

TOTAL CONVERSION CHART Foundations & More

Included in this booklet are a variety of tools to educate and support you, your clients and consultants to find the perfect foundation match

1- "THE PROCESS"

- training that includes 3 questions to ask; selecting the best options for your client; how to stripe-test; and a "Where to Start Chart" with choices from international makeup artists Robert Jones and Lori Hogg.

Where to Start Chart	COOL PINK	WARM YELLOW & NEUTRALS	WARM OLIVE	GOLDEN ORANGE BRONZE	WARM BROWN BRONZE	
IVORY	Ivory C 100 Ivory C 110 Ivory N 140 Ivory N 160	Ivory W 120 Ivory W 130 Ivory N 140 Ivory W 150 Ivory N 160	Ivory W 120 Ivory W 130 Ivory W 150			
BEIGE	Beige C 110 Beige C 120 Beige C 130 Beige C 140 Beige C 170 Beige C 220	Beige C 130 Beige N 150 Beige N 190 Beige N 200 Beige N 210	Beige W 100 Beige C 130 Beige W 160 Beige W 180 Beige N 190 Beige N 200 Beige N 210	This page is a compilation of choices suggested by international makeup artists Robert Jones and Lori Hogg		
BRONZE	Bronze C 160 Bronze C 170 Bronze C 180	Bronze W 100 Bronze W 110 (is semi-neutral) Bronze W 120 Bronze W 130 Bronze W 140 Bronze W 150	Bronze W 140 Bronze W 150			Bronze C 170 Bronze C 180

2 - "FACE-TO-FACE MATCHING"

- cards that you can print, cut, and use at all appointments. The card is the same size as the Profile Card and can be easily stapled to it and filed. Use it at all your face-to-face appointments to make foundation matching so much easier!

Where to Start Chart	COOL PINK	WARM YELLOW & NEUTRALS	WARM OLIVE	GOLDEN ORANGE BRONZE	WARM BROWN BRONZE	
IVORY	Ivory C 100 Ivory C 110 Ivory N 140 Ivory N 160	Ivory W 120 Ivory W 130 Ivory N 140 Ivory W 150 Ivory N 160	Ivory W 120 Ivory W 130 Ivory W 150			
BEIGE	Beige C 110 Beige C 120 Beige C 130 Beige C 140 Beige C 170 Beige C 220	Beige C 130 Beige N 150 Beige N 190 Beige N 200 Beige N 210	Beige W 100 Beige C 130 Beige W 160 Beige W 180 Beige N 190 Beige N 200 Beige N 210	This page is a compilation of choices suggested by international makeup artists Robert Jones and Lori Hogg		
BRONZE	Bronze C 160 Bronze C 170 Bronze C 180	Bronze W 100 Bronze W 110 (is semi-neutral) Bronze W 120 Bronze W 130 Bronze W 140 Bronze W 150	Bronze W 140 Bronze W 150			Bronze C 170 Bronze C 180

3 - "FREE SAMPLES: The Perfect Match!"

- Here's a card to mail to customers with 3-4 foundation samples. *The bottom photo is an example of what your client would be getting in the mail from you.* Ask your client "the 3 questions," and then use the "Where to Start Chart" to decide which samples to send her. If she already has a perfect MK foundation shade in a different formula, check the Total Conversion Chart to feel more confident about your sample choices.

Help the client have more fun and confidence by writing down the shades names on the card and the matching line number on each sample. Once she receives your packet, call her and walk her through the process by Facetime, Zoom, FB Messenger video, or some other type of face-to-face video (if possible). *Note: use this system only when you cannot meet a client face to face!*

FREE Samples The Perfect Match! *Mary Kay's NEW 3D TimeWise Liquid Foundation Matte*

HOW TO DO IT! Turn toward a door or window, and face the light so your face is bright. Using a mirror, apply a stripe with each shade, starting at cheekbone and pull down to below the jawline: **#1 first shade**, apply nearer to mouth, **#2 second shade**, apply in middle, **#3 third shade** apply nearer to ear (see photo below)

1st—Don't apply too much product, but put enough that the product sits on top of face without immediately absorbing all of it

2nd—Allow stripes to rest for 15-30 seconds or so (but don't let them get "dry"). You will be able to see the colors warm up and bloom.


3rd—NOW BLEND in gently but keep each stripe separate.

