



Motives® Cosmetics Day 2:

Custom Cosmetics –
Liquid Foundation & Minerals



**MOTIVES® DAY 2 AGENDA:
CUSTOM BLEND LIQUID FOUNDATION & MINERAL TRAINING**

- 1. Introduction to the Training**
 - a. Overview of the Day's Agenda
- 2. Uncovering the Needs of the Client – What Questions to Ask**
- 3. Custom Blend Liquid Foundation**
 - a. Why Motives Custom Blend
 - b. What Makes Motives Custom Blend Unique
 - c. Theory of Color
 - d. Custom Blend Bases
 - e. Color Pigments & Toners
 - f. Modifiers & Additives
- 4. Demonstration of Custom Blend Liquid Foundation**
 - a. 10 Steps to a perfect Custom Blend Liquid Foundation
- 5. On-line Custom Blend Program**
- 6. How to Make Formulas and Calibrations For Trial Size**
- 7. Q & A Custom Blend and Practical Applications**
- 8. Custom Blend Mineral Powders, Blushes, Bronzers, and Formulations**
 - a. What Makes Motives Custom Blend Powder Unique
 - b. Creating the perfect Custom Mineral Powder- Demonstration
 - c. Creating the perfect Custom Mineral Blush – Demonstration
 - d. Making Money with Custom Minerals
- 9. Q & A Custom Minerals and Practical Applications**
- 10. How to Close the Sale**
- 11. Fill out evaluation sheets**

Custom Blend Customer Consultation

It is important to perform a thorough consultation with every customer. You want to ask open ended questions in order for you to create a dialog with your customer. You need to figure out as much as you can about your customer in order to match our quality products to their specific needs and wants.

Key questions to ask:

1. Describe your skin to me, how does it feel this time of year?
2. What foundation are you currently using?
3. What do you like about what you are currently using?
4. What do you feel you are still not getting from your current product?
5. What results are you looking for from a foundation?
6. What type of coverage do you prefer?
7. Walk me through your current makeup routine.
8. How are you applying your makeup at home?
9. What concerns do you have with your skin?
10. Is sunscreen important to you in your foundation or are you getting it from your skincare?

Custom Blend Liquid Mineral Foundations

Bases:

- Ivory – Ivory with a yellow undertone
- Porcelain – Porcelain with a pink undertone
- Beige – Neutral
- Tan – Golden brown
- Hazelnut – Deep brown with a yellow undertone
- Deep – Deep brown with yellow red undertone
- Espresso – Deep brown with a blue undertone

Toners:

- Yellow – Provides yellow undertone; cancels pink
- Green – Neutralizes red; add for olive undertone with yellow
- Blue – Neutralizes orange or peachy tones of base
- Purple – Neutralizes yellow tones of base
- Pink – Provides pink undertone and cancels yellow
- Yellow Red – Provides peach undertone; brightens skin
- Blue Red – Provides mahogany undertone; adds coolness
- Yellow Brown – Used to darken and warm colors
- Blue Brown – Used to darken and cool shades
- White – Lightens without changing the undertone
- Black – Darkens and cools
- Pearl – To give the shade “movement” with a slight shimmer

Modifiers and Additives:

- Thinner is used to sheer the foundation base (makes foundation more transparent).

Usage: 5 ml for sheer foundation up to 15 ml for tinted moisturizer

- Coverage Enhancer is used to increase the foundation from medium coverage to maximum coverage. This is 28% pigment.

Usage: 1 - 2 large scoops added for full coverage

- **Extra Light-yellow undertone**
- **Light-pink undertone**
- **Medium-neutral undertone**
- **Dark-yellow undertone**
- **Yellow-adds yellow**

- Sunscreen Additive is used to increase the SPF level of the foundation. Octyl Methoxycinnamate, Dimethicone and Pomegranate Extract are the key ingredients.

Usage: 5 ml = SPF 10-12, or 10 ml = SPF 14-16

- Mattifier controls oil and gives foundation a powder finish

It is ideal for camera-ready makeup or those with oily skin. Kaolin (also known as French Clay) absorbs any surface oil and helps keep a shine-free finish (should not use a pump).

