-spectrum lamps.



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CUSTOM BLEND LIQUID FOUNDATION SURVEY*



GET YOUR PERFECT MATCH

MOTIVES' CUSTOM BLEND LIQUID FORMULA

Name: _____ Date: _____


Address: _____

Phone: _____ Email: _____



Questions (circle your answer)

1. Would you like additional sunscreen in your custom blend? <i>(Contains a natural SPF content of 6-8)</i>	Yes		No
2. Do you want your foundation to be a BB Cream? <i>(aka Beauty Balm – Note: this will make coverage more sheer)</i>	Yes		No
3. What level of coverage do you prefer? <i>(Our base contains 17% pigment and typical foundation is 6-7%)</i>	Sheer	Medium	Full
4. What type of finish are you looking for?	Matte	Natural	Dewy
5. What skin tone category would you consider yourself?	Light	Medium	Dark
6. Do you have sensitive skin?	Yes		No
7. Which best describes your skin type?	Dry	Balanced	Oily
8. Are you concerned with aging?	Yes		No
9. Would you like a primer added to your liquid foundation?	Yes		No
10. What texture do you prefer your foundation?	Liquid		Cream



Sanitize Hands – Conduct Consultation in Form of Conversation – Stripe Foundation (2-3 shades) – Then Begin

- | SUNSCREEN | YES | NO | FORMULA AMOUNT |
|-------------------------------------|---------------------------------------|---------------------------------------|----------------|
| Adding will make product more sheer | 1 tsp = SPF 10-12
30ml = SPF 14-16 | Naturally contains SPF content of 6-8 | |
- | BB CREAM | YES | NO | FORMULA AMOUNT |
|-----------------------------|-------|----|----------------|
| Beauty Balm – less coverage | 15 ml | | |
- | COVERAGE | SHEER | MEDIUM | FULL | FORMULA AMOUNT |
|---|----------------------|---------------|---|----------------|
| Consider first 2 steps & compensate if needed | 75 ml = half of base | (leave as is) | Coverage Enhancer (1.2 scoops = 1.5 ml) | |
- | FINISH | MATTE | NATURAL | DEWY | FORMULA AMOUNT |
|--------|------------------------------|---------------|-------------------|----------------|
| | Matteifier (5 ml = 2 scoops) | (leave as is) | Prill (2-4 pumps) | |
- SKIN TONE CATEGORIES:** After adding the above (if applicable), choose closest base shade(s)

LIGHT		MEDIUM		DARK		AMOUNT FOR FORMULA Add until 35 ml total
Ivory	Porcelain	Beige	Tan	Roasted	Deep	

may use combination / more than 1


Next: Perfect base shade and optimize customization by adding pumps of toner

- Adjust (perfect the depth (lightness/darkness))
- Perfect your base shade by adding a toner to neutralize unwanted pigment in base
- Add to complement skin's natural undertone

LIGHTEN	DARKEN	TONER
White	Yellow-Brown	Black
	Black	Blue-Brown
		Yellow
		Pink
		Yellow-Red
		Purple
		Blue
		Blue-Red
		Green

- | SENSITIVE | YES | NO | FORMULA AMOUNT |
|------------------------|-------------------------|----|----------------|
| F, yes, stop after mix | Ultra Soothing (1.0 ml) | | |
- | SKIN TYPE | DRY | BALANCED | OILY | FORMULA AMOUNT |
|-----------|-------------------|---------------|----------------------|----------------|
| | Hydrator (0.5 ml) | (leave as is) | Oil Control (0.5 ml) | |
- | ANTI-AGING | YES | YES | NO | FORMULA AMOUNT |
|-----------------------------------|---|--|----|----------------|
| Choose 1 to remain cost effective | Soften/smooth while lightening (1.0 ml) | Stimulate collagen and elastin formation, neutralize free radicals | | |
| Offer both for optimal results | Ultra Firming (1.0 ml) | Copper Peptide (1.0 ml) | | |
- | PRIMER | YES | YES | NO | FORMULA AMOUNT |
|----------------------|-------------------------|------------------------------|----|----------------|
| Reference Question 7 | 0.5g (Balanced Skin) | 0.5g (Skin) | | |
| Choose 1 | 5mg (benefit 2-4 pumps) | Sheer Protection (2-4 pumps) | | |
- | TEXTURE | LIQUID | CREAM | FORMULA AMOUNT |
|--|---------------|----------------------------|----------------|
| start with 3 drops, mix, and add until desired result? | (leave as is) | Whipping Cream (5-6 drops) | |

CUSTOM BLEND MINERAL POWDER SURVEY*




GET YOUR PERFECT MATCH

MOTIVES' CUSTOM BLEND POWDER FORMULA

Name: _____ Date: _____


Address: _____

Phone: _____ Email: _____



Questions (circle your answer)

1. Would you like additional sunscreen in your custom powder? <i>(Already contains a full-spectrum SPF content of 17)</i>	Yes		No
2. What level of coverage do you prefer?	Sheer	Medium	Full
3. What type of texture/finish would you prefer?	Matte	Soft, healthy glow	High Luminescence
4. Would you like a High Definition Finish?	Yes		No
5. Which best describes your skin type?	Dry	Balanced	Oily
6. Do you struggle with hyper-pigmentation?	Yes		No
7. Would you like your powder to contain anti-aging benefits?	Yes		No
8. What skin tone category would you consider yourself?	Light	Medium	Dark



Sanitize Hands – Conduct Consultation in Form of Conversation – Then Begin

- | SUNSCREEN | YES | NO | FORMULA AMOUNT |
|-------------------------------------|------------------------|----|----------------|
| Adding will make product more sheer | 1 tsp = increase SPF 4 | | |
- | COVERAGE | SHEER | MEDIUM | FULL | FORMULA AMOUNT |
|---|----------------------------|---------------|----------------------------|----------------|
| Be mindful of how the above additives may affect coverage | 1 tsp Translucent Modifier | (leave as is) | 1 tsp Coverage Intensifier | |
- | TEXTURE/FINISH | MATTE | HEALTHY GLOW | HIGH LUMINESCENT | FORMULA AMOUNT |
|----------------|---------------|-------------------------------|---------------------------------|----------------|
| | (leave as is) | Sunlight Gold (1/8 - 1/4 tsp) | Moonlight Pearl (1/8 - 1/4 tsp) | |
- | HIGH DEFINITION | YES | NO | FORMULA AMOUNT |
|-------------------|-------------------------|----|----------------|
| Great for HD Film | 1/8 tsp Flawless Finish | | |
- | SKIN TYPE | DRY | BALANCED | OILY | FORMULA AMOUNT |
|-----------|----------------------|---------------|-------------------|----------------|
| | Moisturizing 1/8 tsp | (leave as is) | Balancing 1/8 tsp | |
- | HYPERPIGMENT | YES | NO | FORMULA AMOUNT |
|--------------|--------------------|----|----------------|
| | Lightening 1/8 tsp | | |
- | ANTI-AGING | YES | NO | FORMULA AMOUNT |
|------------|-----------------|----|----------------|
| | Firming 1/8 tsp | | |
- After adding all the above, fill in the remaining 3 teaspoons with desired base shade

LIGHT	MEDIUM	DARK	ADD BASE (UNTIL 3 TSP TOTAL)	AMOUNT FOR FORMULA
-------	--------	------	------------------------------	--------------------

Next: Perfect base shade and optimize customization by adding ounces of toner

- Adjust (perfect the depth (lightness/darkness))
- Perfect your base shade by adding a toner to neutralize unwanted pigment
- Add to complement skin's natural undertone

LIGHTEN	DARKEN	TONER
Alabaster	Tiger Eye	Opa
	Agate	
		Amber
		Rose Quartz
		Sandstone
		Ametyst
		Lapis
		Tourmaline
		Jade

*Full surveys available at the end of the manual

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PRODUCT INFORMATION

CUSTOM BLEND LIQUID FOUNDATION



CUSTOM BLEND LIQUID FOUNDATION CALIBRATIONS

LIQUID	
16 drops	1 pump of toner
1/2 ml (0.5 ml)	1 pump
1 ml	2 pumps
5 ml	10 pumps
7.5 ml	1/4 oz
15 ml	1/2 oz
30–35 ml	1 oz foundation (jar or bottle)
15–20 ml	1/2 oz cheek/bronzer
1 large scoop	2.5 ml
2 large scoops	5 ml (1/8 oz concealer)

KEY BENEFITS








- Mineral-based formula infused with botanicals provides long-lasting coverage with a lightweight feel
- Ideal for all skin types
- Includes modifiers and enhancers to further customize foundation and target specific concerns
- Oil-, talc- and fragrance-free; non-comedogenic
- Skin maintains its natural color/tone

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BASES

A mineral base infused with botanicals to soften and smooth, this oil-free formula leaves skin shine free and picture perfect. Ideal for individuals with normal to oily and/or sensitive skin. Offers greater coverage in a lightweight, powdery finish.

LIGHT SKIN TONE CATEGORY		
 Ivory Ivory with a yellow undertone	 Porcelain Porcelain with a pink undertone	
MEDIUM SKIN TONE CATEGORY		
 Beige Neutral	 Tan Golden brown	
DARK SKIN TONE CATEGORY		
 Hazelnut Deep brown with a yellow undertone	 Deep Deep brown with a yellow-red undertone	 Espresso Deep brown with a blue undertone

- All bases are 11% pigmented (*Average sold in market is approximately 6–7%*)
- Bases start with an SPF 6–8
- Oil-, talc- and fragrance-free; non-comedogenic






MODIFIERS

- **Sunscreen:** Used to increase the SPF level of the foundation. *Ethylhexyl methoxycinnamate* and *benzophenone* are key ingredients well-known for their ability to help protect the skin from the damaging effects of the sun. **Usage:** 5 ml = SPF 10–12 or 10 ml = SPF 14–16
- **Double Back Beauty Balm:** Five-in-one cream that primes, hydrates, lightens, firms and visibly improves the look of skin. *Dimethicone* and *aloe vera* condition skin for a smoother, softer appearance. *Licorice root extract* brightens and soothes skin for a more even appearance, while *retinol* helps to reduce the appearance of fine lines and wrinkles for firmer-looking skin and helps to even skin tone for a more youthful appearance. *Ethylhexyl methoxycinnamate* and *tocopheryl* help protect

the skin to maintain a healthier appearance.

Usage: 15 ml per foundation

- **Thinner:** Used to sheer foundation base for lighter coverage
Usage: 5 ml for sheer foundation; up to 15 ml for tinted moisturizer
- **Coverage Enhancer:** Used to increase the foundation from medium coverage to maximum coverage. This is 28% pigment.
Usage: 1–2 large scoops for full coverage

COVERAGE ENHANCERS		
 Extra Light Yellow undertone	 Light Pink undertone	 Medium Neutral undertone
 Dark Yellow undertone	 Yellow Adds yellow	

- **Mattifier:** Gives foundation a powder finish. It is ideal for camera-ready makeup or those with oily skin. *Kaolin* (French clay) is an absorbent with a mattifying effect that helps keep a shine-free finish (should not use a pump). **Usage:** 5 ml per foundation (2 large scoops)
- **Pearl:** Lightens and cools foundation; gives a luminous and light-diffusing finish perfect for an illuminating foundation. **Usage:** 2–4 pumps per foundation
- **Fringe Benefit:** Locks in moisture, smoothes and supports the appearance of skin texture. *Glycerin* and *dimethicone* work in harmony to smooth skin, reduce the appearance of fine lines and restore radiance for healthier-looking skin. Helps the foundation glide over any skin imperfections. Use under or added into foundation. **Usage:** 2–4 pumps per foundation (must be added last before filling bottle due to swelling of product)
- **Sheer Porefection Primer:** Lightweight, matte primer that smoothes skin and minimizes the appearance of pores. *Papaver rhoeas (poppy) extract* firms the appearance of skin, while *glycerin* maintains moisture in the skin. *Tocopheryl* is a well-known antioxidant vitamin that protects the skin to keep it looking healthy and more youthful. **Usage:** 2–4 pumps per foundation

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L O R E N R I D I N G E R

- **Whipping Crème:** Create airy, sponge-like textures for crème foundations, blushes and bronzers, highlighters, and eye shadows.

Usage: 3–6 drops (increase drops one at a time to desired consistency; if product becomes too thick, add 1–2 pumps of thinner). *Note, product will thicken slightly upon sitting.*

SKINCARE ADDITIVES

- **Ultra Firming Botanical Complex:** This botanical complex gives a tighter, firmer appearance to skin that will last throughout the day. *Hydrolyzed soy protein* softens and smoothes the skin, giving it a more radiant appearance.
Usage: 1 ml per foundation
- **Hydrator:** Utilizes *sodium PCA* to help restore hydration and deliver water to the skin. It is recommended for all skin types, and especially dry skin.
Usage: 0.5 ml per foundation
- **Oil Control:** Contains a combination of extracts that work to help control oil, while providing purifying and calming qualities. It is recommended for oily skin.
Usage: 0.5 ml per foundation
- **Ultra Soothing Botanical Complex:** Botanicals soothe skin and help to reduce the appearance of redness. It is recommended for sensitive skin. *Centella asiatica extract* is reported to have antioxidant and soothing properties that protect and calm skin, while *Calendula officinalis flower extract* conditions and soothes skin.
Usage: 1 ml per foundation
- **Copper Peptide Multi-Mineral Complex:** Minerals support normal collagen and elastin to diminish the appearance of fine lines, improve the appearance of skin and promote hydration.
Usage: 1 ml per foundation











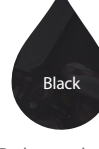
TONERS

The three functions of toner:

1. Adjust/perfect the depth (lightness/darkness)
 - Add white to lighten
 - Add yellow brown to darken and add warmth
 - Add blue brown to darken and cool
 - Add black to darken
2. Perfect the base shade by adding toner to neutralize (ie., eliminate) unwanted pigment to base
 - If you see pink, add yellow or green
 - If you see yellow, add purple
 - If you see peach, add blue
3. Match your client's natural undertone(s)
 - If you see pink, add pink
 - If you see yellow, add yellow

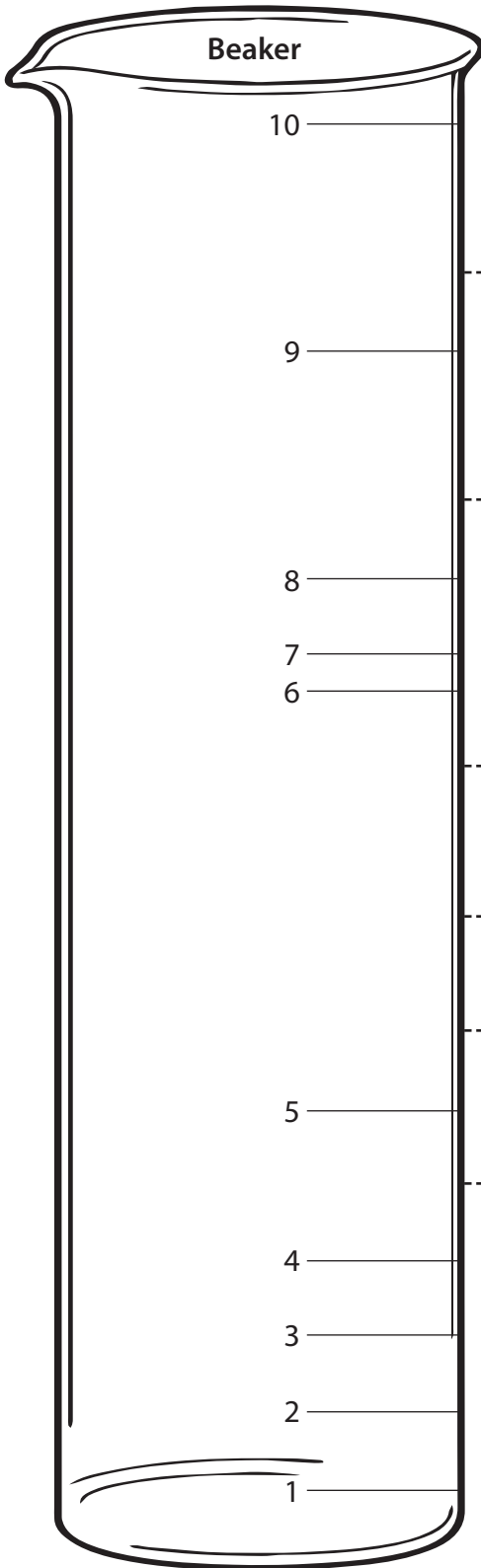
- If you see peach, add yellow-red
- If you see 'olive', add yellow and green
- If you see burgundy, add blue-red If you see pink, add pink

Use as a guide in determining the right shade of toner to use in a foundation:

CUSTOM BLEND LIQUID FOUNDATION TONERS		
 <p>Yellow</p> <p>Produces yellow undertone/Neutralizes pink/red</p>	 <p>Green</p> <p>Neutralizes red in foundation for yellow-olive complexion</p>	 <p>Blue</p> <p>Neutralizes orange</p>
 <p>Purple</p> <p>Neutralizes yellow</p>	 <p>Pink</p> <p>Provides pink undertone</p>	 <p>Yellow Red</p> <p>Provides peach undertone</p>
 <p>Blue Red</p> <p>Provides mahogany undertone; adds coolness</p>	 <p>Yellow Brown</p> <p>Used to darken and warm shades</p>	 <p>Blue Brown</p> <p>Darkens and cools</p>
 <p>White</p> <p>Lightens and cools</p>	 <p>Black</p> <p>Darkens and cools (only used in darkest three base shades)</p>	

FOUNDATION CHEAT SHEET STEPS

Follow these steps from the bottom (#1) to the top (#10) when filling the beaker



#10 – For Cream Foundation, add 3–6 drops of Whipping Crème and mix to desired consistency (If cream foundation is too thick, place in powder jar instead of the bottle).

----- **Mix and pour immediately into bottle**

9 — #9 – Add Primer: Add 2–4 pumps of Fringe Benefit (For dry/balanced skin – makes dewy) or add 2–4 pumps of Sheer Pore-perfection Primer (For oily/combo skin – makes semi-matte)

----- **Mix (Then step #9)**

8 — #8 – Add Ultra Firming Complex 1 ml and/or Copper Peptide Multi-Mineral Complex 1 ml

7 — #7 – Add Hydrator 0.5 ml and/or Oil Control 0.5 ml

6 — #6 – Add Ultra Soothing Botanical Complex 1 ml (if sensitive skin – STOP here)

----- Do you see Pink (Yellow), Yellow (Purple), Peach (Blue), or Ash (Yellow, Yellow-Red or Green)? Add necessary toner to neutralize unwanted undertone; mix and retest until perfect.

----- See Cheat Sheet – Add recommended toners for the base shade you selected; mix and test.

----- Too light or too dark? Add toners (adjust and keep testing until depth is correct)

5 — #5 – Add base up to 30 ml – (mix and test)

----- **Mix products together**

4 — #4 – Add Mattifier (Matte) 5 ml = 2 Scoops or Pearl (Dewy) 2–4 Pumps (luminous/dewy)

3 — #3 – Add Thinner – up to 15 ml (sheer) or Coverage Enhancer 1–2 Scoops (2.5 ml–5 ml) (Full)

2 — #2 – Add Beauty Balm – up to 15 ml (makes sheer – can be used in place of thinner on step #3)

1 — #1 – Add Sunscreen – 5 ml = 10 Pumps or 10 ml = 20 Pumps – (makes sheer)

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PRODUCT INFORMATION

CUSTOM BLEND MINERAL POWDER

CUSTOM BLEND MINERAL POWDER CALIBRATIONS

POWDER	
3 teaspoons	Large Powder Jar
1½ teaspoons	Medium Powder Jar
1/2 teaspoon (4 dashes)	Small Powder Jar
1/8 + 1/8 teaspoons	1/4 teaspoon
1/4 + 1/4 teaspoons	1/2 teaspoon
1/2 + 1/2 teaspoons	1 teaspoon
1/8 teaspoon	1 dash

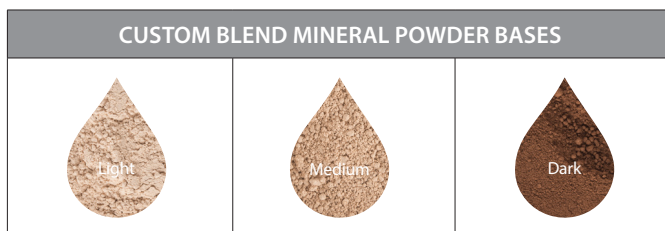
KEY BENEFITS

- Made exclusively from micronized minerals for exceptionally silky texture
- Give long-lasting coverage with a lightweight feel
- Micro-pulverized (cut in one-millionths then pulverized) minerals apply smoothly and float across the skin without settling into fine lines and wrinkles
- Contain micronized titanium dioxide and zinc oxide, which protect without irritating the skin
- Oil-, fragrance-, dye-, bismuth oxychloride- and talc-free, and non-comedogenic
- The natural earth minerals create a breathable barrier that protects and promotes healthy-looking skin
- Skin maintains its natural color/tone

BASES

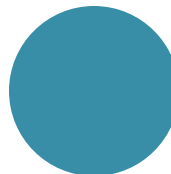
Provide medium, long-lasting coverage that is lightweight and natural. Ideal for individuals with sensitive and reactive skin.

- All bases are medium coverage with a matte finish
- Bases start with an SPF17



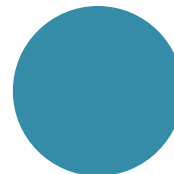
VISUAL TO HELP YOU CREATE A DUPLICATABLE FORMULA

Step 1 and 2



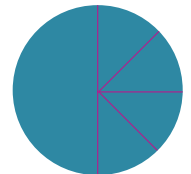
(Sunscreen)

Step 3



(Translucent Modifier or Coverage Intensifier)

Steps 3-7



(#3 sun. gold and/or moon pearl)
(#4 HD Flawless Finish)
(#5 Moisturizing or Balancing)
(#6 lightening) (#7 firming)

After measuring above desired additives, fill in the rest with base shade (as referenced in step #8).

Tips on Measuring:

Draw this on your Blending Paper.

Each circle represents 1 teaspoon.

Utilize this visual to help you keep track of what you've added.

Then make notes on your formula sheet.



MOTIVES

LOREN RIDINGER

MODIFIERS

Use to change the coverage of the powder.

- **SPF Amplifier:** Increase SPF coverage to protect skin
Usage: 1 teaspoon = SPF 6, 1/2 teaspoon = SPF 3
- **High Definition Flawless Finish:** Creates a soft-focus effect in an invisible, natural finish that softens lines and enhances the look of the complexion. *Mica* reflects light away from skin imperfections for a more youthful-looking complexion.
Usage: 1/8 teaspoon
- **Translucent Modifier:** Decreases coverage to create a sheer formula
Usage: 1–2 teaspoons
- **Medium Coverage Intensifier:** Increases coverage to full
Usage: 1 teaspoon

Use to add luminosity or glow.

- **Sunlight Gold:** Adds golden iridescence to foundation powder, blush, highlighters and bronzers
Usage: 1/8–1/4 teaspoon depending on the formula
- **Moonlight Pearl:** Adds a pearl iridescence to foundation powder, blush and highlighters
Usage: 1/8–1/4 teaspoon depending on the formula

SKINCARE ADDITIVES

- **Moisturizing Complex:** Increases hydration and delivers moisture for smoother-looking skin. *Cassia angustifolia (senna) seed polysaccharide* is a botanical polysaccharide that forms a protective film on the skin that binds water and fills up fine lines. It helps to moisturize the skin and improve the complexion for a more vibrant and youthful appearance.
Usage: 1/8 teaspoon achieves maximum results
- **Balancing Complex:** Helps promote normal oil to maintain a flawless, matte finish throughout the day. *Niacinamide* helps maintain normal oil production and helps the skin maintain a brighter, more even complexion.
Usage: 1/8 teaspoon achieves maximum results
- **Firming Complex:** Promotes skin firmness and helps maintain elasticity to reduce the appearance of fine lines and wrinkles. *Glycerin*, *Pisum sativum (pea) extract* and *algae extract* work together to condition skin for a softer, smoother appearance.
Usage: 1/8 teaspoon achieves maximum results
- **Skin Lightening Complex:** Helps reduce the appearance of dark spots for improved skin clarity and more even skin tone. Extracts work to condition skin while brighteners help to maintain a healthy, youthful-looking appearance.
Usage: 1/8 teaspoon achieves maximum results

TONERS

Usage: 1 smidgen; add more as needed. Toners are highly concentrated, so a little goes a long way.

The three functions of toner:

1. Lighten and darken
2. Camouflage and correct
3. Maintain undertone of the skin

Use the following as a guide in determining the right shade of toner to use in a foundation:

CUSTOM BLEND MINERAL POWDER TONERS		
 <p>Amber (Yellow)</p> <p>Produces yellow undertone/Neutralizes pink/red</p>	 <p>Jade (Green)</p> <p>Neutralizes red in foundation</p>	 <p>Lapis (Blue)</p> <p>Neutralizes orange or peachy tones</p>
 <p>Amethyst (Purple)</p> <p>Neutralizes Yellow</p>	 <p>Rose Quartz (Rose Pink)</p> <p>Provides pink undertone and cancels yellow; cools</p>	 <p>Sunstone (Yellow Red)</p> <p>Provides peach undertone; brightens skin</p>
 <p>Tourmaline (Bright Pink)</p> <p>Neutralizes green; great for blush</p>	 <p>Tiger's Eye (Yellow Brown)</p> <p>Used to darken and warm shades</p>	 <p>Alabaster (White)</p> <p>Lightens without changing the undertone</p>
 <p>Onyx (Black)</p> <p>Darkens and cools</p>	 <p>Agate (Blue Brown)</p> <p>Used to darken and cool shades</p>	

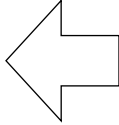
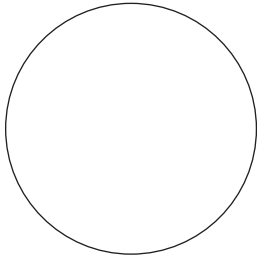
FROSTS

Use to add movement and iridescence.

- **Pink Gold:** Adds pink iridescence with a golden undertone
- **Diamond Dust:** Adds movement while remaining true to color
- **Garnet:** Cools and adds red tones
- **Copper:** Warms and adds rusty earth tones
Usage: Varies depending on formulation

MOTIVES CUSTOM MINERAL CHEAT SHEET

Place product on top of selection and record on circles below.

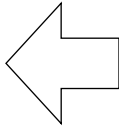
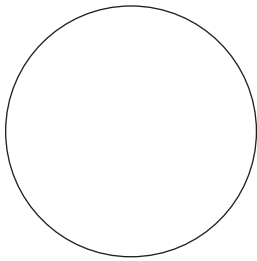


Q1.

SPF Amplifier or **Base**
(1 tsp) (1 tsp)

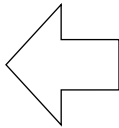
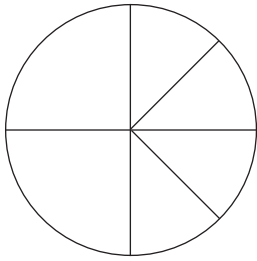
Mixing Tips:

- Blend toners until there are no streaks.
- Then blend number 3-7, until there are no streaks.
- Combine the two mixtures together until there are no streaks, then blend into remaining powder.



Q2.

Translucent Modifier or **Coverage Intensifier** or **Base**
(1 tsp) (1 tsp) (1 tsp)



Q3.

Sunlight Gold **Moonlight Pearl** **Pink Gold (opt.)**
(1/8-1/4 tsp) (1/8-1/4 tsp) (1 smidgen)

Q4.

High Definition Flawless Finish (1/8 tsp)

Q5.

Moisturizing or **Balancing**
(1/8 tsp) (1/8 tsp)

Q6.

Lightening
(1/8 tsp)

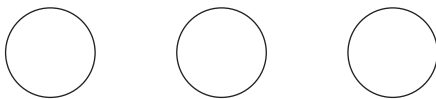
Q7.

Firming
(1/8 tsp)

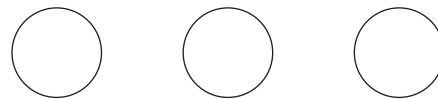
Q8.

Fill the empty spaces with base color. **Light, Medium or Dark.** (Leave 1/8 open for adjustments)

Smidgen of Toners



Color Adjustment



MOTIVES

L O R E N R I D I N G E R

INCORPORATING TONER CHEAT SHEET

If you are new to custom blend and/or color theory and find yourself confused, here is a basic, duplicatable way to incorporate mixing in toner.

- **Yellow:** Represents human skin, neutral pigment (SKIN)
- **Red:** Represents a healthy, bright complexion (BLOOD)
- **Blue:** Represents depth/deep or cool undertone (VEINS)

When mixed together, as primary colors, this will all neutralize to brown. So, wouldn't it make sense to add all of the above to incorporate our natural undertones and further customize a product?

If you are a professional makeup artist or understand and love color theory, you certainly don't need to use this "cheat sheet." It is intended to help beginners realize that adding color to customize is important. And, when mixed together, they all neutralize one another.

Again, it's just a starting point. Even if you choose to use this cheat sheet, you may still need to add more color to perfect the base shade, complement one's natural skin tone or provide depth. Please refer to the chart below and for more detail, refer to the Motives® Custom Blend Survey.

CUSTOM BLEND LIQUID

LIGHT		MEDIUM				MEDIUM				DARK	
Ivory/Porcelain		Beige				Tan				Hazelnut/Deep/Espresso	
Caucasian/European		Asian		Asian/White		Hispanic/Indian		Hispanic with Light Skin		African-American	
Choose closest match Or mix ½ & ½ *if suntan add beige		½ Porcelain & ½ Beige				½ Tan & ½ Beige-Porcelain				Hazelnut + Tan Hazelnut + Deep Espresso Deep	
1 pump	purple	2 pumps	purple	2 pumps	purple	1 pump	blue	1 pump	blue	2-3 pumps	blue
1 pump	yellow	1-2 pumps	yellow	2 pumps	yellow	2 pumps	yellow	2 pumps	yellow	2 pumps	yellow
1 pump	pink	1 pump	yellow-red	1 pump	yellow-red	1 pump	yellow-red	1 pump	yellow-red	1 pump	blue-red

CUSTOM MINERAL POWDER

IVORY/ PORCELAIN		BEIGE		TAN		TAN/DARK		HAZELNUT/DEEP/ ESPRESSO	
½ Light ½ Medium (use medium toners)		Medium		Medium		½ Medium ½ Dark		½ Medium ½ Dark	
								Dark	
1 smidgen	Amber (yellow)	1 smidgen	Amber (yellow)	1 smidgen	Amber (yellow)	1 smidgen	Amber (yellow)	1 smidgen	Amber (yellow)
1 smidgen	Amethyst (purple)	1 smidgen	Amethyst (purple)	1 smidgen	Lapis (blue)	1 smidgen	Lapis (blue)	1 smidgen	Lapis (blue)
1 smidgen	Rose Quartz (pink)	1 smidgen	Sunstone (yellow-red)	1 smidgen	Sunstone (yellow-red)	1 smidgen	Tourmaline (blue-red)	1 smidgen	Tourmaline (blue-red)

TOOLS AND PACKAGING
LIQUID FOUNDATION AND MINERAL POWDER

CUSTOM BLEND TOOLS



Measuring Spoons
1 tsp., 1/2 tsp., 1/4 tsp., 1/8 tsp.



Baking Spoons
Dash, Pinch, Smidgen



Custom Mineral Blending Knife
Code: 01CBK | USD\$7.00*



Custom Mineral Blending Paper
Code: 01CBP | USD\$6.00*



Custom Blend Accessories Kit
Code: 2009CBAK | USD\$10.00*

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

CUSTOM BLEND TOOLS



Custom Blend Foundation Starter Kit
Code: 2009CBCK | UC: USD\$600.00* | BV: 300



Custom Mineral Starter Kit
Code: 2011CMSK | UC: USD\$250.00* | BV: 0



Custom Blend Foundation Display Tower
Code: A25102 | USD\$100.00*
Product not included

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

CUSTOM BLEND PACKAGING



Custom Blend
Foundation Bottle
Code: 317 | USD\$2.00*



Custom Blend
Sample Bottles | Pack of 6
Code: 6MCBS | USD\$3.25*



Small Powder Jar
Pack of 20 | USD\$10.00*
Purchase from marketamericagear.com



Medium Powder Jar
Pack of 5
Code: 5CMEJ | USD\$5.00*



Large Powder Jar
Pack of 5
Code: 5CMCJ | USD\$10.00*

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

COST BREAKDOWN CUSTOM BLEND LIQUID FOUNDATION

CUSTOM BLEND LIQUID FOUNDATION

BB CREAM	SHEER COVERAGE	MEDIUM COVERAGE	FULL COVERAGE
150 ml total container (10 blends per bottle of base) 15 ml of Base = USD\$5.00*	150 ml total container (10 blends per bottle of base) 15 ml Base = USD\$5.00*	150 ml total container (5 blends per bottle of base) 30 ml of Base = USD\$10.00*	150 ml total container (5 blends per bottle of base) 25 ml of Base = USD\$9.00*
(10 uses from one bottle = USD\$40.00*) 15 ml of Beauty Balm = USD\$4.00*	(10 uses from one bottle = USD\$22.00*) (sunscreen USD\$21.00* bottle and thinner) USD\$23.00* bottle & 15 ml Sunscreen/Thinner = USD\$2.20*		(12 uses from one container = USD\$21.00*) 2 scoops Coverage Enhancer = USD\$1.75*
4.8 oz = 144 ml = 288 pumps / 4 pumps per blend = 72 blends USD\$52.00* (cost of Toner) / 72 blends Toner (4 pumps) = USD\$1.50*	4.8 oz = 144 ml = 288 pumps / 4 pumps per blend = 72 blends USD\$52.00* (cost of Toner) / 72 blends Toner (4 pumps) = USD\$1.50*	4.8 oz = 144 ml = 288 pumps / 4 pumps per blend = 72 blends USD\$52.00* (cost of Toner) / 72 blends Toner (4 pumps) = USD\$1.50*	4.8 oz = 144 ml = 288 pumps / 4 pumps per blend = 72 blends USD\$52.00 (cost of Toner) / 72 blends Toner (4 pumps) = USD\$1.50*
Cost of empty bottle = USD\$2.00*	Cost of empty bottle = USD\$2.00*	Cost of empty bottle = USD\$2.00*	Cost of empty bottle = USD\$2.00*
(Please note, all prices above were rounded up) Prices start at USD\$12.50* per blend (additives to follow)	(Please note, all prices above were rounded up) Prices start at USD\$10.70* per blend (additives to follow)	(Please note, all prices above were rounded up) Prices start at USD\$13.50* per blend (additives to follow)	(Please note, all prices above were rounded up) Prices start at USD\$14.25* per blend (additives to follow)

CUSTOM BLEND LIQUID FOUNDATION ADDITIVES

ADD FINISH	Pearl 2–4 pumps (72–144 uses) USD\$52.00* bottle 72 or 144 = USD\$0.72* or USD\$0.36* per	Mattifier 5 ml (29 uses) USD\$21.00* bottle 29 = USD\$0.72* per	(rounded up) = USD\$0.75* per blend
ADD SKINCARE	Hydrator USD\$21.00* 60 uses at .5 ml = USD\$0.35* per	Oil Control USD\$21.00* 60 uses at .5 ml = USD\$0.35* per	(rounded up) = USD\$0.50* per blend
ADD BOTANICAL	Ultra Firming/Copper Peptide USD\$40.00* 30 uses at 1 ml = USD\$1.33* each	Ultra Smoothing USD\$40.00* 30 uses at 1 ml = USD\$1.33* each	(rounded up) = USD\$1.50* per blend
ADD PRIMER	Fringe Benefit 2–4 pumps (72–144 uses) USD\$21.00* bottle 72 or 144 = USD\$0.30* or USD\$0.15* per	Sheer Porefection 2–4 pumps (72–144 uses) USD\$40.0* bottle 72 or 144 = USD\$0.56* or USD\$0.28* per	(.33 average) = USD\$0.50* per blend
ADD WHIPPING CRÈME	Whipping Crème 3–6 drops (roughly 100 uses) USD\$15.00* bottle 100 = USD\$0.15* per		(estimated) = USD\$0.15* per blend

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

Cost Breakdown Custom Blend Liquid

please note, everything was rounded up in cost and based on the highest amount of usage.

(includes jar, base shade, toner & beauty Balm) BB Cream Starts @ USD\$12.50*	(includes jar, base shade, toner & spf / Thinner) Sheer Coverage Starts @ USD\$10.70*	(includes jar, base shade & toner) Medium Coverage Starts @ USD\$13.50*	(includes jar, base shade, toner & coverage enhancer) Full Coverage Starts @ USD\$14.25*
add finish + USD\$0.75* (pearl or mattifier)	add finish + USD\$0.75* (pearl or mattifier)	add finish + USD\$0.75* (pearl or mattifier)	add finish + USD\$0.75* (pearl or mattifier)
add skincare + USD\$0.50* (hydrator or oil control)	add skincare + USD\$0.50* (hydrator or oil control)	add skincare + USD\$0.50* (hydrator or oil control)	add skincare + USD\$0.50* (hydrator or oil control)
add botanical + USD\$1.50* (ultra firming copper peptide or ultra soothing)	add botanical + USD\$1.50* (ultra firming copper peptide or ultra soothing)	add botanical + USD\$1.50* (ultra firming copper peptide or ultra soothing)	add botanical + USD\$1.50* (ultra firming copper peptide or ultra soothing)
Add primer + USD\$0.50* (fringe benefit or sheer porefection)	Add primer + USD\$0.50* (fringe benefit or sheer porefection)	Add primer + USD\$0.50* (fringe benefit or sheer porefection)	Add primer + USD\$0.50* (fringe benefit or sheer porefection)
add whipping crème + USD\$0.15*	add whipping crème + USD\$0.15*	add whipping crème + USD\$0.15*	add whipping crème + USD\$0.15*
USD\$15.75* Highest Total	USD\$14.45* Highest Total	USD\$16.75* Highest Total	USD\$17.50* Highest Total

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

COST BREAKDOWN CUSTOM BLEND MINERAL POWDER

CUSTOM BLEND MINERAL POWDER

BASE AND/OR MODIFIER	Base Light Medium Dark USD\$39.00* container 14 tsp = USD\$2.80* per	Translucent Modifier/ Coverage Int. USD\$39.00* container 14 tsp = USD\$2.80* per	SPF USD\$39.00* container 14 tsp = USD\$2.80* per	(USD\$2.80 X 3 tsp) = USD\$8.40* = USD\$8.40* per blend
ADD TONER	Toner USD\$38.00* 216 uses at smidgen =.18 (per smidgen) 4 smidgens = USD\$0.72* per			USD\$0.75* per blend
ADD FINISH	Moonlight Pearl USD\$42.00* container 72 dash = USD\$0.58* per	Sunlight Gold USD\$42.00* container 72 dash = USD\$0.58* per		USD\$0.60* per blend
ADD FLAWLESS FINISH			High-Definition Flawless Finish USD\$28.00* container 72 dash = USD\$0.39* per	USD\$0.40* per blend
ADD SKINCARE	Moisturizing USD\$63.00* 72 uses at 1/8 dash = USD\$0.86* per	Balancing USD\$63.00* 72 uses at 1/8 dash = USD\$0.86* per		USD\$0.90* per blend
ADD ANTI-AGING	Firming USD\$63.00* 72 uses at 1/8 dash = USD\$0.86* per	Lightening USD\$63.00* 72 uses at 1/8 dash = USD\$0.86* per		USD\$0.90* per blend
LARGE JAR				USD\$2.00* each
				USD\$13.95* TOTAL

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

Cost Breakdown Custom Blend Powder

please note, everything was rounded up in cost and based on the highest amount of usage.

Large jar + USD\$2.00*
Starts @ USD\$8.40* (3 teaspoons of the following...) Base / Translucent Modifier / Coverage Intensifier / SPF
add toner + USD\$0.75*
add finish + USD\$0.60* (sunlight gold / moonlight pearl)
add High Def + USD\$0.40* (sunlight gold / moonlight pearl)
add skincare + USD\$0.90* (balancing / moisturizing complex)
add anti-aging + USD\$0.90* (lightening / firming complex)
Highest Total = USD\$13.95*

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

SALES RECEIPT ENTRY

FORM 1000 CUSTOM BLEND CODES

POWDER	USA	CAN	UFO	RETAIL
Custom Mineral Foundation	MO5CMFJ	MOC5CMFJ	USD\$11.00*	USD\$35.00*
Custom Mineral Foundation with Firming Complex	MO5CMFJB	MOC5CMFJB	USD\$14.00*	USD\$40.00*
Custom Mineral Bronzers	MO09CMBR	MOC09CMBR	USD\$15.00*	USD\$30.00*
Custom Mineral Finishing Powders	MO09CMFP	MOC09CMFP	USD\$7.50*	USD\$30.00*
Custom Mineral Highlighters	MO09CMH	MOC09CMH	USD\$7.50*	USD\$25.00*
Custom Mineral Blushes	MO09CMBL	MOC09CMBL	USD\$10.00*	USD\$20.00*
Custom Mineral Eyes	MO09CME	MOC09CME	USD\$3.50*	USD\$15.00*
Custom Mineral Brows	MO09CMBRWS	MOC09CMBRWS	USD\$4.50*	USD\$15.00*
Custom Mineral Concealers	MO09CMC	MOC09CMC	USD\$2.50*	USD\$15.00*
Custom Mineral Lips	MO09CMLPS	MOC09CMLPS	USD\$3.00*	USD\$15.00*

LIQUID	USA	CAN	UFO	RETAIL
Custom Blend Liquid Foundation (bottle)	MO328	MOC328	USD\$14.00*	USD\$40.00*
Custom Blend Liquid Foundation with Ultra Firming Botanical (bottle)	MO328B	MOC328B	USD\$17.00*	USD\$45.00*

*Price is listed in US Dollars and does not reflect the Canadian quarterly exchange rate

MOTIVES

LOREN RIDINGER

CREATING TRIAL SIZES AND CONCEALERS

CUSTOM BLEND LIQUID FOUNDATION

FOLLOW THE SAME STEPS AS MAKING A FULL BOTTLE

- For base and additive combination, use total of 12 pumps.

Sample:

- X – pumps (Bases, Thinner, Sunscreen, Beauty Balm) – Max of 12
 - x – pinch from metal spoon set (Mattifier)
 - x – smidgen from metal spoon set (Coverage Enhancer)
- X - drops (Toners, Primer, Skincare Additives)

CONVERTING TRIAL TO A FULL SIZE

- 1 pump = 2.5 ml
- 1 drop = 1 pump
- 2 drops = 0.5 ml (Oil Control & Hydrator)
- 4 drops = 1 ml (Ultra Firming / Copper Peptide / Ultra Soothing)

CONCEALERS

Customize:

- 1 scoop Coverage Enhancer(s) (closest to skin tone) + 2–4 pumps Thinner / Fringe Benefit or a combination of the two
- 1–2 pumps toner

Coverage Guidelines:

Light Concealer: 1 scoop Coverage Enhancer + 4 pumps (Thinner/Fringe Benefit)	Medium Concealer: 1 scoop Coverage Enhancer + 3 pumps (Thinner/Fringe Benefit)	Full Concealer: 1 scoop Coverage Enhancer + 2 pumps (Thinner/Fringe Benefit)
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Skin Type Modifier Guidelines:

- **Oily skin:** Thinner
- **Normal skin:** Thinner/Fringe Benefit Combination
- **Dry/Mature skin:** Fringe Benefit

Guideline for Color Bases:

- **Ivory:** Extra Light + 1 pump White
- **Porcelain:** Light + 1 pump White
- **Beige:** Light + 1 pump Yellow/Brown
OR
- **Beige:** Medium + 1 pump White and 1 pump Yellow
- **Tan:** Light + 1 pump Yellow-Brown
- **Tan:** Medium + 1 pump Yellow-Red
- **Deep:** Yellow / Dark Combination
- **Hazelnut:** Dark / Yellow Combination + 1 pump Blue-Red
- **Espresso:** Dark + 1 pump Blue-Brown



FIVE STEPS TO MIXING CUSTOM CONCEALERS:

1. Discuss and determine skin type and desired coverage with client
2. Determine Coverage Enhancer base and add 2–4 pumps of appropriate modifiers (Thinner and/or Fringe Benefit)
3. Mix and test movement and coverage
4. Add color pigments to achieve desired depth and tone (using this guide)
 - **Color Correction:**
Yellow-Red: for dark circles that are blue-grey
Yellow: hides blue-purple veins in translucent skin
Green: hides blemishes and redness
Yellow and Green: camouflages distended capillaries
5. Mix and test desired tone

(Add 1 drop of Hydrator if skin under eye area is dehydrated, unless client is prone to puffiness.)

7.5 ml = 1/4 oz	16 drops = 1 pump
7.5 ml = 1/2 oz	1 pump = 0.5 ml
30 ml = 1 oz	2 pumps = 1 ml

MOTIVES

LOREN RIDINGER

AIRBRUSHING WITH CUSTOM BLEND

PREP, TECHNIQUE AND APPLICATION

AIRBRUSHING

Base shade + Toner and equal parts of a solution to dilute (Setting Spray, Rose Water, etc.)

FOUNDATION	BLUSH	EYE SHADOW
1 equal part blended Foundation and/or blended Color Toner	1 equal part blended Color Toners	2 parts of blended Color Toners
1 equal part Setting Spray or otherwise	1 equal part Setting Spray or otherwise	1 part of Setting Spray

INTRODUCTION TO AIRBRUSH APPLICATION

- The main purpose for airbrush application is to ultimately provide the client with a smooth, long-lasting, lightweight finish.
- With a little practice, you can achieve a well-defined, photo-ready look in a fraction of the time as traditional application.
- Once you've learned the mixing theory and technique, there is no limit to the different colors and looks you can achieve.

AIRBRUSHING APPLICATION SKIN PREP

- Make sure skin is properly cleansed, toned and moisturized (Skintelligence® is a great line to use, as it's hypo-allergenic and the most affordable).
- Apply Motives® Complexion Perfection Face Primer and Insta-Smooth.
- Apply Motives No More Shine (if necessary).

Note: Airbrush applications will look best on hydrated, smooth, hair-free skin. If client does have facial hair, it can adhere to each individual hair and make them look more fuzzy. Also, on dry skin, it can make it look more flaky. So be sure to complete a comprehensive consultation, and address proper skincare/maintenance prior to a special event where airbrush application is requested.

AIRBRUSH APPLICATION MIXING SOLUTION

- Using the 1 oz liquid sample bottle (from ma Gear), measure out 1 cc of Custom Blend (base and toner), and add 1 cc of distilled or Rose Water. Mix well.
- The goal is to dilute the formula just enough to be able to pass through the airbrush stylus without clogging it, but not so much that coverage gets lost. It's not recommended to use more than 2 parts water to 1 part product to dilute. If more is needed, try adding Thinner instead.

AIRBRUSH TERMINOLOGY

- Compressor: the source for compressed air
- Stylus: the pen-like apparatus that is used to apply the formula
- Barrel: the cup on the stylus that holds the formula
- Pin or Needle: an internal part that helps to disperse the color properly
- Trigger: the lever that controls the flow of product
- Back Flow: the technique used to clear a clog, mix product while in the barrel or to clean the stylus. It is done simply by placing your finger over the nozzle and pulling the trigger, producing bubbles in the barrel.

AIRBRUSH APPLICATION ORDER

1. Motives Complexion Perfection Face Primer and Insta-Smooth
2. Concealer
3. Contour
4. Highlight
5. Base
6. Blush
7. Eyes
8. Set (Powder)
9. Finishing Spray

AIRBRUSH APPLICATION SETUP

Airbrush Unit	Formula Sheet
Custom Blend Foundation Kit	Squeeze Bottle (1 oz)
Custom Blend Powder Kit	Wash Cloth or Cotton Pads
Measuring Spoons	Cotton Swabs
Motives Dual Blending Sponge	Motives Complexion Perfection Face Primer
Water (distilled or rose)	Concealer
Syringes or Dropper	Contour
Beaker and Stirrer	Highlighter
Rubbing Alcohol	Powder
Formula Containers	Mixing Container

MOTIVES

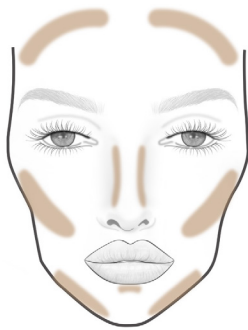
LOREN RIDINGER

AIRBRUSH AND CONTOUR

Evaluate your client's needs for contouring; here are the most common places to contour. This can take place before or after your base application.

- Selecting the appropriate colors is based solely upon the client's skin tone and your best judgment.

- Using the mixer beaker or 1 oz bottle, measure out 1 cc of Base that most closely matches the client's own skin tone.
- Next, measure out 1/2 cc of the base that is two to three shades darker.
- At this point, you can add a drop or two of another toner to "tweak" the color to prevent it from becoming too severe.
- Add 2 cc of water. MIX WELL.



STEP 1:
CONTOUR



STEP 2:
HIGHLIGHT



STEP 3: CONTOUR &
HIGHLIGHT

AIRBRUSH AND HIGHLIGHT

Highlighting is important since it gives the face a lift. This can take place before or after your base application.

- For light skin: using the mixing beaker or 1 oz bottle, measure 3/4 cc Base that is 2-3 shades lighter than skin tone. You can add no more than 1-2 drops of Pearl along with 2 cc of water. MIX WELL

Note: Omit Pearl for dark skin. Try Sunlight Gold Custom Mineral Modifier instead.

BASIC AIRBRUSH APPLICATION

- Step 1)** Begin with a clean face. Press the ON button; you will immediately feel air coming out of the stylus. NOTE: The product will not be delivered until you pull the trigger, but air will always flow out. Place a few drops of formula into the barrel of the stylus.
- Step 2)** Apply a VERY LIGHT first coat of airbrush foundation all over your face. REMEMBER: You always want to place the foundation in light sweeping layers, never a heavy application. Less is always more.
- Step 3)** Apply the second or added coats of foundation until you have achieved the desired results.
- Step 4)** Contouring and highlighting can take place before or after your base application, depending upon the desired results.
- Step 5)** Apply blush and then seal it all with Motives Luminous Translucent Loose Powder.
- Step 6)** Now move on to eyes and lips. Finish it all with Motives 10 Years Younger Makeup Setting Spray or No More Shine Makeup Setting Spray.



MOTIVES

L O R E N R I D I N G E R

CUSTOM BLEND AIRBRUSH FOUNDATION

- **Quick/Easy Blend:** Using a Motives® Custom Blend Foundation Bottle (1fl oz)
 - 15 ml of Motives 10 Years Younger Makeup Setting Spray
 - 15 ml of custom airbrush blend

Example:

- If your client's custom blend formula is:

(20 ml Beige and 10 ml Porcelain + 1 pump Yellow and 1 pump Pink)

then their airbrush formula would be:

(10 ml Beige and 5 ml Porcelain + 1 drop Yellow and 1 drop Pink)

Note: You may need to cut down formula to only include base shades and toners (toners will go in as drops, not pumps)

AIRBRUSH WITH MOTIVES CUSTOM MINERAL POWDER

- On the occasion that you want/need a more matte, flawless finish, you can incorporate our Custom Blend Mineral Powder in your airbrush formulation.
- Most airbrush gun reservoirs hold about 1/2 tsp; however, think conceptually in "parts" vs. exact measurements so that this is relevant to any machine you may be using.
- **Custom Airbrush Blend:** (to be mixed in a separate container, not in the reservoir/machine!)
 - 1/2 part liquid mixture
 - 1/2 part color mixture (custom mineral powder)
- **Liquid Mixture:**
 - 1/4 straight glycerin (available at any drugstore)
 - 1/4 Motives 10 Years Younger Makeup Setting Spray
 - 1/2 distilled water
- **Color Mixture:** Custom Mineral Powder base shade(s), plus toner.

Example: If your client's custom blend formula is:

1 tsp Translucent Modifier

1 1/4 tsp Medium Base

1/2 tsp Light Base

1/8 tsp (dash) Lightening Complex

1/8 tsp (dash) Sunlight Gold

(smidgen) Rose Quartz

(smidgen) Amber

(smidgen) Tigers Eye

Then (think in 1 tsp or 1 "part") their airbrush formula would be:

3/4 Medium Base

1/4 Light base

smidgen each of Rose Quartz, Amber and Tigers Eye

Note: More powder = more coverage/matte finish

More liquid = more sheer/dewy finish

AIRBRUSH CARE AND MAINTENANCE

- Properly cleaning your stylus after each use is vital to it performing properly. Neglecting to do so may result in spattering and/or clogging.
- Cleaning Solution: 2 oz of water + 4 drops Snap® Heavy Duty Concentrate + 1 drop Snap Disinfectant
- Place a few drops in the barrel, back flow, then spray formula out.
- Remove any remaining product with a cotton swab.
- An occasional thorough cleaning can be done by removing the nozzle head and/or removing the pin depending upon which unit you use.