4th—The correct shade should "disappear" into your skin

5th—Now do one half of your face with correct shade, before deciding

Final critique... does this shade look good, but somehow it looks a little ashy, or chalky, or isn't warm enough? Then try one shade deeper on other half of face; now decide perfect shade match.

Do your stripes in order by the name below	looks good	too pale	too dark	too yellow	yes
#1					
#2					
#3					
#4					

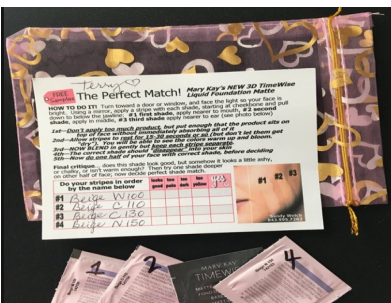


4 - "TOTAL CONVERSION CHART"

- When you know a client's current Mary Kay foundation shade, you can easily find shades that will work in the 3D Foundations, other foundations, pressed powders, concealers, etc. This chart has been updated to include the TW 3D foundations, with all options given by Mary Kay InTouch, international makeup artist Robert Jones and international makeup artist Lori Hogg.

5 - "OLDER PRODUCTS CONVERSION CHART"

- This chart contains names of very old foundations and products, and it should help you find a new match for someone who loved a former foundation (that you may not have heard of before). This chart has been updated to include all options given by Mary Kay InTouch, plus international makeup artists Robert Jones and Lori Hogg.



SSD Sandy Welch 07.2019

This booklet is a compilation of suggestions from Mary Kay InTouch, plus international makeup artists Robert Jones and Lori Hogg

TOTAL CONVERSION CHART Foundations & More

SSD Sandy Welch 05.2019

THE PROCESS! HOW TO START FROM SCRATCH TO FIND THE PERFECT MATCH

Mary Kay TimeWise 3D Foundations

Tip! When you see a client face to face, simply start from scratch to find the perfect match by stripe-testing her. *(Her former shade could have been slightly too dark or too light, so you're not trying to match her former shade; rather, you're trying to find a perfect new shade!)*

#1 Tip—start with her undertone

Ask these 3 questions and circle the matching undertone column in the chart
do you burn often and it's hard to keep a tan? If yes, recommend "cool/pink" column
do you burn and then tan and can keep a tan? If yes, recommend "neutral/yellow" column
do you tan very easily and never burn? If yes, recommend "warm/olive" column

#2 Tip—choose the correct "box" & choose the 3 shades

decide if your client is an ivory, beige or bronze, and circle the matching "row" of shades
choose the 3 shades in the "box" that you'll stripe on your client:
Example: 1st, if your client is a beige, then decide if your client would be a "light beige" or "medium" or "dark beige." For "light beige," start at the TOP of that box and stripe the top 3 shades. (do the same for ivory and bronze).
For "medium beige," stripe the middle 3 shades.
If she's a "dark beige," stripe the bottom 3 shade choices.



TIP! It's easier not to skip around inside the box; apply in sequence

#3 Tip—use the same "left side" process to stripe every client

Stripe on the client's LEFT half of her face every time. *It will be YOUR "right-facing" side.* Ask the client to turn toward the light so you can see clearly, and apply 3 stripes with clean spongetips: #1 first shade, apply nearer to mouth; #2 second shade, apply in middle; #3 third shade, apply nearer to her ear. **TIP! Mark the three shades in the box with #1, #2 and #3, as each is applied, to stay organized.**

- **Don't apply too much product, but put enough that the product sits on top of face without immediately absorbing all of it**
- **Stripe each shade: touch the cheek, pull straight down to below the jaw**
- **Allow stripes to rest for 15-30 seconds or so (but don't let them get "dry"). You will be able to see the colors warm up and bloom**
- **Blend in gently with clean spongetip, keeping each stripe separate**
- **The correct shade should "disappear" into the client's skin**
- **Let client do the RIGHT half of her face with correct shade, before deciding**
- **Final critique... does this shade look good, but somehow it looks a little ashy, or chalky, or isn't warm enough? Then try one shade deeper on LEFT half of face; now decide her perfect shade match.**

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FACE-TO-FACE 3D MATCHING

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Client _____ Perfect Match _____
use this sheet when a client is face to face with you

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FREE
o Samples

The Perfect Match!

Mary Kay's NEW 3D TimeWise
Liquid Foundation Matte

HOW TO DO IT! Turn toward a door or window, and face the light so your face is bright. Using a mirror, apply a stripe with each shade, starting at cheekbone and pull down to below the jawline: **#1 first shade**, apply nearer to mouth; **#2 second shade**, apply in middle; **#3 third shade**, apply nearer to ear (see photo below)

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TOTAL CONVERSION CHART Foundations & More

All Ivory Shades and Light Beige Shades

TW 3D Foundation Matte/Luminous	TW Liquid**	Medium Coverage**	Endless Perf Crème-to- Powder	Mineral Powder	CC Cream	Concealer	Sheer Pressed Powder
Ivory C 100	Ivory 1 cool pink	<i>No match</i>	<i>No match</i>	Ivory 0.5	Very Light	Light Ivory	Ivory 1
Ivory W 130	Ivory 2 warm yellow	<i>No match</i>	<i>No match</i>	Ivory 0.5	Very Light	Light Ivory	Ivory 1
Ivory C 110 Ivory W 120 <i>Lumin</i> Ivory N 140	Ivory 3 cool pink	Ivory 104 Ivory 105 very cool pink	Ivory 1	Ivory 0.5 Ivory 1.0	Very Light	Light Ivory Deep Ivory	Ivory 1
Ivory W 120 <i>Lumin</i> Ivory W 130 Ivory W 150	Ivory 4 neutral Pink, yellow and olive	Ivory 100 warm yellow	<i>No match</i>	Ivory 0.5 Ivory 1.0	Very Light	Light Ivory	Ivory 1 Ivory 2
Ivory W 130 Ivory W 150	Ivory 5 warm olive	Ivory 200 Warm yellow	Ivory 2	Ivory 1 Ivory 2	Very Light	Light Ivory Deep Ivory	Ivory 2
Ivory N 140 Ivory N 160	Ivory 6 neutral Pink, yellow, olive	Ivory 204 Cool pink	Ivory 1 Ivory 3	Ivory 1 Ivory 2	Very Light Lt to Medium	Deep Ivory	Ivory 2
Ivory N 160 Beige C 110 Beige C 120	Ivory 7 cool pink	Ivory 204 Cool pink	Ivory 3 Ivory 4	Ivory 0.5 Ivory 2 Beige 0.5	Very Light Lt to Medium	Deep Ivory	Ivory 2 Beige 1
Ivory W 150 Beige W 100 Beige C 120	Beige 1 Warm yellow, olive	Beige 300 Warm yellow	Ivory 2 Beige 1	Beige 1	Lt to Medium	Deep Ivory Light Beige	Ivory 2 Beige 1
Beige W 100 Beige C 130	Beige 2 warm yellow	Beige 300 Beige 400 Warm yellow	Ivory 2 Beige 1 Beige 2	Ivory 2 Beige 1	Lt to Medium	Light Beige Deep Beige	Beige 1
Beige C 110 Beige C 120 Beige C 130 Beige C 140	Beige 3 cool pink	Beige 304 Cool pink	Ivory 4 Ivory 5 Beige 2	Ivory 2 Beige 0.5 Beige 1.5	Lt to Medium	Light Beige	Ivory 2 Beige 1

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TOTAL CONVERSION CHART Foundations & More

All Beige Shades

TW 3D Foundation Matte/Luminous	TW Liquid**	Medium Coverage**	Endless Perf Crème-to- Powder	Mineral Powder	CC Cream	Concealer	Sheer Pressed Powder
Ivory N 160 Beige C 110 Beige C 120	Ivory 7 cool pink	Ivory 204 pink	Ivory 3 Ivory 4	Ivory 0.5 Ivory 2 Beige 0.5	Very Light Lt to Medium	Deep Ivory	Ivory 2 Beige 1
Ivory W 150 Beige W 100 Beige C 120	Beige 1 warm yellow, olive	Beige 300 yellow	Ivory 2 Beige 1	Beige 1	Lt to Medium	Deep Ivory Light Beige	Ivory 2 Beige 1
Beige W 100 Beige C 130	Beige 2 warm yellow	Beige 300 Yellow Beige 400 Yellow	Ivory 2 Beige 1 Beige 2	Ivory 2 Beige 1	Lt to Medium	Light Beige Deep Beige	Beige 1
Beige C 110 Beige C 120 Beige C 130 Beige C 140	Beige 3 cool pink	Beige 304 pink	Ivory 4 Ivory 5 Beige 2	Ivory 2 Beige 0.5 Beige 1.5	Lt to Medium	Light Beige	Ivory 2 Beige 1
Beige C 130 New shade	<i>No match</i>	<i>No match</i>	<i>No match</i>	Beige 1	Lt to Medium	Light Beige	Beige 1
Beige C 140 Beige N 150 Beige W 160	Beige 4 neutral Pink, yellow, olive	Beige 300 Yellow Beige 302 Olive Beige 404 pink	Ivory 5	Beige 1 Beige 2	Lt to Medium Med to Deep	Light Beige	Beige 1
Beige W 180 Beige N 190	Beige 5 Pink, olive	Beige 202 Olive Beige 302 Olive	Beige 1 Beige 2 Beige 3	Beige 1 Beige 2	Med to Deep	Light Beige Deep Beige	Beige 1 Beige 2
Beige C 170 Beige N 190 Beige N 200	Beige 6 neutral Pink, yellow, olive	Beige 302 Olive Beige 400 Yellow Beige 402 olive	Beige 2 Beige 4 Beige 5	Beige 2	Med. to Deep	Light Beige Deep Beige <small>*can mix both</small>	Beige 1 Beige 2
Beige N 200 Beige N 210 Bronze W 110 <small>(Bz W110 is a neutral)</small>	Beige 7 warm olive	Beige 402 olive	Beige 3 Beige 5	Beige 2 Bronze 1	Med to Deep Deep	Deep Beige Lt Bronze	Beige 2 Bronze 1
Beige C 170 Beige C 220	Beige 8 cool pink	<i>No match</i>	Beige 4 Beige 6	Beige 1.5 Beige 2	Med to Deep	Deep Beige	Beige 2
Bronze W 100 New shade	Beige 8 Cool pink Bronze 1 Warm yellow	<i>No match</i>	Beige 5	Beige 2	Deep	Deep Beige	Beige 2

TOTAL CONVERSION CHART Foundations & More

Deepest Beige Shades & All Bronze Shades

TW 3D Foundation Matte/Luminous	TW Liquid**	Medium Coverage**	Endless Perf Crème-to- Powder	Mineral Powder	CC Cream	Concealer	Sheer Pressed Powder
Bronze W 100 New shade	Beige 8 Pink Bronze 1 Warm yellow	<i>No match</i>	Beige 5	Beige 2	Deep	Deep Beige	Beige 2
Bronze W 110 (W110 is a neutral)	Beige 7 Warm olive	<i>No match</i>	<i>No match</i>	Beige 2 Bronze 1	Deep	Light Bronze	Bronze 1
Bronze W 100 Bronze W 120	Bronze 1 Warm yellow	Bronze 500 Warm yellow	Beige 6 Bronze 1	Bronze 1	Medium to Deep Deep	Light Bronze	Bronze 1 Bronze 2
Bronze W 130 Bronze W 140	Bronze 2 Cool pink	Bronze 504 Pink	Bronze 1 Bronze 2	Bronze 1	Deep	Light Bronze	Bronze 1
Bronze W 140 Bronze W 150	Bronze 3 Golden yellow Warm orange	Bronze 507 Warm yellow Golden orange	Bronze 1 Bronze 2	Bronze 2 Bronze 4	Deep	Light Bronze	Bronze 1
Bronze W 140 Bronze C 160	Bronze 4 neutral Pink, warm yellow, golden orange	<i>No match</i>	Bronze 2 Bronze 3	Bronze 2 Bronze 3	Deep	Light Bronze Deep Bronze	Bronze 1
Bronze C 160	Bronze 5 Golden orange Warm yellow	Bronze 607 Warm yellow Golden orange	Bronze 2 Bronze 3	Bronze 3 Bronze 4	Deep	Light Bronze Deep Bronze	Bronze 1 Bronze 2
Bronze W 150 (W150 is a neutral) Bronze C 170	Bronze 6 neutral Pink, warm yellow, golden orange	Bronze 600 Warm yellow	Bronze 4	Bronze 3 Bronze 4	Deep Very Deep	Light Bronze Deep Bronze <small>*can mix both</small>	Bronze 1 Bronze 2
Bronze C 170	Bronze 7 warm brown	Bronze 607 Warm yellow Golden orange Bronze 708 Warm brown	Bronze 3 Bronze 4 Bronze 5	Bronze 4 Bronze 5	Very Deep	Deep Bronze	Bronze 2
Bronze C 170 Bronze C 180	Bronze 8 warm brown	Bronze 708 Warm brown Bronze 808 Warm brown	Bronze 4 Bronze 5	Bronze 5	Very Deep	Deep Bronze	Bronze 2
Bronze C 180 New shade	<i>No match</i>	<i>No match</i>	Bronze 5	Bronze 5	Very Deep	Deep Bronze	Bronze 2