Usage: 5 ml per foundation (2 large scoops)

- Fringe Benefit- Lock in moisture, smoothes and support skin texture. Sodium PCA, Vitamin E and Dimethicone work in harmony to plump skin and 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

This product plumps skin to reduce the appearance of fine lines and wrinkles.

Must be added last before placing in bottle due to swelling of product

Modifiers and Additives:

- Hydrator contains Sodium PCA & Ginseng helps to restore hydration and deliver water into the skin for dry skin types. It is recommended for all skin types.

Usage: .5 ml

- Oil Control contains Cucumber Extract, Lemongrass, and Horsetail Extract. It has purifying and calming qualities. It is recommended for oily skin.

Usage: .5 ml

- Ultra Firming Botanical Additive This Botanical complex contains soy protein which provides an immediate firming and tightening 'flash' effect that will last throughout the day. The soy protein also softens and smoothes the skin giving it a more radiant appearance.

Usage: 1.0 ml in 1 oz. foundation

Motives® 10 Steps to a Perfect Custom Foundation

1. Discuss with the client how the oil free formula works with everyone.
2. Choose the base that matches closest to your client's skin tone and test on the jaw line. The color darkens as it dries, so allow 60 seconds drying time before evaluating. Start with a base color or a combination of two colors.
3. Now, figure out what type of coverage your client prefers. Our base foundations are concentrated with 11% Pigment. Typical foundation is 6-7% pigment.
 - a. Tinted base or sheer: use 5-15ml thinner
 - b. Medium coverage: do not add anything
 - c. Full coverage: use 1 to 2 scoops of coverage enhancer in correct shade for skin tone.
4. Does your client want to add sunscreen, mattifier or pearl? DO NOT add mattifier and pearl to the same formula. You need to add these now as they will alter the shade of the product.
 - a. Sunscreen: add 5ml = SPF 10-12/ add 10ml = SPF 14-16
 - b. Mattifier: add 5ml per 1 ounce bottle
 - c. Pearl toner: add 2-4 pumps per bottle
5. Now that you have added all of the components that will affect the color of the foundation add the base color to total 30ml. This will leave you 5ml to adjust the color as needed. Blend all components together and do a test strip at the jaw line giving 60 seconds drying time. Now look at the color of the foundation against the skin, looking at 2 things: depth as well as tone.
6. Always look at the depth first. Do you need to lighten or darken the foundation? Add appropriate toner:
 - a. White to lighten
 - b. Yellow brown to darken and add warmth
 - c. Blue Brown to darken and to cool
 - d. Black to Darken
7. Now that the depth chart is right, do you need to adjust for the undertone?
 - a. When you look at the color of the foundation on the skin, what do you see? (Reminder, we do not correct the color of the skin. This part of the question is looking at the foundation on the skin)

If you see

Pink
Yellow
Peach
Ash or if it is Chalky

Add

Yellow or Green
Purple
Blue
Yellow

- b. Next, look at the person's skin tone. What do you see in their skin? (These slight colors within the skin make the skin life-like and the additions into the foundation will seem to make it melt into the skin) (one pump = 1/2ml)

If you see

Pink
Yellow
Green (Olive)
Peach
Burgundy

Add

Pink
Yellow
Green - Yellow
Yellow Red
Blue Red

8. Completely blend all of the ingredients and do one more final test on the jaw line.
9. Now that the color and coverage is perfect, you can add in the botanical modifiers and additives desired:
- a. Oil control - .5ml per bottle
 - b. Hydrator - .5ml per bottle
 - c. Fringe Benefit – 2-4 pumps per bottle
 - d. Ultra Firming Botanical – 1.0ml per bottle
10. Completely blend all of the ingredients together and pour the finished foundation in a 1 ounce bottle. Label and fill out client record card.