MOTIVES

L O R E N R I D I N G E R

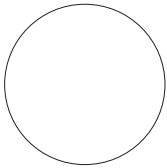
CREATING LIP STAINS

HOW TO CREATE CUSTOM LIP STAIN COLORS

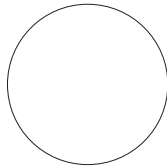
LIP STAIN

Base on 3 dashes total of any combination of Base and Toner.

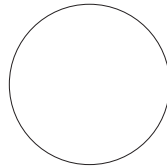
Use the following as a guide in determining the right shade of base and toner combination.



Dash 1



Dash 1



Dash 1

APPLICATION GUIDE

1. Exfoliate lips with Motives® Lip Pumice
2. Moisturize lips with (Motives Vitamin E Lip Treatment, Motives 40FY® Lip Treatment, Hydrating Lip Balm, etc.)
3. Spray Motives 10 Years Younger Makeup Setting Spray on a synthetic lip/concealer brush
4. Dip brush into loose mineral powder and apply to lips.

HOW TO CREATE CUSTOM LIP STAIN COLORS

Questions to ask your client:

1. What tone of color do you like?
 - **Pink** (Tourmaline as a base)
 - **Peach** (Sunstone as a base)
 - **Neutral / Brown** (Tigers Eye as a base)
2. What depth (light to dark) would you prefer your lip stain shade to be?
 - **Light** (2 dashes of Alabaster and 1 dash color tones)
 - **Medium** (1 dash of Alabaster and 2 dashes color tones)
 - **Dark** (3 dashes color tones)

Now mix up your 3 dashes of color and then complete customization (if desired) with these last couple questions. Try to limit to 4 smidgens so that it all fits in the container.

3. Would you like to further customize the color? (add in smidgens)
 - **Lapis** (adds berry/purple or cuts peach)
 - **Amber** (adds warmth)
 - **Rose Quartz** (adds mauve—deep pink and purple tone)
 - **Onyx** (adds depth)
4. Would you like to add shimmer to your lip stain? (add in smidgens)
 - **Sunlight Gold** (soft and neutral glow)
 - **Moonlight Pearl** (movement and luminous shimmer)
 - **Pink Gold** (healthy glow)
 - **Diamond Dust** (clear sparkle)
 - **Garnet** (deep red shimmer)
 - **Copper** (intense gold shimmer)

BLEND YOUR BEAUTY EVENT CUSTOMIZE AND PERSONALIZE



GET YOUR PERFECT MATCH

WHY CUSTOM BLEND? BECAUSE EVERYONE IS AN INDIVIDUAL WITH A UNIQUE COLORING, SKIN TYPE, PERSONALITY, LIFESTYLE AND PREFERENCE.

Date _____ Time _____

Location _____

FOR MORE INFORMATION AND TO RSVP

Call _____

Email _____

BLEND YOUR BEAUTY EVENT OUTLINE

Prepare Before Event

- Name tags
- Motives® Empty Folders (code: 141)
- Motives Catalogs (code: 3520)
- Permanent markers/pens
- Custom Blend Manual
- Custom Blend Surveys
- Custom Blend Liquid Foundation Kit (code: 2009CBCK)
- Custom Blend Liquid Accessory Kit (blending kit) (code: 2009CBAK)
- Custom Blend Mineral Kit (code: 2011CMSK)
- Custom Mineral Blending Paper (code: 01CBP)
- Custom Mineral Blending Knife (code: 01CBK)
- Cotton balls/Motives Gentle Eye Makeup Remover (code: 01MEMR)
- Skincare products
- Complexion Perfection Face Primer (code: 301FP)
- Insta-Smooth (code: 201LEG)
- 8-Piece Brush Set (code: 46MBR)
- Foundation Brush (code: 45MBR)
- Mineral Flat Top Powder Brush (code: 51MBR) or Kabuki Brush (code: 53MBR)
- Makeup Remover wipes (code: 01MENT)
- Skintelligence pH Normalizer (code: 1012)
- Hand sanitizer
- Brush sanitizer
- Paper towels
- Motives Mirror (code: 100MUM)
- Small table to display Custom Blend products
- Chair/stool next to tables
- Motives Client Cover-Up (Market America® Gear)
- Print out for each attendee:
 - Blend Your Beauty Survey
 - Liquid and powder Client Survey
 - Blend Your Beauty Order Form
- Snacks
- MochaTonix®, Isotonix OPC-3®, Isotonix OPC-3 Beauty Blend Formula, Isotonix® Calcium Plus, Isotonix Activated B-Complex, Ultimate Aloe

Remember Your Goal

- Identify two business partners
- Develop 10 new customers
- Sell a minimum of \$85.00 per guest
- Identify a new host

Pre Event

- Decide on a date (the best time is right after work: e.g., 6:00 p.m.)
- Host: invite 30+ people personally/by phone and send email to

follow up

- Confirm presenter by phone the day before or day of the event
- Get the word out to ensure a good turnout and successful event
- Set up Custom Blend Liquid and Powder products on a display table
- Set up a separate table for applying makeup
- Print out all required handouts
- Display other products: skincare and other Motives® products
- Include a 30-minute social time as people arrive
- Start promptly, even if all guests are not there
- Blend Your Beauty Event is one hour only — total time is two hours, including social time and closing

Meet and Greet (one-half hour)

- Greet each guest
- Hand out name tags
- Hand out folders and include inside:
 - Blend Your Beauty Survey and Client Record Card
 - Ask them to fill out the Blend Your Beauty Survey before the presentation
- Serve MochaTonix® and TLS® Shakes in kitchen
- Serve snacks (nothing messy), e.g., cheese and veggie tray

New UnFranchise® Owner or Host/Hostess

- Welcome and thank everyone for coming
- Share two-minute commercial
- Introduce presenter and have them give their two-minute commercial
- Presenter have guests introduce themselves (have them reference what they filled out in the Blend Your Beauty Survey)
 - What they do and why they've come
 - One makeup item they can't live without
 - One makeup challenge they have

PRESENTATION

Explain why our Custom Blend Products are unique

Why Custom Blend? Because everyone is an individual with a unique coloring, skin type, personality, lifestyle and preference.

Custom Blend products are for everyone!

- Mineral based and infused with soothing, softening botanicals
- We can make a sheer-tinted moisturizer, medium-coverage foundation, or a full-coverage foundation that can cover tattoos or scarring.
- Oil-free, suitable for all skin types
- Talc-free, fragrance-free and non-comedogenic

BLEND YOUR BEAUTY EVENT OUTLINE

- Includes modifiers and enhancers that allow you to further customize the foundation and target specific concerns; we can add oil control, hydrator or firming additives into the foundation
- All bases are 11 percent pigmented
- Average foundation base sold by competitors is approximately 6-7 percent pigmented

What makes Custom Blend Powder unique?

- Made exclusively from micronized minerals for exceptionally silky texture
- Gives long-lasting coverage with a lightweight natural feel
- Micro-pulverized (cut in one-millionths then pulverized) goes on “velvety-smooth” and floats across skin; because this powder is lightweight, it’s less likely to sink into fine lines and wrinkles
- Does not have the “powdery” or “ashy” look
- Talc-free
- Contains micronized titanium dioxide and zinc oxide, which are two minerals that provide sun protection without irritating chemical ingredients. Our mineral powders provide an SPF of 17-23, depending on the formula.

Mineral Powders are:

- Oil-free
- Fragrance-free
- Dye-free
- Bismuth oxychloride-free (white ingredient used to add luster)
- Non-comedogenic

Mineral powders form a protective barrier while allowing the skin to breathe, thereby promoting healthy-looking skin.

Explain there are three kits available for purchase tonight

Kit A: \$95.00

Motives® Custom Blend Liquid Foundation
Foundation brush to apply
Setting spray

Kit B: \$85.00

Motives Custom Blend Mineral Powder
Kabuki brush to apply
Setting spray

Kit C: \$120.00

Motives Custom Blend Liquid Foundation
Motives Custom Blend Mineral Powder
Motives Foundation Brush
Motives Kabuki Brush

Take one guest at a time and have them remove their makeup with a makeup remover wipe. Then mist the pH Normalizer on

their face to balance and hydrate prior to custom blend application. Then conduct a quick consultation and fill out the Custom Blend Survey as you go along. Start with the liquid and then set with the powder if they are purchasing both. Apply the blend on half of their face and have them apply it on the other half, so they leave feeling empowered to duplicate on their own.

You will want to go over the key benefits of the additional products (Motives Complexion Perfection Face Primer, Motives Insta-Smooth, Motives Pressed Bronzer — Miami Glow, Motives 10 Years Younger Makeup Setting Spray) that the guest will be using at the makeup station.

The guest will apply their own makeup in the following steps at this station:

- Prepare skin with moisturizer
- Apply Motives® Complexion Perfection Face Primer
- Apply Motives Insta-Smooth
- Apply Motives Custom Blend Foundation
- Apply Motives Custom Blend Powder
- Apply Motives Pressed Bronzer in Miami Glow
- Add any other makeup
- Set with Motives 10 Years Younger Makeup Setting Spray

Remind them of sanitation etiquette

- No double-dipping
- Use disposables
- Use spatulas
- Use hand sanitizer

MOTIVES PERFECTING FACE PRIMER

Benefits of Complexion Perfection Face Primer

Explain that the surface of the skin is like an orange, the primer fills in all imperfections making the surface even and smooth like an apple to help the foundation glide on the skin and look more flawless

- Helps you obtain a flawless and more youthful appearance
- Helps your makeup glide on smoothly and last longer throughout the day
- Protects your skin from the environment and keeps pollutants and makeup out of your pores

MOTIVES INSTA-SMOOTH

Benefits of Insta-Smooth

- Fills fine lines and wrinkles (like spackling does for walls before paint)
- Provides a soft focus effect by creating a veil over the skin's surface
- Visible difference immediately for men and women alike

MOTIVES PRESSED BRONZER - MIAMI GLOW

Benefits of Miami Glow

- Sun-kissed bronzer for any skin

BLEND YOUR BEAUTY EVENT OUTLINE

- Easy to apply and soft color, but layerable for a more intense look
- Makes skin look healthy

MOTIVES® FOUNDATION BRUSH

Demonstrate how using a brush uses less product and saves money. Take any color of liquid foundation and put two circles on a mirror (about a little smaller than a dime). Next, take the makeup sponge and rub over the foundation to spread it on the mirror (only on half of the mirror). Then, take the Foundation Brush and go over the foundation on the other side of the mirror and spread it on the mirror. This will show how the sponge absorbed all the foundation, while the brush was smoother and didn't waste product.

MOTIVES KABUKI BRUSH

Demonstrate how using this brush gives a smoother, more even application of the powder. It buffs the powder on the skin and delivers a more flawless application.

MOTIVES 10 YEARS YOUNGER MAKEUP SETTING SPRAY

Share the top three benefits of 10 Years Younger
Demonstrate on a guest the proper way to spray. Spray in a T-shape, fan with piece of paper, then spray in an X-shape and fan again.

- Helps reduce makeup slippage into pores, lines, wrinkles or scars
- Keeps makeup looking flawless day and night
- Fewer required touchups throughout the day
- Can be used in place of water for eye shadow liner and airbrushing
- Saves up to 50% of makeup usage

GO OVER THE BENEFITS

ISOTONIX OPC3® BEAUTY BLEND

Code: 13997

- Supports a healthy complexion
- Supports a smooth, soft and even-toned complexion
- Promotes healthy functioning of the skin at the cellular level, which results in healthy, vibrant-looking skin
- Helps maintain healthy collagen production
- Helps maintain skin elasticity and moisture
- Helps maintain healthy hair and nails — biotin

ULTIMATE ALOE™ Juice

Strawberry Kiwi Code: 1285 (other flavors available)

- Promotes digestive comfort
- Supports a strong immune system
- Promotes normal healing

MOCHATONIX®

Cappuccino Flavor Code: 7807 (other flavors available)

- Advantra Z® helps to burn fat
- Promotes mental focus and memory
- Helps heighten energy and endurance
- Supports weight loss and control

Ending Activities

- Have a helper pass out the order forms
- Review forms and talk about:
 - Blend Your Beauty Survey
 - Explain the special offers
 - Remind them these specials are for TONIGHT ONLY!

Close

All other Beauty Advisors: Migrate around the room offering personal help to each guest.

Presenter: Already have a place set up where you can sit with guests one on one and help them fill out orders. (Presenter is NOT to do any more demonstrating but only to close orders for guests.)

Have Motives Order Forms (code: 100) available with specials, have Client Record and Receipt from Motives® Downloads.

Be sure to collect the Blend Your Beauty Event Surveys for each guest and pair with their custom blend survey / formula sheet(s). These documents are what you will 'build your book' with and store your client's information. So be sure to organize them all together in a binder or something similar. The fortune is in the follow-up and the event survey is a great way to follow up and upsell them on product, obtain referrals, book an additional consultation, etc. You'll also need the Custom Blend Survey / Formula Sheet to mix up additional blends as your clients re-order.

If you are doing an event as a team, then you only keep the documentation for the guests that you personally invited to attend. Work together to do call workshops, etc., to follow up with all guests who attended. Thank them for coming, make sure they are thrilled with their blends and comfortable applying them and offer to schedule a complimentary consultation or invite them to another event, etc.

Scripts

Let me offer three ways to make a purchase tonight:

1. If _____ does not have the items you want, _____ will order them and will deliver them, or they can be shipped to your door and you will get Cashback for your purchase. We will also make you a Motives Preferred Customer for future special deals.
2. _____, my favorite way to purchase is to buy wholesale. If you are interested in developing a weekly income, please let us know and we will get you more info.

GET YOUR PERFECT MATCH

MOTIVES
LOREN RIDINGER

MOTIVES® CUSTOM BLEND LIQUID FORMULA

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____



Questions (circle your answer)

1. Would you like additional sunscreen in your custom blend? <i>(Contains a natural SPF content of 6-8)</i>	Yes		No
2. Do you want your foundation to be a BB Cream? <i>(aka Beauty Balm – Note: this will make coverage more sheer)</i>	Yes		No
3. What level of coverage do you prefer? <i>(Our base contains 11% pigment and typical foundation is 6-7%)</i>	Sheer	Medium	Full
4. What type of finish are you looking for?	Matte	Natural	Dewy
5. What skin tone category would you consider yourself?	Light	Medium	Dark
6. Do you have sensitive skin?	Yes		No
7. Which best describes your skin type?	Dry	Balanced	Oily
8. Are you concerned with aging?	Yes		No
9. Would you like a primer added to your liquid foundation?	Yes		No
10. What texture do you prefer your foundation?	Liquid		Cream

Sanitize Hands – Conduct Consultation in Form of Conversation – Stripe Foundation (2-3 shades) – Then Begin

1	SUNSCREEN	YES		NO	FORMULA AMOUNT
	Adding will make product more sheer	5 ml = SPF 10-12 10 ml = SPF 14-16		Naturally contains SPF content of 6-8	

2	BB CREAM	YES		NO	FORMULA AMOUNT
	Beauty Balm = less coverage	15 ml			

3	COVERAGE	SHEER	MEDIUM	FULL	FORMULA AMOUNT
	Consider first 2 steps & compensate if needed	15 ml = half of base	(leave as is)	Coverage Enhancer (1-2 scoops = 2.5-5 ml)	

4	FINISH	MATTE	NATURAL	DEWY	FORMULA AMOUNT
		Mattifier (5 ml = 2 scoops)	(leave as is)	Pearl (2-4 pumps)	

5 SKIN TONE CATEGORIES: After adding the above (if applicable), choose closest base shade(s)

LIGHT	MEDIUM	DARK	
_____	_____	_____	AMOUNT FOR FORMULA Add until 30 ml total
Ivory Porcelain	Beige Tan	Hazelnut Deep Espresso	<i>may use combination/more than 1</i>

Next: Perfect base shade and optimize customization by adding pumps of toner

1. Adjust/perfect the depth (lightness/darkness)
2. Perfect your base shade by adding a toner to neutralize unwanted pigment in base
3. Add to complement skin's natural undertone

LIGHTEN	DARKEN	TONER	_____
White	Yellow-Brown Black Blue-Brown	_____	Yellow Pink Yellow-Red Purple Blue Blue-Red Green

6	SENSITIVE	YES		NO	FORMULA AMOUNT
	If yes, stop after this	Ultra Soothing (1.0 ml)			

7	SKIN TYPE	DRY	BALANCED	OILY	FORMULA AMOUNT
		Hydrator (0.5 ml)	(leave as is)	Oil Control (0.5 ml)	

8	ANTI-AGING	YES	YES	NO	FORMULA AMOUNT
	Choose 1 to remain cost effective	Soften/smooth while tightening "flash" effect	Stimulate collagen and elastin formation, neutralize free radicals		
	Offer both for optimal results	Ultra Firming (1 ml)	Copper Peptide (1 ml)		

9	PRIMER	YES	YES	NO	FORMULA AMOUNT
	Reference Question 7	(Dry/Balanced Skin)	(Oily Skin)		
	Choose 1	Fringe benefit (2-4 pumps)	Sheer Porefection (2-4 pumps)		

10	TEXTURE	LIQUID		CREAM	FORMULA AMOUNT
	Start with 3 drops, mix, and add until desired result	(leave as is)		Whipping Crème (3-6 drops)	

GET YOUR PERFECT MATCH

MOTIVES® CUSTOM BLEND POWDER FORMULA

MOTIVES
LOREN RIDINGER

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____



Questions (circle your answer)

1. Would you like additional sunscreen in your custom powder? <i>(Already contains a full-spectrum SPF content of 17)</i>	Yes		No
2. What level of coverage do you prefer?	Sheer	Medium	Full
3. What type of texture/finish would you prefer?	Matte	Soft, healthy glow	High Luminesce
4. Would you like a High Definition Finish?	Yes		No
5. Which best describes your skin type?	Dry	Balanced	Oily
6. Do you struggle with hyper-pigmentation?	Yes		No
7. Would you like your powder to contain anti-aging benefits?	Yes		No
8. What skin tone category would you consider yourself?	Light	Medium	Dark

Sanitize Hands – Conduct Consultation in Form of Conversation – Then Begin

1	SUNSCREEN	YES		NO	FORMULA AMOUNT
	Adding will make product more sheer	1 tsp = increase SPF 4			

2	COVERAGE	SHEER	MEDIUM	FULL	FORMULA AMOUNT
	Be mindful of how the above additives may affect coverage	1 tsp. Translucent Modifier	(leave as is)	1 tsp. Coverage Intensifier	

3	TEXTURE/FINISH	MATTE	HEALTHY GLOW	HIGH LUMINESCENT	FORMULA AMOUNT
		(leave as is)	Sunlight Gold (1/8 - 1/4 tsp)	Moonlight Pearl (1/8 - 1/4 tsp)	

4	HIGH DEFINITION	YES		NO	FORMULA AMOUNT
	Great for HD Film	1/8 tsp Flawless Finish			

5	SKIN TYPE	DRY	BALANCED	OILY	FORMULA AMOUNT
		Moisturizing 1/8 tsp	(leave as is)	Balancing 1/8 tsp	

6	HYPERPIGMENT	YES		NO	FORMULA AMOUNT
		Lightening 1/8 tsp			

7	ANTI-AGING	YES		NO	FORMULA AMOUNT
		Firming 1/8 tsp			

8 After adding all the above, fill in the remaining 3 teaspoons with desired base shade

LIGHT	MEDIUM	DARK	ADD BASE (UNTIL 3 TSP TOTAL)
			AMOUNT FOR FORMULA

Next: Perfect base shade and optimize customization by adding smidgen of toner

1. Adjust/perfect the depth (lightness/darkness)
2. Perfect your base shade by adding a toner to neutralize unwanted pigment
3. Add to complement skin's natural undertone

LIGHTEN	DARKEN	TONER	
_____	_____		_____
Alabaster	Tigers Eye Onyx Agate		Amber Rose Quartz Sunstone Amethyst Lapis Tourmaline Jade

CUSTOM BLEND LIQUID INGREDIENTS

FOR MOTIVES® CUSTOM BLEND

MOTIVES
LOREN RIDINGER



Oil-Free Foundation Base

Aqua (Water), Propylene Glycol, Propylene Glycol Dicaprylate/Dicaprate, Steareth-20, C12-15 Alkyl Benzoate, Propylene Glycol Monostearate, Stearic Acid, Steareth-2, Kaolin, Calendula Officinalis (Calendula) Flower Extract, Anthemis Nobilis (Chamomile) Flower Extract, Tilia Cordata (Linden) Flower Extract, Centaurea Cyanus (Cornflower) Extract, Chamomilla Recutita (Matricaria) Flower Extract, Hypericum Perforatum (St. John's Wort) Extract, Cetyl Esters, Triethanolamine, Polysorbate-20, Magnesium Aluminum Silicate, Carboxymethylcellulose, PEG-40 Stearate, PEG-10 Soybean (Glycine Soja) Sterol, Caprylyl Glycol, Stearyl Alcohol, Lecithin, Sorbitan Laurate, Propylene Glycol Stearate, Propylene Glycol Laurate, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Tocopherol, Disodium EDTA, Citric Acid, Xanthan Gum

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288), Ultramarines (CI 77007), Mica (CI 77091)

Toner

Aqua (Water), Propylene Glycol, Propylene Glycol Dicaprylate/Dicaprate, Steareth-20, C12-15 Alkyl Benzoate, Propylene Glycol Monostearate, Stearic Acid, Steareth-2, Kaolin, Calendula Officinalis (Calendula) Flower Extract, Anthemis Nobilis (Chamomile) Flower Extract, Tilia Cordata (Linden) Flower Extract, Centaurea Cyanus (Cornflower) Extract, Chamomilla Recutita (Matricaria) Flower Extract, Hypericum Perforatum (St. John's Wort) Extract, Cetyl Esters, Triethanolamine, Polysorbate-20, Magnesium Aluminum Silicate, Carboxymethylcellulose, PEG-40 Stearate, PEG-10 Soybean (Glycine Soja) Sterol, Caprylyl Glycol, Stearyl Alcohol, Lecithin, Sorbitan Laurate, Propylene Glycol Stearate, Propylene Glycol Laurate, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Tocopherol, Disodium EDTA, Citric Acid, Xanthan Gum

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288), Ultramarines (CI 77007), Mica (CI 77091)

Coverage Enhancer

Aqua (Water), Propylene Glycol, Propylene Glycol Dicaprylate/Dicaprate, Steareth-20, C12-15 Alkyl Benzoate, Propylene Glycol Monostearate, Stearic Acid, Steareth-2, Kaolin, Cetyl Esters, Triethanolamine, Magnesium Aluminum Silicate, Carboxymethylcellulose, PEG-40 Stearate, Polysorbate-20, PEG-10 Soybean (Glycine Soja) Sterol, Caprylyl Glycol, Stearyl Alcohol, Lecithin, Sorbitan Laurate, Propylene Glycol Stearate, Propylene Glycol Laurate, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Tocopherol, Disodium EDTA, Citric Acid, Xanthan Gum

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288), Ultramarines (CI 77007), Mica (CI 77091)

Fringe Benefit

Aqua (Water), Glycerine, Cyclopentasiloxane, Cyclohexasiloxane, Dimethicone, PEG/PPG-18/18 Dimethicone, Polysorbate 20, Sodium Chloride, Caprylyl Glycol, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Tocopherol, Sodium PCA

Hydrator

Aqua (Water), Sodium PCA, Xanthan Gum, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Citric Acid, Disodium EDTA

Oil Control

Aqua (Water), Xanthan Gum, Propylene Glycol, Citrus Medica Limonum (Lemon) Fruit Extract, Hamamelis Virginiana (Witch Hazel) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Equisetum Arvense (Horsetail) Extract, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Citric Acid, Disodium EDTA

CUSTOM BLEND LIQUID INGREDIENTS

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Ultra Firming

Hydrolyzed Soy Protein, Lonicera Japonica (Honeysuckle) Flower Extract

Sunscreen

Aqua (Water), Steareth-20, C12-15 Alkyl Benzoate, Ethylhexyl Methoxycinnamate, PEG-20, Benzophenone-3, Steareth-2, Synthetic Beeswax, Copernicia Cerifera (Carnauba) Wax, Dimethicone Copolymer, VP/Eicosene Copolymer, Cera Alba (Beeswax), Sorbitan Tristearate, Steareth-100, PEG-100 Stearate, Cetyl Esters, Caprylyl Glycol, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Stearic Acid, Stearyl Alcohol, Punica Granatum (Pomegranate) Extract, Citric Acid, Disodium EDTA

Mattifier

Aqua (Water), Kaolin, Magnesium Aluminum Silicate, Carboxymethylcellulose, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Caprylyl Glycol, Citric Acid, Disodium EDTA

Thinner

Aqua (Water), Propylene Glycol, Propylene Glycol Dicaprylate/Dicaprate, Steareth-20, C12-15 Alkyl Benzoate, Propylene Glycol Monostearate, Stearic Acid, Steareth-2, Kaolin, Calendula Officinalis (Calendula) Flower Extract, Anthemis Nobilis (Chamomile) Flower Extract, Tilia Cordata (Linden) Flower Extract, Centaurea Cyanus (Cornflower) Extract, Chamomilla Recutita (Matricaria) Flower Extract, Hypericum Perforatum (St. John's Wort) Extract, Cetyl Esters, Triethanolamine, Polysorbate-20, Magnesium Aluminum Silicate, Carboxymethylcellulose, PEG-40 Stearate, PEG-10 Soybean (Glycine Soja) Sterol, Caprylyl Glycol, Stearyl Alcohol, Lecithin, Sorbitan Laurate, Propylene Glycol Stearate, Propylene Glycol Laurate, Lonicera Japonica (Honeysuckle) Flower Extract (Natural Fragrance), Tocopherol, Disodium EDTA, Citric Acid, Xanthan Gum

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288), Ultramarines (CI 77007), Mica (CI 77091)

Beauty Balm

Water, Octyl Methoxycinnamate, Dimethicone, Jojoba Esters, Steareth-2, Steareth-20, Glyceryl Stearate, Ethylene/Acrylic Acid Copolymer, Acetyl Hexapeptide-8, Opuntia Ficus Indica (Prickly Pear) Fruit Extract, Prunus Amygdalus Dulcis (Almond) Oil, Citrus Medica Limonum (Lemon) Peel Wax, Hydrogenated Vegetable Oil, Glycyrrhiza Glabra (Licorice) Root Extract, Arctostaphylos Uva Ursi (Bearberry) Leaf Extract, Mitracarpus Scaber Extract, Glycerin, Butyrospermum Parkii (Shea) Butter, Simmondsia Chinensis (Jojoba) Seed Oil, Aloe Barbadensis Leaf Extract, Cetyl Esters, Squalane, Stearyl Alcohol, Isopropyl Jojobate, Jojoba Alcohol, C12-15 Alkyl Benzoate, Tribehenin, Ceramide 2, PEG-10 Rapeseed Sterol, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Cucumis Sativus (Cucumber) Extract, Lycium Barbarum (Goji Berry) Fruit Extract, Euterpe Oleracea (Acai) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Lonicera Caprifolium (Honeysuckle) Extract, Lonicera Japonica (Honeysuckle) Extract, Ascorbyl Palmitate, Retinol, Tocopherol, Pentylene Glycol, Butylene Glycol, Polysorbate 20, Lecithin, PEG-40 Stearate, Alcohol, Carbomer, Citric Acid, Potassium Sorbate, Sodium Benzoate, Xanthan Gum, Disodium EDTA

Sheer Porefection

Cyclopentasiloxane, Dimethicone Crosspolymer-3, Polysilicone-11, Opuntia Ficus-Indica (Prickly Pear) Fruit Extract, Papaver Rhoeas (Poppy) Extract, Silica, Isododecane, Glycerin, Liliun Candidum (White Lily) Flower Extract, Lonicera Japonica (Honeysuckle) Flower Extract, Tocopherol, Caprylic/Capric Triglyceride, Ascorbic Acid, Lonicera Caprifolium (Honeysuckle) Flower Extract, Simmondsia Chinensis (Jojoba) Seed Oil

Copper Peptide Multi-Mineral Complex

Water, Saccharomyces/Copper Ferment, Saccharomyces/Manganese Ferment, Saccharomyces/Zinc Ferment, Phenoxyethanol

Ultra Soothing Botanical Complex

Water, Propylene Glycol, Ruscus Aculeatus (Butcher's Broom) Root Extract, Calendula Officinalis Flower Extract, Aesculus Hippocastanum (Horse Chestnut) Extract, Hydrolyzed Yeast Protein, Centella Asiatica Extract, Panthenol, Ammonium Glycyrrhizate

Whipping Crème

Sodium Polyacrylate, Hydrogenated Polydecene, Trideceth-6

CUSTOM BLEND MINERAL INGREDIENTS

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Powder Base

Mica (CI 77019), Titanium Dioxide (CI 77891), Zinc Oxide, Kaolin, Zinc Stearate, Magnesium Carbonate

May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499)

Powder Toner

Mica (CI 77019), Kaolin, Zinc Stearate

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77492, CI 77499, CI 77491), Manganese Violet (CI 77742), Red 6 (CI 15850), Red 7 (CI 15850), Red 27 (CI 45410), Chromium Oxide Green (CI 77288), Carmine (CI 75470), Ultramarines (CI 77007)

Powder Modifier

Mica (CI 77019), Kaolin, Titanium Dioxide (CI 77891)

May Contain (+/-): Iron Oxides (CI 77492, CI 77491, CI 77499), Carmine (CI 75470)

Powder Coverage Enhancer – SPF Amplifier

Mica (CI 77019), Titanium Dioxide (CI 77891), Kaolin, Zinc Oxide

May Contain (+/-): Iron Oxides (CI 77492, CI 77491, CI 77499)

Powder Coverage Enhancer

Mica (CI 77019), Kaolin, Titanium Dioxide (CI 77891)

May Contain (+/-): Iron Oxides (CI 77492, CI 77491, CI 77499), Carmine (CI 75470)

Powder Active – Skin Lightening Complex

Water, Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer, Butylene Glycol, Dicaprylyl Ether, Sodium Gluconate, Titanium Dioxide, Algae Extract, Citric Acid, Sodium Citrate, Waltheria Indica (Sleepy Morning) Leaf Extract, Ferulic Acid, Polyglyceryl-2 Dipolyhydroxystearate

Powder Active – Firming Complex

Water, Glycerin, Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer, Dicaprylyl Ether, Pisum Sativum (Pea) Extract, Titanium Dioxide, Algae Extract, Xanthan Gum, Polyglyceryl-2 Dipolyhydroxystearate

Powder Active – Moisturizing Complex

Water, Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer, Glycerin, Dicaprylyl Ether, Titanium Dioxide, Cassia Angustifolia (Senna) Seed Polysaccharide, Gellan Gum, Polyglyceryl-2 Dipolyhydroxystearate

Powder Active – Balancing Complex

Water, Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer, Dicaprylyl Ether, Niacinamide, Yeast Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Titanium Dioxide, Algae Extract, Ammonium Glycyrhizate, Panthenol, Zinc Gluconate, Caffeine, Xanthan Gum, Polyglyceryl-2 Dipolyhydroxystearate, Biotin

Powder Active – Flawless Finish High-Definition Powder

Silica, Mica (CI 77019)

Powder Frost

Mica (CI 77019)

May Contain (+/-): Titanium Dioxide (CI 77891), Carmine (CI 75470), Iron Oxide (CI 77491)



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