

FOUNDATION CONVERSION CHART

TW 3D Liquid	Crème-to-Powder	CC Cream	Concealer	Silky Setting Powder	Pressed Powder	Mineral Powder <i>(discontinued)</i>	Medium Coverage <i>(discontinued)</i>
Ivory C100		Very Light	Light Ivory	Light Ivory	Ivory 1	Ivory .5	
Ivory C110		Very Light	Deep Ivory	Lt.-Med. Ivory or Med. Ivory	Ivory 1	Ivory .5 or 1	Ivory 105
Ivory W120 (luminous only)		Very Light	Light Ivory	Medium Ivory	Ivory 1	Ivory .5 or 1	Ivory 100
Ivory W130		Very Light	Light Ivory	Lt.-Med. Ivory or Med. Ivory	Ivory 2	Ivory 1	Ivory 200
Ivory N140	Ivory 1	Very Light	Deep Ivory	Med. Ivory or Deep Ivory	Ivory 2	Ivory 1	Ivory 104
Ivory W150		Light to Medium	Deep Ivory	Med. Ivory or Deep Ivory	Ivory 2	Ivory 2 or Beige 1	Beige 300
Ivory N160		Light to Medium	Deep Ivory	Med. Ivory or Deep Ivory	Ivory 2	Ivory 2	
Beige W100	Ivory 2	Light to Medium	Deep Beige	Deep Ivory or Light Beige	Beige 1	Ivory 2 or Beige 1	Beige 400
Beige C110	Ivory 3	Light to Medium	Deep Ivory	Light-Medium Beige	Beige 1	Ivory 2 or Beige .5	Ivory 204
Beige C120	Ivory 4	Light to Medium	Light Beige	Lt. Beige or Lt.-Med. Beige	Ivory 2	Ivory 2 or Beige .5	Beige 304
Beige C130		Light to Medium	Light Beige	Lt. Beige or Lt.-Med. Beige	Beige 1	Beige 1	
Beige C140		Light to Medium	Light Beige	Lt. Beige or Lt.-Med. Beige	Beige 1	Beige .5 or 1.5	
Beige N150		Medium to Deep	Light Beige	Lt. Beige or Lt.-Med. Beige	Beige 1	Beige 1	Beige 404
Beige W160		Medium to Deep	Light Beige	Lt. Beige or Lt.-Med. Beige	Beige 1	Beige 1	
Beige C170	Ivory 5	Light to Medium	Light Beige	Lt.-Med Beige or Deep Beige	Beige 1	Beige .5 or 1.5	
Beige W180	Beige 1	Medium to Deep	Deep Beige	Med. Beige or Deep Beige	Beige 2	Beige 1 or 2	Ivory 202
Beige N190		Medium to Deep	Deep Beige	Med. Beige or Deep Beige	Beige 2	Beige 2	
Beige N200	Beige 2	Medium to Deep	Deep Beige	Med. Beige or Deep Beige	Beige 2	Beige 2	Beige 302
Beige N210	Beige 3	Medium to Deep	Deep Beige	Med. Beige or Deep Beige	Beige 2	Beige 2	Beige 402
Beige C220	Beige 4	Medium to Deep	Deep Beige	Med. Beige or Lt. Bronze	Beige 2	Beige 2	
Bronze W100	Beige 5	Deep	Deep Beige	Deep Beige or Lt. Bronze	Beige 2	Beige 2	
Bronze W110		Deep	Light Bronze	Deep Beige or Lt. Bronze	Bronze 1	Beige 2 or Bronze 1	
Bronze W120	Beige 6	Deep	Light Bronze	Lt. Bronze or Lt.-Med. Bronze	Bronze 1	Bronze 1	Bronze 500
Bronze W130		Deep	Light Bronze	Lt. Bronze or Lt.-Med. Bronze	Bronze 1	Bronze 1	
no new equivalent		Deep	Light Bronze		Bronze 1	Bronze 1	Bronze 504
Bronze W140	Bronze 1	Deep	Light Bronze	Med. Bronze or Deep Bronze	Bronze 1	Bronze 2	Bronze 507
no new equivalent		Deep	Deep Bronze		Bronze 1	Bronze 2 or 3	
Bronze W150		Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 1	Bronze 4	
Bronze C160	Bronze 2	Deep	Deep Bronze	Lt.-Med Bronze or Deep Bronze	Bronze 1	Bronze 4	Bronze 607
no new equivalent		Deep	Deep Bronze		Bronze 1	Bronze 3 or 4	Bronze 600
Bronze C170	Bronze 3	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5	Bronze 708
Bronze C170	Bronze 4	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5	Bronze 808
Bronze C180	Bronze 5	Very Deep	Deep Bronze	Med. Bronze or Deep Bronze	Bronze 2	Bronze 5	

Each 3D Foundation is color coded to show you the true undertone as it appears on the skin.



Find Her Undertone—Ask how her skin responds to the sun.

Cool If she burns or turns red easily in the sun. If skin tone stays same all year.

Neutral If she sometimes burns but skin tone then darkens.

Warm If she rarely burns and tans easily. If skin tone deepens in the summer.

Finding the Right Shade—Working with Undertones

- Decide if she is ivory, beige, or bronze.
- Then, find the column below with her correct undertone.
- For example, if she is a light ivory with a cool undertone, you would select Ivory C100, Ivory C110, and Ivory N140 to color -stripe test.

Liquid Undertone Chart

	Cool or Pink	Neutral or Yellow	Warm or Olive	Golden Orange	Warm Brown
Ivory	Ivory C100 Ivory C110 Ivory N140** Ivory N160	Ivory W120* Ivory W130* Ivory N140** Ivory W150*	Ivory W120* Ivory W130* Ivory W150*		
Beige	Beige C110 Beige C120 Beige C130** Beige C140 Beige C170 Beige C220	Beige C130** Beige N150 Beige N190* Beige N200* Beige N210*	Beige W100 Beige W160 Beige W180 Beige N190* Beige N200* Beige N210*		
Bronze	Bronze C160	Bronze W100 Bronze W110 Bronze W120 Bronze W130		Bronze W140 Bronze W150	Bronze C170 Bronze C180

*Could be neutral or yellow or warm or olive undertone. Stripe testing is best to determine correct shade.

**Could be cool or pink undertone. Stripe testing is best to determine correct shade.

Also, keep in mind...

- These questions are a good guideline or starting point, but of course, they are only a starting point. You may need to adjust the shade depending on your individual customer.
- For the most part, your goal is to match the undertone in a customer's skin. However, sometimes women may have redness, brown spots, or ashy tones that you can move towards a more even tone by working in an opposite undertone.
 - Neutral can balance redness.
 - Cool tones can camouflage brown.
 - Ashy tones can benefit from cool tones as well.