Custom Blend Program Guide



Products	Light Skin	Medium Skin	Dark Skin
Bases	Ivory Porcelain	Beige Tan	Hazelnut Deep Espresso
Coverage Adjusters	Thinner 5-15 ml Coverage Enhancers 1-2 scoops	Thinner 5-15 ml Coverage Enhancers 1-2 scoops	Thinner 5-15 ml Coverage Enhancers 1-2 scoops
Modifiers/Additives	Sunscreen 5 or 10 ml	Sunscreen 5 or 10 ml	Sunscreen 5 or 10 ml
Luminosity	Pearl 2-4 pumps	Pearl 2-4 pumps	Pearl 2-4 pumps
Modifiers/Shine Control	Mattifier 5 ml	Mattifier 5 ml	Mattifier 5 ml
To Lighten	White	White or Ivory	Ivory or Beige
To Darken	Yellow Brown Blue Brown	Yellow Brown Blue Brown	Black
Toners to Match or Counteract	Yellow, Pink, Purple, Blue, Green, Yellow Red,	Yellow, Pink, Purple, Blue, Green, Yellow Red, Blue Red	Yellow, Pink, Purple, Blue, Green, Blue Red
Additive-Dry	Hydrator .5	Hydrator .5	Hydrator .5
Additive-Oily	Oil Control .5	Oil Control .5	Oil Control .5
Additive-Aging	Firming 1.0	Firming 1.0	Firming 1.0
Modifier/Face Primer	Fringe Benefit 2-4 pumps	Fringe Benefit 2-4 pumps	Fringe Benefit 2-4 pumps

How to Make a Liquid Foundation Trial Size

- Follow same 10 steps as making bottle
- For Base and Modifier combinations use a total of 6 pumps
(ex: 2 pumps beige – 1 pump tan – 2 pumps thinner – 1 pump sunscreen)
- For Base Shades, Thinner, and Sunscreen use pumps
- For Toners and Fringe Benefit use drops
- Modifiers: Oil Control 1-2 drops, Hydrator 1-2 drops, Ultra Firming 3-4 drops
- Mattifier: use a pinch (metal spoons from the custom mineral system)
- Coverage Enhancers: use a smidgen (metal spoons)

How to Convert a Trial Size into a Full Size Bottle

- For every pump used equals 5 ml (6 pumps = 30 ml)
- For every drop used equals 1 pump (1/2 ml)
- Modifiers- Oil Control 1-2 drops equals .5 ml
 - Hydrator 1-2 drops equals .5 ml
 - Ultra Firming 3-4 drops equals 1.0 ml
- Mattifier- a pinch equals 5 ml
- Coverage Enhancer- a smidgen equals 2.5 ml



Name: _____

CLIENT CUSTOM BLEND FOUNDATION RECORD

Foundation: (liquid)

Each pump = 1/2 mL

10 pumps = 5mL It takes 30-35 mL to fill a 1-ounce bottle

Coverage Enhancer: One large scoop increases the coverage by 3%

Base(s):

Base _____ Base _____ Base _____

Texture(s):

*Sunscreen (every 5 mL will increase the SPF by 4) _____

Mattifier (add 5 mL) _____

Pearl Toner (add 2-4 pumps per bottle) _____

Thinner (add 5-15 mL per 1-ounce bottle) _____

Phone: _____

Enhancer(s):

Enhancer Extra Light _____ Enhancer Light _____

Enhancer Medium _____ Enhancer Dark _____

Enhancer Yellow _____

Toner(s):

Toner _____ Toner _____ Toner _____

Toner _____ Toner _____ Toner _____

Modifier(s):

Fringe Benefit _____ Oil Control .5 mL _____

Hydrator .5 mL _____ Ultra Firming _____

Motives® Custom Blend Mineral Powders:

- Made exclusively from micronized minerals
- Exceptional silky textured minerals give long lasting coverage with a lightweight natural feel
- Micro-pulverized (cut in one-millionths then pulverized) goes on “velvety-smooth” floats across skin, because this powder is lightweight, less likely to sink into fine lines and wrinkles

Minerals

Talc-free does not have the “powdery” or “ashy” look caused by talc-based products. Talc is a heavy powder that lies in lines making the skin look older and dry.

Minerals

Contain *Micronized Titanium Dioxide* and *Zinc Oxide* which are two minerals that provide protection without irritating chemical ingredients.

Mineral Powders are:

- *Oil-free*
- *Fragrance-free*
- *Dye-free*
- *Bismuth oxychloride-free (white ingredient used to add luster; can be a skin irritant and white color adds chalky, pink tone)*
- *Non-comedogenic*

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

- Minerals are all natural earth minerals
- Color is natural
- Promotes healthy skin
- Completely non-comedogenic
- Recommended for skin that is sensitive and/or in a sensitive state

Mineral Bases:

All bases are medium coverage:

- Light
- Medium
- Dark

Modifiers: Used to adjust coverage.

