COLOUR CHARTS ANALYSIS TIPS – COOL GROUP:

I have analysed your skin tone and hair colour and provided you with a full colour chart, which you can use when buying make-up shades for your face.

Use the colour chart in conjunction with the shopping guide. You will notice I have matched up a few make-up brands on your shopping guide to match your colour chart. This will make it much easier for you to shop on-line or in store for colours that suit your skin tone.

Your skin tone falls into the:

**COOL** group of colours, which is displayed down the left side of your colour chart page, top to bottom

Your can also wear shades from the neutral group as well as the middle column of shades:

**NEUTRAL** group is displayed on both the cool and the warm side and is therefore suitable for both groups

The **MIDDLE** column from top to bottom is suitable for both groups

- **Highlighters**: Are so light they won’t have much influence over draining your face of colour, so both groups can use the highlighters.
- **Eyebrow shades**: Bare in mind the eyebrow shades look rather dark on the chart, but when you apply just a small amount of shadow to the brows, the shade will look much more natural. The shades that are most suited to your brows are:
- **Eye liner**: Covers such a small area of the face, if you use a shade that is not that well suited to your skin, it can’t drain your face of colour. Therefore choose any eye liner colour that suits your eye colour, the mood you are in, or the clothing choice you have made for that day.
- **Neutral dusty pink blusher**: Dusty pink blusher is suitable for all skin tones. On cappuccino and darker skin colours just increase the intensity of the pink.
- **Primary red lipstick**: Is not influenced by pink or orange and is therefore suitable for both the cool and the warm group. It does not mean that you have to wear red on your lips. I never wear red on my lips because I feel it doesn’t suit my small lips. Just because it is on the chart does not mean it is suited to your personality.

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An example of cool colours - this is the **CORRECT** group of colours for you.

✔

An example of warm colours - this is the **INCORRECT** choice of colours for your skin.

✗

Cont/…
Women of all ages wearing cool shades:

COOL shades are influenced by pink even if you are wearing brown – it should reflect a cool shade of brown - which holds pink inside the brown shade. I AM NOT SAYING YOU HAVE TO WEAR PINK – many cool shades of brown are far from looking pink on the skin.

COOL COLOUR EXAMPLES:

By wearing shades that suit your personality, skin tone and hair colour you will look fresher and more in harmony.

These images include ladies of all ages – the examples below show different examples of cool shades. These shades have a pink undertone, and are suitable on your skin.
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NEUTRAL SHADES FOR BOTH THE COOL AND WARM GROUP:

The colours I have used below are from the neutral eye shadow, blusher and lip sections on the charts. Meaning they are not influenced by pink (the COOL group) or orange (the WARM group):

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TIPS:

I come from South Africa, which is referred to as the rainbow nation - due to the vast variety of cultures and skin tones - believe me when I tell you, there is NO skin tone I have not worked on. My colour chart, analysis and shopping guide is the most accurate and flattering help you will get for choosing colours/shades for your skin tone.

You can ‘cheat’ and use colour from the opposite group when:

- **Fair skin:** When you are tanned you can select shades from the opposite group and ‘cheat’ with colour. A tan will ensure you face does not drain when applying the wrong make-up colour. Therefore have fun and play with shades in summer or when you have a fake tan. A good example of fair toned skin is actress Sarah Jessica Parker, Demi Moore and Meryl Streep.

- **Cappuccino skin:** If you have more of a cappuccino skin tone (Indian, mixed race) you are able to work with colours from the other group more easily, because your face won’t drain of colour like a pale skin. However, if your skin holds a lot of yellow tone on the surface -, be careful when ‘cheating’ with your colours as bronze, gold and rusty shades may be so similar to your skin tone, they might make you took a bit pasty and bland. A good example of a cappuccino skin tone is singers - Leona Lewis or Beyonce Knowles:
- **Dark skin**: If you have a black skin like **Alec Wek** or Oprah aim for brighter more alive shades that show up on your skin, like purple, plum, burgundy. Using a reddish blusher always looks amazing. Be aware that any shine on your skin will show up with more intensity that lighter skin - due to the reflection the light creates off your skin. Tone down very high shine lip gloss and use a good powder or blotting powder (Mac Cosmetics) to reduce the high shine your skin may reflect. A blotting powder is great because it just blots away excess shine without adding a lot of powder to the skin each time you touch up. If your skin does not reflect any shine at all, you may find your skin is in fact dehydrated and you need a moisturizer to put some life back into your skin.

You do not have to like every colour in your section of the colour chart. All colours must be included for different skin tones and personality types. Some people prefer loud colours and others more subtle colours/shades.