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OLDER PRODUCTS - Foundation & Flawless Face Conversion Chart

This booklet is a compilation of suggestions from Mary Kay InTouch, plus international makeup artists Robert Jones and Lori Hogg, SSD Sandy Weich

TimeWise Luminous (normal/dry) & Matte (oily/comb) Wear liquid Foundation	Medium-Coverage Fndn (comb/oily) <i>don't recommend for new customers</i>	Mineral Powder Foundation (normal, c/o)	CC Cream (all skin types)	Endless Performance Crème-to-Powder Fndn (normal, comb/oily)	Sheer Mineral Pressed Powder (all skin types)	Perfecting Concealer	OLD: Crème-to-Powder Fndn	OLD: Cream Foundation "Day Radiance" (very dry)	OLD: Concealer	OLD: Tinted Moisturizer	OLD: Facial High-lighting Pen
None	None	Ivory 0.5 Ivory 1	Very Light	None	None	Lt Ivory	None	None	Ivory 1	None	None
Ivory 1 (Pink)	None	Ivory 0.5 Ivory 1	Very Light	None	Ivory 1	Lt Ivory	Ivory 0.5 Ivory 1	None	Ivory 1, 2	Ivory 1	Shade 1
Ivory 2 (Yellow)	None	Ivory 0.5 Ivory 1	Very Light	Ivory 1	Ivory 1	Lt Ivory	Ivory 0.5 Ivory 1	None	Ivory 1	Ivory 1	Shade 1
Ivory 3 (Pink)	Ivory 104 & 105	Ivory 0.5 Ivory 1	Very Light	Ivory 1 & 3	Ivory 1	Lt Ivory	Ivory 0.5	None	Ivory 2	Ivory 1	Shade 1 & 2
Ivory 4 (Muted) Pink & Yellow & Olive	Ivory 100	Ivory 0.5 Ivory 1	Very Light	Ivory 2 & 3	Ivory 1 & 2	Lt Ivory Deep Ivory	Ivory 1	Bisque Iv, Delicate Bg, Antique Ivory	Ivory 1	Ivory 1	Shade 2
Ivory 5 (Olive)	Ivory 200 & 202	Ivory 1 Ivory 2	Very Light, L2Med	Ivory 2 & 3	Ivory 1 & 2	Deep Ivory	None	Antique Iv, Bisque Iv, Buffed Iv	Ivory 1 Ivory 2	Ivory 2	Shade 1 & 2
Ivory 6 (Muted) Pink & Yellow & Olive	Ivory 204	Ivory 1&2, Bg 0.5	Very Light, L2Med	Ivory 3 & 4	Ivory 2	Lt Ivory Deep Ivory	Ivory 1 Ivory 2	Antique Iv, Bisque Iv, Soft Ivory	Ivory 1 Ivory 2	Ivory 2	Shade 1 & 2
Ivory 7 (Pink)	Ivory 205 & 305	Ivory 0.5 & 2, Beige 0.5	Very Light, L2Med	Ivory 4	Ivory 2	Lt Ivory	Ivory 1 & 2 & 4	Blush Iv, Bisque Iv, Buffed Iv, Delicate Bg	Ivory 2	Ivory 2	Shade 2
Beige 1 (Yel, Olive)	Iv 202 Bg 300	Ivory 2 Beige 1	L2Medium	Ivory 5, Beige 1	Ivory 2 Beige 1	Lt Bg Deep Bg	Ivory 2 Bg 1&2	Blush Iv, Fawn Beige	Beige 1, 2	Beige 1	Shade 1 & 2
Beige 2 (Yellow)	Beige 300	Beige 0.5 & 1	L2Medium, M2Deep	Beige 1 & 2 & 3	Beige 1	Lt Beige	Beige 1 & 3	True Bg, Almond Bg	Beige 1, 2	Beige 1	Shade 2
Beige 3 (Pink)	Beige 304 & 305	Bg 0.5, 1 & 1.5	L2Medium	Ivory 5, Beige 2	Beige 1	Lt Beige	Beige 1	True Beige, Fawn Bg, Delicate Bg	Beige 1	Beige 1	Shade 2
Beige 4 (Muted) Pink & Yellow & Olive	Beige 300 & 302	Beige 1 & Bg 2	L2Medium M2Deep	Ivory 5 & Beige 3	Beige 1	Lt Beige Deep Beige	Beige 2 & 3	Bisque Iv, Delicate Bg, Fawn Bg, Almond Bg	Beige 1	Beige 1	Shade 2 & 3
Beige 5 (Pk, Ol)	Beige 302 & 400	Beige 1.5 & Bg 2	L2Medium M2Deep	Beige 1 & 2 & 3 & 6	Beige 1 & 2	Lt Bg Deep Bg	Beige 4	Fawn Beige	Beige 2	Beige 2	Shade 3
Beige 6 (Muted) Pink & Yellow & Olive	Beige 400 & 402	Beige 1.5 & Bg 2	Med to Deep	Ivory 5, Beige 4 & 5 & 6	Beige 1 & 2	Lt Beige Deep Beige	Beige 2 & 4	True Bg, Almond Bg	Beige 1	Beige 2	Shade 1 & 3
Beige 7 (Olive)	Beige 400 & 402	Beige 1 & 2	Med to Deep	Beige 3 & 5 & 6	Beige 2	Deep Beige	Beige 4	Almond Bg, Toasted Bg	Beige 2	Beige 2	Shade 2 & 3
Beige 8 (Pink)	Beige 404	Beige 1.5 & 2	Med to Deep, Deep	Beige 4 & 5 & 6	Beige 2	Lt Bg Deep Bg	Beige 3 & 4	Almond Beige	Beige 1, 2	Beige 2	Shade 1 & 3
Bronze 1 (Yellow)	Bronze 500	Bronze 1	Med to Deep, Deep	Beige 6, Bronze 1	Beige 1 Bronze 2	Lt Bronze	Bronze 0.5	Walnut Bz Mocha Bz	Bronze 1	Brz 1	Shade 3 & 4
Bronze 2 (Pink)	Bronze 504	Bronze 1	Deep	Bronze 1 & 2	Bronze 1	Lt Bronze	Bronze 0.5 & 1	Walnut Bz Mocha Bz	Bronze 1	Brz 1	Shade 3 & 4
Bronze 3 (Golden Orange, warm yellow)	Bronze 507	Bronze 1 & 2	Deep	Bronze 2	Bronze 1	Lt Bronze Deep Bronze	Bronze 0.5	Mocha Bronze	Bronze 1, 2	Brz 1	Shade 3 & 4
Bronze 4 (Muted)**	Bronze 507 & 607	Bronze 2 & 3 & 4	Deep	Bronze 2 & 3	Bronze 1 & 2	Lt Bronze Deep Bronze	Bronze 1	Mocha Bronze	Bronze 1, 2	Brz 1	Shade 4
Bronze 5 (Golden Orange, warm yellow)	Bronze 607	Bronze 2 & 3	Deep	Bronze 2 & 3 & 5	Bronze 2	Lt Bronze Deep Bronze	Bronze 2	Mocha Bronze Rich Bronze	Bronze 2	Brz 2	Shade 4
Bronze 6 (Muted)**	Bronze 600	Bronze 3 & 4	Very Deep	Bronze 2	Bronze 2	Lt Bronze Deep Bronze	Bronze 2	Rich Bronze Walnut Bronze	Bronze 2	Brz 2	Shade 4
Bronze 7 (Warm Brown)	Bronze 600 & 607	Bronze 4 & 5	Very Deep	Bronze 3 & 4 & 5	Bronze 2	Deep Bronze	Bronze 2 & 3	Rich Brz, Deep Brz	Bronze 2	Brz 2	Shade 4
Bronze 8 (Warm Brown)	Bronze 708 & 808	Bronze 5	Very Deep	Bronze 4 & 5	Bronze 2	Deep Bronze	Bronze 4 & 5	Rich Brz, Mahogany Brz	Bronze 2	Brz 2	Shade 4