- **Translucent Modifier:** to decrease coverage and create more sheer formulas. *Usage: 1 to 2 teaspoons*
- **Coverage Intensifier:** to increase coverage and sun protection (medium shade). *Usage: 1 teaspoon*

Modifiers: Used to add SPF, luminosity or glow.

- **SPF Amplifier:** to protect skin and increase SPF level.

Usage: 1 tsp. to increase the SPF coverage by 6

- **Sunlight Gold:** to add a golden iridescence in foundation, powder, blush, highlighters, and bronzers.

Usage: 1/8 – 1/4 teaspoon depending on the formula

- **Moonlight Pearl:** to add a pearl iridescence in foundation, blush, and highlighters.

Usage: 1/8 – 1/4 teaspoon depending on the formula

Toners: Used to adjust the base to match the client's skin tone

Usage: Start with 1 smidgen, add more as needed

Amber (Yellow) – Provides yellow undertone; cancels pink

Jade (Green) – Neutralizes red

Lapis (Blue) – Neutralizes orange or peachy tones

Amethyst (Purple) – Neutralizes yellow tones

Rose Quartz (Rose Pink) – Provides pink undertone and cancels yellow

Sunstone (Yellow Red) – Provides peach undertone; brightens skin

Tourmaline (Bright Pink) - Neutralize green cast, great for blush

Toners: Used to adjust the depth of the base shade

Tiger's Eye (Yellow Brown) – Used to darken and warm colors

Agate (Blue Brown) – Used to darken and cool shades

Alabaster (White) – Lightens without changing the undertone

Onyx (Black) – Darkens and cools

Toners are very concentrated so a little goes a long way

Active Powders

Usage: maximum effectiveness is achieved with the following measurements:

1/8 tsp. active powder

Balancing Complex: add to powder for oil control and to help control oil production; will also help maintain healthy skin.

- **Active ingredients:** Niacinamide, Yeast Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Algae Extract, Caffeine, Panthenol and Biotin

Moisturizing Complex: add to powder to increase hydration and deliver moisture; also promotes suppleness and cellular function, reduces the appearance of fine lines and wrinkles, supports a healthy complexion of the skin; helps maintain healthy, youthful appearance of skin.

- **Active ingredients:** Cassia Angustifolia (Senna) Seed Polysaccharide (botanical equivalent to Hyaluronic Acid)

Proven in clinical studies to retain 35% of the moisture in the skin over a 24 hour period

Lightening Complex: add to powder foundation to reduce the appearance of dark spots; will also improve skin radiance and clarity, promote normal cell turnover for younger looking skin and help skin maintain healthy, youthful appearance

- **Active ingredients:** Algae Extract, Waltheria Indica Leaf (Sleepy Morning) Extract and Ferulic Acid

Proven in clinical studies to inhibit melanin production by 80% over an 8 week period.

Firming Complex: add to powder to support healthy skin firmness and elasticity; will also promote cell turnover and the appearance of fine lines and wrinkles for younger looking skin. Supports cell regeneration in the epidermis and smoothes the surface of the skin.

- **Active ingredients:** Pisum Sativum (Pea) Extract and Algae Extract

How to Make a Mineral Powder

1. First you must choose a base shade only to determine color. Apply a small amount of the two closest base colors on the jaw line to determine which one is the best match:

Light

Medium

Dark

Answer questions 2-5 before determining amount of base shade to add to formula.

2. Does your client want to increase the SPF level? If so, add SPF Amplifier (This may make your recipe a little sheerer).

Usage: 1 tsp. to raise the SPF level to 23

3. Next, find out what coverage they would prefer.

Sheer: use 1 tsp. Translucent Modifier (not to be used if sunscreen was added due to over sheering of the product)

Medium: no Modifier is added

Full: use 1 tsp. Coverage Intensifier

4. After you know the base shade and the type of coverage they are looking for, you must find out what type of texture they prefer. The amount you use will depend on the effect your client is looking for.

Matte: add no luminosity

Soft, healthy glow: add Sunlight Gold Use: 1/8 -1/4 tsp.

High luminescent look: add Moonlight Pearl Use: 1/8 -1/4 tsp.

5. Choose one active powder. You will use 1/8 teaspoon.

Firming Complex

To provide anti-aging benefits which promote firmness and protect the skin

Moisturizing Complex

To provide long lasting skin moisturization and promote cellular regeneration

Lightening Complex

To promote an even skin tone

Balancing Complex

To maintain a matte effect

6. Fill the remaining 3 teaspoons with the base shade or a combination of Bases/Toners (i.e. medium base+ 1/8 tiger's eye) leave at least 1/8 remaining in case the product needs to be adjusted further.

Take a small amount of your product and do a test strip on your client's skin. You need to wait 60 seconds before evaluating the color. Minerals will darken slightly as they sit on the skin. When looking at the color of your powder, you will need to look at two things the depth and then the tone.

7. How does the depth look? Do you need to darken it or lighten it? If so, add in the rest of the appropriate toner to get you up to 3 tsp.

Alabaster - to lighten without changing the undertone

Tiger's Eye - to darken and warm the shade

Agate - to darken and cool the shade

Onyx - to darken

8. Now that we are at 3 tsp., you should be adjusting the color in smidgens. When you look at the foundation on the skin, what do you see? Add the appropriate toner to adjust the color.

If you see

Use

Pink

Amber

Yellow

Amethyst

Peach

Lapis

Ash, Muddy, or Chalky

Amber (which means the tone is too pink)

Next, look at the client's undertone, what do you see in their skin?

If you see

Add

Pink

Rose Quartz

Yellow

Amber

Olive

Amber and Jade

Peach

Sunstone

9. Completely blend together all ingredients by pressing and swirling the product and do one more final test. Once the color is perfect, you can now place it in the container with your blending knife. It is important to only fill the container about $\frac{3}{4}$ full, and then gently tap it on the counter for the powder to settle, and then fill it completely.



10. When applying mineral powder foundation to the skin, it is best to use a Kabuki brush in a circle motion starting at the forehead and working down the face. For more coverage, apply with a sponge, and for the heaviest coverage (cover tattoo or scar), apply with a wet sponge.

Custom Translucent Powder

- For a Mineral Veil: Translucent and moonlight pearl or sunlight gold
- Oil Blotting Powder: Translucent plus 1/8 balancing active powder
- Moisture rich powder: Translucent plus 1/8 moisturizing active powder
- Anti-aging firming powder: Translucent plus 1/8 firming active powder
- Warming/Bronzing Veil: Translucent plus 1/8 Sunlight Gold plus 1/8 agate (cool) and/or tiger's eye (warm)

Calibrations

3 tsp. fills a Custom Blend Powder jar plus a smidgen or two of toner if needed.

3 tsp. fills a Custom Blend Powder jar.

Fraction addition:

$$- \frac{1}{8} + \frac{1}{8} = \frac{1}{4} \text{ teaspoon}$$

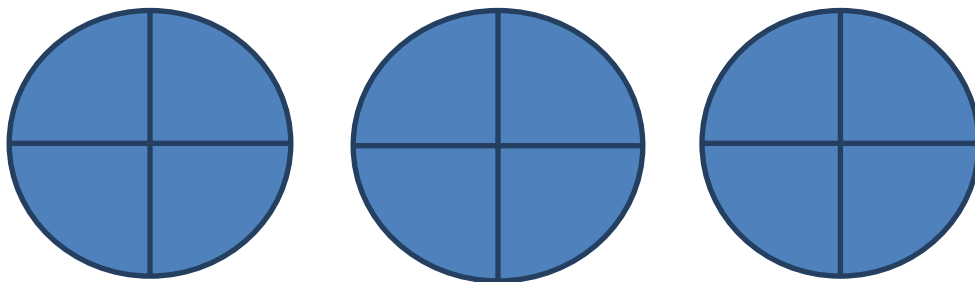
$$- \frac{1}{4} + \frac{1}{4} = \frac{1}{2} \text{ teaspoon}$$

$$- \frac{1}{2} + \frac{1}{2} = 1 \text{ teaspoon}$$

$$- \frac{3}{4} + \frac{3}{4} = 1 \frac{1}{2} \text{ teaspoon}$$

To help you make sure you do not use more than 3 tsp. draw out the following:

Each circle represents 1 tsp. and then draw a line through them as follows. This splits them into $\frac{1}{4}$ tsp.; each circle has 4 $\frac{1}{4}$ th tsp.



How to Make a Mineral Powder Blush

- First decide what color your customer is looking for.
- Does your customer want a more natural color?
 - ☐ Use 1/8 or 1/4 of their Base Shade Color (Light, Medium, or Dark)
- Decide how much coverage.
 - ☐ More sheer use Translucent Modifier
- Does your customer want a shimmer?
 - ☐ Use Moonlight Pearl or Sunlight Gold
- Use any of the Mineral Toner Shades to create the perfect blush/Bronzer color.
- 3 teaspoons fills a container.
- Record recipe on customers file card.

Mineral Powder Blush and Bronzer Recipes

Bright Rose (cool)

- 3/4 tsp. Trans. Modifier
- 3/4 tsp. Tourmaline
- 1 tsp. Sunlight Gold
- 1/4 tsp. Rose Quartz
- 1/4 tsp. Medium Base

Bronzer (warm)

- 1 tsp. Trans. modifier
- 1/4 tsp. Medium Base
- 1 tsp. Sunlight Gold
- 1/2 tsp. Dark Base
- 1/4 tsp. Sunstone

Peach (warm)

- 3/4 tsp. Trans. Modifier
- 1/2 tsp. Light Base
- 3/4 tsp. Sunstone
- 1 tsp. Sunlight Gold
- 1 smidgen Lapis

Bronzer

- 1/2 tsp. + 1/4 tsp. Trans. Modifier
- 1/2 tsp. Light Base
- 1/2 tsp. Dark Base
- 1/2 tsp. Sunlight Gold
- 1/8 tsp. Tigers Eye
- 1.8 tsp. Sunstone

motives[®]

by loren ridinger

CLIENT CUSTOM BLEND POWDER RECORD

Powder:

It takes 3 teaspoons to fill a powder jar

Product:

? Foundation ? Powder ? Blush ? Bronzer

Base(s):

Base _____ Base _____ Base _____

Coverage:

Translucent Modifier _____ Coverage Intensifier _____

Modifiers:

*SPF Amplifier (Usage 1 tsp. increases SPF by 6) _____

Moonlight Pearl _____ Sunlight Gold _____

Toner(s):

Toner _____ Toner _____ Toner _____

Toner _____ Toner _____ Toner _____

Skin Care Modifier(s):

(Usage 1/8 tsp.)

Moisturizing

Balancing

Firming

Lightening _____

* Not for sale in Canada

Name: _____

Phone: _____

Custom Cosmetics: Day 2
Liquid Foundation and Minerals
And Business Building Course

DATE (mandatory): _____ LOCATION (mandatory): _____

TRAINER'S NAME (mandatory): _____

Ratings: Please rate your training experience on a scale of 1 - 10
 10 = excellent / 7-9 = good/great / 4-6 = average / 1-3 = below average/poor

1. The Trainer was knowledgeable in both the Custom Minerals and Custom Liquid foundations.	
2. The Trainer was able to demonstrate and teach how to formulate and blend our Custom Mineral powders and blushes.	
3. The Trainer demonstrated a thorough knowledge and was able to teach the theory of Custom Liquid Foundation.	
4. The Trainer was able to demonstrate and teach how to mix and calibrate Custom Liquid formulas.	
5. The Trainer was prepared, organized and had complete custom mineral kit and custom liquid foundation to demo for the class.	
6. The Trainer was properly dressed and well represented Motives by Loren Ridinger.	
7. The Trainer was able to answer all questions by the end of the class.	
8. The Trainer was able to communicate well; and easily interacted with the class.	
9. Rate the Trainers ability to present and deliver the information given in the training.	

How many students were in attendance? _____

How many assistants did the Trainer/Trainers have? _____

What did you like most about the class?

Suggestions to improve the trainer's presentation skills:

Do you feel confident to go out and practice the skills you were taught and grow your Motives business? _____

Optional: _____ NAME	_____ ID NUMBER
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Please Return To: **Market America Inc.**
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