For example I fall into the COOL skin tone colour group and I never wear purple lipstick or pink eye shadow. I opt for the more neutral cool brown eye shadow for during the day like B1 – on the chart and I wear all the Neutral Eye Shadow shades listed in both the cool and warm group (displayed directly under the main eye shadow colours) As far as blusher goes I usually wear a pink shade similar to A2, which I blend down to a smokey pink. I wear lipstick and gloss similar to the second row of shades under lips marked A2, B2, C2, D2, E2 and F2. Just like I select shades suited to my personality, you can do the same.

Use the shopping guide I have provided to get an accurate idea of what shades are on the market that fit into your colour group. All the brands colours that I have listed can be viewed and purchased on-line. I have also ‘cheated’ a few colours – for example some colours are definite cools, but look amazing on warm skin toned people - I have therefore allowed the warm group to venture over to the cool side for some shades and vice versa.

Supporting the brands I have recommended won’t only ensure an amazing finish (as most of the brands are designed for make-up artists) you will also be using cruelty free products.

Cont/....
HAIR COLOUR

TIPS:

What are highlights and lowlights?

Highlights brighten your base colour and lowlights darken your base colour. The best way to avoid obvious roots is with a combination of highlights and lowlights.

For added movement to your hairstyle and cut, you can add a combination of highlights and lowlights.
Example: two highlights and one lowlight, or one highlight and two lowlights.
You can either slice, or weave the streaks accordingly.

SEMI / Color shampoo
It can not lift the hair colour; it will however stain or make it darker, because it works on the cuticle layer.

DEMI Hair color
It will slightly enhance natural hair colour, colours darker and will partially cover grey.

A tint:
Is an oxidizing hair color, which requires peroxide to work and will penetrate into the cortex of each hair, therefore it will lift or darken hair colour.

If you have grey hair you need to cover it first with tint prior to highlights or lowlights, this creates the perfect base to work from in terms of highlights, lowlights, cut and style.

What is a toner?

Toners are used to soften a shade - taking the harshness out of the colour. For example: blonde can look yellow after highlights, toner tones down and ‘numbs’ the yellow tone creating a softer more ash shade. Toners are not just for light colours, it will enhance and enrich darker hair colours such as, red, brown, mahogany, violet, ash-brown and golden-brown, etc.

I have used photo examples of actresses below to give you a better idea of each shade. Bare in mind some actresses may dye their natural hair colour to enhance their natural shade and sometimes even completely change their hair for certain rolls in movies. For example: We all know Julia Roberts has brown hair, but she changes her hair for various rolls.

When you are tanned you can select shades from the opposite group and ‘cheat’ with colour. A tan will ensure your face does not drain of colour when wearing the wrong hair colour. If you have cappuccino skin and are going to change your colour to more a blonde warm brown (like Tyra Banks or Beyonce does sometimes), purchase an eyebrow bleach kit and match up your brows to your new hair colour.

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The most suitable hair colours for your skin tone are the cool shades; warm shades are less suited to your skin tone:

**WARM SHADES GROUP**

Shades should be influenced by warm tones whether you are tinting or adding highlights/low lights:

**Blonde:**
Example: strawberry blonde: Nicole Kidman.

You can go anywhere from three to six shades lighter than your hair colour.
You’re a golden blonde; you can blend gold and beige highlights.

**Brown:**
Example: Reddish brown: Julianne Moore

If you want to highlight go for golden highlights don’t go more than two to three shades lighter than your hair colour. When going darker stick to warm copper shades.

**Redhead:**
Examples:
Rene Russo, Jillian Anderson, Suzanne Sarandon (when warm red)

Give your hair dimension with lowlights that are one or two shades darker than your hair colour.
COOL SHADES: Shades should be influenced by cool tones and are not as suitable for your skin tone:

Blonde:

Example: Ash blonde or icy blonde: Scarlett Johansson, Charlize Theron, Cameron Diaz, Sarah-Jessica Parker and Sharon Stone.

You can go anywhere from three to six shades lighter than your hair colour. You’re a cool toned blonde, you can blend icy or ash blonde highlights.

Brown:

Example: Cool browns: Suzanne Sarandon (when cool brown), Angelina Jolie, Halle Berry, Penelope Cruz and Sandra Bullock.

Caramel highlights don’t go more than two to three shades lighter than your hair colour. When going darker or redder avoid copper shades, rather aim for burgundy and plum shades or even a hint of these shades rather than a rusty warm tone.

Black:

Examples: Lucy Lui, Salma Hiack, Jade Pinkett Smith and Catherine Zeta-Jones

Tones like caramel: don’t go more than two to three shades lighter than your hair colour.

Avoid Copper, Bronze and Rusty shades at all costs.

Grey

Example: Judy Dench

It would be a good idea to keep colouring your hair once you start going grey – sticking to the hair colour that suits your skin tone. However the cool make-up shades look particularly good with grey hair if you choose to wear grey hair: