SAY

LUMINOUS SILK FOUNDATION



The iconic Luminous Silk Foundation, now enhanced and upgraded.
It maintains its signature silky, weightless feel, and delivers an even more natural glow.

This advanced formula is enriched with powerful skincare ingredients: **Glycerin** for 24-hour hydration & **Niacinamide** to strengthen and perfect skin.

The shade range extends to **44 shades,** with two new exclusive pigments designed for olive and deep skin tones, offering more inclusive and flattering matches for every complexion.

TECHNOLOGY

LIQUID SILK TECHNOLOGY



Combines innovative oils and advanced fillers to achieve a lightweight, luminous and long-wearing foundation, delivering a flawless, silky complexion that lasts all day.

SKINCARE ACTIVES

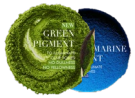


NIACINAMIDE
For strengthening & perfecting skin



GLYCERIN
24h hydration

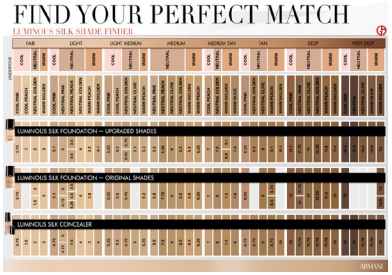
ADVANCED PIGMENT PRECISION



Ultramarine pigments to perfectly complement deep skin tones without ashiness, and green pigments to illuminate olive skin tones in medium, neutral, and warm shades, preventing dullness.

SHOW

RANGE – 44 SHADES HOW TO FIND YOUR PERFECT MATCH



STEP 1. SKIN TONE PREFERENCE

Engage the client with the shade finder.
Start with asking what depth (overtone) they feel they fall into. Overtone is the preference on how they want their skin to look.
ie: exact match, tan or lighter.

STEP 2. UNDERTONE

Next, ask what is your undertone? Undertone is the subtle natural color below the skin's surface.
There are 3 undertones: cool, warm & neutral. If they don't know, ask what color jewelry, they prefer? Silver, gold or both.
Silver = cool (pink/peach) undertone
Gold = warm (golden/olive) undertone
Both = neutral undertone

STEP 3. PICK 3 SHADES TO SWATCH

Once you have figured out their depth & undertone pick 3 shades:1 neutral, &
2 shades in their undertone. Swatch all 3 shades next to each other on the lower jawline to see which shade blends right in.

STEP 4. PICK THE PERFECT SHADE

Have the client pick the shade they want and offer to apply it all over their face starting in a thin layer, building coverage as needed.

SELL

REPLENISHING LUMINOUS SILK CLIENT –

(how to introduce the upgraded formula)

Client: Can you get shade 4.5 for me?
FD: Yes, I would be happy to, may I ask what do you love about Luminous Silk Foundation?
Client: I love the way it looks and feels on my skin
FD: I have exciting news; Luminous Silk Foundation has gotten an upgrade. **Everything you love** about the foundation plus added skincare and the shade range has been refined & expanded to look even more flattering on your skin.
May I shade match you to make sure we get the perfect match?

NEW LUMINOUS SILK CLIENT –

(no need to mention the upgraded formula)

Client: I am looking for a foundation to even out my skin
FD: Let me show you Luminous Silk Foundation. It gives a natural glow, medium coverage with 24hr wear. It has niacinamide and glycerin to help strengthen and hydrate the skin. May I help find your match?
Client: Yes!

FIND YOUR PERFECT MATCH

LUMINOUS SILK SHADE FINDER



LUMINOUS SILK FOUNDATION — UPGRADED SHADES



LUMINOUS SILK FOUNDATION — ORIGINAL SHADES



LUMINOUS SILK CONCEALER

UNDERTONE	FAIR			LIGHT			LIGHT MEDIUM			MEDIUM		MEDIUM TAN			TAN			DEEP			VERY DEEP		
	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM	COOL	NEUTRAL	WARM
	COOL PINK	COOL PEACH	NEUTRAL GOLDEN	WARM GOLDEN	COOL PINK	NEUTRAL PINK	NEUTRAL PEACH	NEUTRAL GOLDEN	WARM PEACH	WARM GOLDEN	COOL PINK	COOL PEACH	NEUTRAL GOLDEN	NEUTRAL OLIVE	WARM PEACH	NEUTRAL PINK	NEUTRAL PEACH	NEUTRAL OLIVE	NEUTRAL GOLDEN	WARM GOLDEN	WARM PEACH	COOL PEACH	NEUTRAL GOLDEN	WARM GOLDEN	WARM OLIVE	COOL PINK	NEUTRAL GOLDEN	NEUTRAL OLIVE	WARM PEACH	WARM GOLDEN	COOL PINK	NEUTRAL PINK	NEUTRAL OLIVE	NEUTRAL GOLDEN	WARM PEACH	WARM GOLDEN	COOL RED	NEUTRAL	NEUTRAL OLIVE	WARM OLIVE	WARM GOLDEN
LUMINOUS SILK FOUNDATION — UPGRADED SHADES	3.75	1	2	3	5.1	5	3.5 / 4.5	4	3.8	4.1	5.25	5.5	5.75 / 5.15	5.3	5.2	5.9	5.95	6	6.5	5.8	6.25	7	7.6	8.1 / 6.8	7.8	8.25	8.6	9	9.1	10.1	12.1	11.75	11	13.25	11.8	11.4	15.5	15.8	13.6	13.8	14
LUMINOUS SILK FOUNDATION — ORIGINAL SHADES	3.75	1.5 / 2	3		5.1	4.75 / 5	4.25 / 4.5 / 3.5	4	3.8		5.25	5.5	5.75		5.2	5.9	7.75	6	6.5	5.8	6.25	7	8	7.5	7.8	8.25		9	8.5 / 8.75		12	13 / 11.75	11	13.25	11.5	10	15				13.5 / 14
LUMINOUS SILK CONCEALER	3.75	1.5	2	3	4.75	4.75 / 5	4.5	4	3	4	5.25	5.5	5.75	5	5.25	5.5	7.5	6	6.5	6.5	6.25	7	8	7.5	8	8.75	8.75	9	8.75	10	10	11.75	11.75	11.75	11.75	10	14	15	11.75	11.75	14

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