

six most important things

1 SKINIFICATION SELLS

- Foundations infused with TimeWise 3D® Complex (resveratrol, vitamin B3 and an age-defying peptide).
- Deliver coverage while supporting healthier-looking skin with antioxidant protection.
- Can be framed as your “last skin care step” for easy upsell opportunities.

2 TRUE-TO-YOU SHADES

- 36 skin tone-mimicking shades powered by IntelliMatch™ Technology.
- Easier shade-matching, less guesswork and a more seamless match for customers.
- Simplified shade-naming approach designating a matte versus luminous finish and a numbered shade based on its hue.

3 BUILDABLE COVERAGE + ALL-DAY WEAR

- Lightweight, breathable formula.
- Builds from medium to full coverage.
- Natural, skin-like finish that lasts all day.
- 87% of women tested felt like their skin looks natural.*

4 ALL SHADES AVAILABLE IN TWO FINISHES

- Matte: Controls shine for a smooth, natural look.
- Luminous: Hydrates and brightens for a radiant glow.
- Encourage your customers to own both for different moods and occasions.

5 NEW PACKAGING = BETTER EXPERIENCE

- Needle-nose tube allows precise, no-mess application.
- Reduces product waste for a professional, upgraded user experience.

6 SHADE-MATCHING MADE EASY

- Foundation Finder provides confident matches in minutes. Also reference the Shade Conversion Flier.
- Helps close more sales, build trust and drive repeat business.
- Utilize samplers as a business resource related to shade-matching and making recommendations.