

FIND YOUR YOUNIQUE FOUNDATION MATCH

Wondering how to select the right foundation format for you? Here's our step-by-step guide of what to consider when making your choice.

1. IDENTIFY WHETHER YOUR SKIN IS OILY, COMBINATION, DRY, OR NORMAL

Knowing your skin type is the first step to finding the best foundation for you.

OILY

If you have oily skin, you may feel like you're having to retouch makeup consistently throughout the day or that color cosmetics don't last. Signs of oily skin include:

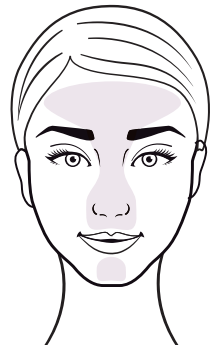
- Enlarged pores
- Dullness
- Shine
- Thick complexion



COMBINATION

Combination is one of the most common skin types. If your skin is shiny in the T-zone (your forehead, nose, and chin) but drier in the rest of the face, you have combination skin. Dealing with both dry and oily skin means you may experience:

- Larger pores in the T-zone
- Shine
- Dry patches
- Tight-feeling skin on cheeks



DRY

People with dry skin may feel tight with scaly patches or flaking and may suffer from premature wrinkles. Signs of dry skin include:

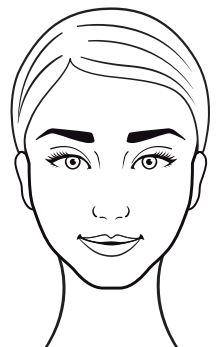
- Almost invisible pores
- Dullness
- Rough complexion
- Red patches
- Less elasticity
- More visible lines
- Skin feels tight without moisturizer



NORMAL

Normal skin sits in that middle ground where it isn't oily or dry. Characteristics of normal skin include:

- Even skin tone with no marked blemishes
- Small pores that are not engorged or easily visible
- A general lack of shine, dryness, lines, or wrinkles



2. IDENTIFY THE LEVEL OF COVERAGE

From sheer to full, the level of coverage is up to you! You may want to take into account your skin's needs, including skin tone, dark spots, and/or blemishes. The more you want to cover, the higher the level of coverage should be.



3. TYPE OF FINISH

Your preferred finish will help you narrow down your foundation options. When working with a customer, this is also an opportunity to sell additional items to achieve different finishes. The types of foundation finishes are:

- Matte
- Dewy/radiant
- Natural
- Satin



4. FIND YOUR UNDERTONE

Choosing your right shade includes taking into account your undertone: cool (pink, red, or blue), neutral (beige, equal mix of cool and warm), or warm (yellow, golden, peach, or olive). Wondering how to find your undertone? On the next page are some tests you can use.



COLOR TEST

What colors look best on you? If you look best in blues and green, you probably have a cool undertone. If you look best in orange, red, or yellow, you probably have a warm undertone. If you look great in everything, you probably have a neutral undertone.

SUN TEST

How does the sun affect your skin? If you tend to burn easily or get freckles, you probably have a cool undertone. If you tan easily, you probably have a warm undertone. If you burn and then tan, you probably have a neutral undertone. People with a deep skin tone may not burn easily but still have a cool undertone. If this describes you, please try the jewelry test.

JEWELRY TEST

What kind of metal looks best with your skin? Hold a piece of jewelry against your neck. If you look best with light or white metals such as white gold, platinum, and silver, then you probably have a cool undertone. If you look best in yellow gold, rose gold, and copper, then you probably have a warm undertone. If your skin looks good in both white and yellow metals, then you probably have a neutral undertone.

5. FIND YOUR SKIN TONE

Is your skin fair, light, light/medium, medium, medium/dark, dark, or deep? Look at the models on our website to help you figure it out. Find the model with the most similar skin tone to your own and always choose shades with your same undertone. Once you have found your shade, look at the shades one lighter and one darker—it is best to narrow down to three shades. This is true for both in-person and online shopping.

Make a decision: Choose the shade you think you are plus one lighter and one darker in the same undertone. If the same undertone is too light or dark, then choose the next neutral shade.



6. CHOOSE THE PERFECT MATCH

Your shade match is the one closest to your natural skin tone in natural light. A general test is to try three different shades in the area between your neck and chin. The perfect match is the one that “disappears” into your skin.



SELECT THE RIGHT FOUNDATION



**YOUNIQUE TOUCH
COMPLEXION+
PRESSED POWDER
FOUNDATION***



**YOUNIQUE
TOUCH SERUM+
FOUNDATION***



**YOUNIQUE
TOUCH CREAM
FOUNDATION**



**YOUNIQUE
BARE·YOU BB TINTED
MOISTURIZER+
WITH SPF**

TYPE OF FOUNDATION

Pressed powder

Liquid

Cream

BB tinted
moisturizer+

LEVEL OF COVERAGE

Buildable

Buildable

Full

Buildable

FINISH

Soft matte

Semi-matte/
Natural

Satin

Dewy

SKIN TYPE

All skin types
(especially good
for oily skin)

Dry

All skin types
(especially good for
dry & normal skin)

All

BENEFITS

- Available in 25 shades
- 12hr+ wear**
- Transfer- & smudge-resistant**

- Available in 25 shades
- 12hr+ wear**
- Transfer- & smudge-resistant**
- Heat- & humidity-resistant**

- Available in 27 shades based on cool, neutral, and warm undertones
- 16hr+ wear**
- Transfer- & smudge-resistant**
- Lightweight

- Available in 9 flexible shades
- 12hr+ wear**
- Transfer-, water-, & sweat-resistant**
- Hydrating
- Lightweight
- SPF 30
- Reef-safe formula

* While YOUNIQUE TOUCH complexion+ pressed powder is shade matched to YOUNIQUE TOUCH serum+ foundation, keep in mind that different finishes can result in a slight shade difference. Those with oily skin may want to go one shade lighter to account for oxidation, which can cause the pressed powders to take on a slightly darker or peachy tone.

** Results from independent third-party laboratory testing. Individual results may vary.

YOUNIQUE TOUCH SERUM+ FOUNDATION

	LIGHT	LIGHT MEDIUM	MEDIUM	MEDIUM DARK	DARK	DEEP
COOL Pink, red, or blue undertones	 ORGANZA PINK OR BLUE	 CHIFFON PINK/RED OR BLUE		 ALAARI PINK OR BLUE	 AZLON PINK OR BLUE	 GEORGETTE PINK/RED
NEUTRAL Beige undertones	 SCARLET BEIGE	 EYELET BEIGE, SLIGHTLY YELLOW	 CHALLIS BEIGE, SLIGHTLY PEACH  CASHMERE BEIGE, SLIGHTLY PINK	 CHENILLE BEIGE, SLIGHTLY GOLD	 SUEDE BEIGE	 SAMITE BEIGE
WARM Yellow, gold, peach, or olive undertones	 VELOUR YELLOW/GOLD  LACE YELLOW/GOLD  TULLE YELLOW/GOLD	 SATIN YELLOW/PEACH  LINEN YELLOW/OLIVE  TAFFETA YELLOW/PEACH	 VELVET YELLOW/GOLD  KHAKI YELLOW/GOLD	 SANYAN YELLOW/GOLD	 HIMROO OLIVE	

YOUNIQUE BARE·YOU BB TINTED MOISTURIZER + SUNSCREEN BROAD SPECTRUM SPF 30 HIGH PROTECTION

 FAIR COOL	 FAIR LIGHT WARM	 LIGHT NEUTRAL COOL	 LIGHT MEDIUM NEUTRAL WARM	 MEDIUM WARM	 MEDIUM DARK COOL	 DARK WARM	 DARK DEEP NEUTRAL	 DEEP COOL
---	---	--	---	---	--	---	---	---

YOUNIQUE TOUCH CREAM FOUNDATION

COOL UNDERTONES

NEUTRAL UNDERTONES

WARM UNDERTONES

FAIR
TO
LIGHT



1C



1N



1W



2C



2N



2W



3C



3N



3W

LIGHT
MEDIUM
TO
MEDIUM
DARK



4C



4N



4W



5C



5N



5W



6C



6N



6W

DARK
TO
DEEP



7C



7N



7W



8C



8N



8W



9C



9N



9W

TIPS TO HELP YOUR FOUNDATION LAST

YOUNIQUE BARE•YOU illuminating primer

A radiant skin care-primer hybrid that delivers an instant natural glow and ensures makeup looks smoother and lasts longer.

- Hydra-light blend helps prevent moisture loss throughout the day.
- Squalane intensely hydrates and soothes.
- AHAs gently exfoliate for a brighter complexion.
- Provides a smooth surface for makeup application and feels lightweight under foundation.*
- Improves skin hydration up to 50%.*

** Results from a third-party consumer study. Individual results may vary.*



TOUCH GLORIOUS Mattifying Face Primer

The first step in your makeup routine for a smoother-looking, matte finish.

- Water break technology provides skin with a refreshing burst of moisture so you can mattify without feeling dry.
- Helps makeup last up to eight hours.*
- Designed with microsphere powder dispersion technology for a soft focus, light-diffusing, and blurring effect.
- Helps improve skin smoothness and helps decrease the appearance of shine.*

** Results from an independent consumer study. Individual results may vary.*



TOUCH BEHOLD Prime and Set Mist

Simplify your makeup routine with a product that preps your skin and locks your makeup in place.

PRIME – Before makeup, hold 8–10 inches and mist face to create a velvety-smooth surface for your makeup.

SET – After applying makeup, spray again to lock it your look for a fresh appearance that lasts through the day.

- Non-aerosol continuous spray provides a pleasant misting experience and puts you in control of the amount of product you use.
- Heat-, humidity-, and transfer-resistant.
- Long-wear formula keeps your makeup looking great for up to 16 hours.*

** Results from a third-party expert evaluation. Individual results may vary.*



TOUCH BEHOLD Prime and Set Powder

This dual-purpose, velvety-soft powder creates smoother-looking, longer-wearing makeup.

PRIME – Smooth the appearance of skin prior to makeup application.

1. Shake: Prior to removing lid, tilt and gently shake the TOUCH BEHOLD prime and set powder to disperse product into sifter. Twist lid to open.
2. Prime: Using YOUNIQUE setting brush apply desired amount of product over face to prime.
3. Perfect: Follow with your complexion routine.

SET – Use as a makeup setting powder to help extend wear and reduce shine.

1. Shake: Prior to removing lid, tilt and gently shake the TOUCH BEHOLD prime and set powder to disperse product into sifter. Twist lid to open.
2. Set: Using YOUNIQUE setting brush and gently apply powder over face to set makeup.

Features innovative encapsulated water technology that transforms powder to liquid for a cooling burst of hydration. Formulated with blends of finely milled silica that help blur the appearance of fine lines and imperfections. Universal shade works well with any skin tone.

