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INTERNAL

WELCOME TO M·A·C!

Welcome to the M·A·C Community! This New Hire Handbook is your guide as you navigate your initial months at M·A·C.

Before you dive into your handbook, scan the below QR code to watch your Welcome to M·A·C Orientation Video. This video will equip you with the skills to provide M·A·C standard service experiences to your Customers until you come to Basic Training.



https://www.beautygr.com/Zxi





We can't wait to meet you, in person, at Basic Training. Until then, use this Handbook to learn essential skills on Customer Service, Product Knowledge, and Makeup Artistry. Share your progress with your Manager and bring this Handbook with you to your Basic Training.



NEW ARTIST LEARNING JOURNEY



Jot down notes in your Handbook anywhere you see these sticky notes!



That way you can reference your questions, goals, and thoughts later!



Remember your
Manager can help
with any questions
that come up!

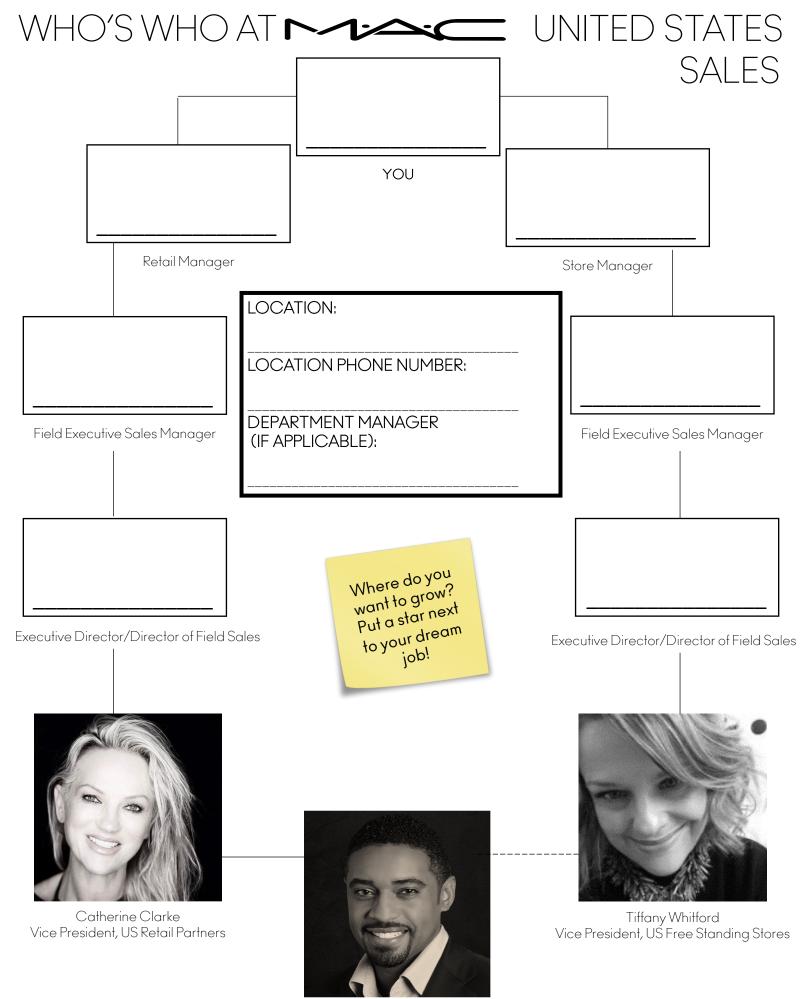
COSMETICS



M.A.C ARTIST LEARNING AND DEVELOPMENT JOURNEY

]	Receive Artist Portfolio and review pages 1-10 with your Manager Begin activities in Artist Portfolio
]	Download and log-in to My M·A·C X/MMX (payroll) or navigate to M·A·C On Demand/MOD (Nordstrom/Dillard's). Log-in instructions can be found in Artist Portfolio.
]	Watch the Welcome To M·A·C Orientation Video on MMX or MOD
]	Begin artistry development (your manager will schedule time with you during your first week to introduce you to M·A·C Artistry)
3	Follow your local Education regional handle on Instagram for artistry and product education
	FIRST THREE MONTHS:
3	You will be scheduled for Basic Training and receive an email from education@maccosmetics.com please select the RSVP option on this email immediately upon receipt
]	Complete Artist Portfolio prior to your Basic Training attendance
]	Continue artistry development by practicing the skills learned in Basic Training on Customers and ask for feedback from your Manager and fellow Artists.
]	Begin your Skill Certification Journey
	FIRST SIX MONTHS:
3	Navigate to MMX/MOD and view the Amp It Up Training series (Loyalty Is Royalty, Building The Basket, Overcoming Objections, Art Of Multitasking)
]	Navigate to MMX/MOD and view the most recent Virtual Artistry Series Continue your Skill Certification Journey
	TRAINING PATH:
]	Attend quarterly trainings (as appropriate) Attend Amp It Up! Service trainings (as appropriate) Monthly Go Learn Activities (will be provided by your Manager and completed via MMX/MOD)

WEEK 1:



Andre Branch Senior Vice President/General Manager

INTERNAL

WHO'S WHO AT NO

UNITED STATES EDUCATION

Your Regional Education Trainer(s)

Senior National Artists



Rebecca Murphy Trainer, Service Experience Team



Mike Osborne Manager, Education Content Development



Esther Lee Manager, Digital Education



Tahnee Nolasco Manager, Service Experience Team



Stacy Maki Field Executive Education Manager Education Manager Education Manager West



Jessica Villarroel Field Executive Central



Derrick Smith Field Executive East



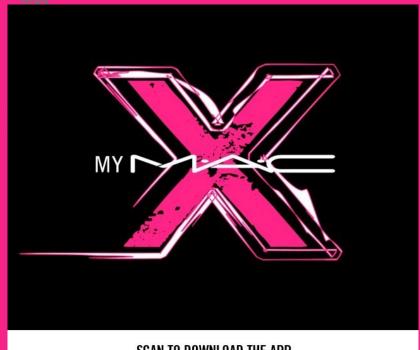
Chantel Miller Director, Artistry & Content



DeMia Keppel Executive Director, Education & Artistry

Where do you want to grow?
Put a star next to your dream job! ALL M·A·C NON-ELC PAID ARTISTS USE THE BELOW INSTRUCTIONS TO REGISTER FOR MY M·A·C X

MY M·A·C X IS A M·A·C LIFESTYLE & LEARNING HUB FOR OUR ARTISTS THAT WILL: SHARE EXCLUSIVE, BEHIND THE SCENES, INSIDER INFORMATION, BUILD ARTISTRY, SERVICE, SOCIAL MEDIA AND PRODUCT KNOWLEDGE SKILLS



SCAN TO DOWNLOAD THE APP CLICK "REQUEST ACCESS" TO GET STARTED

APPLE USERS

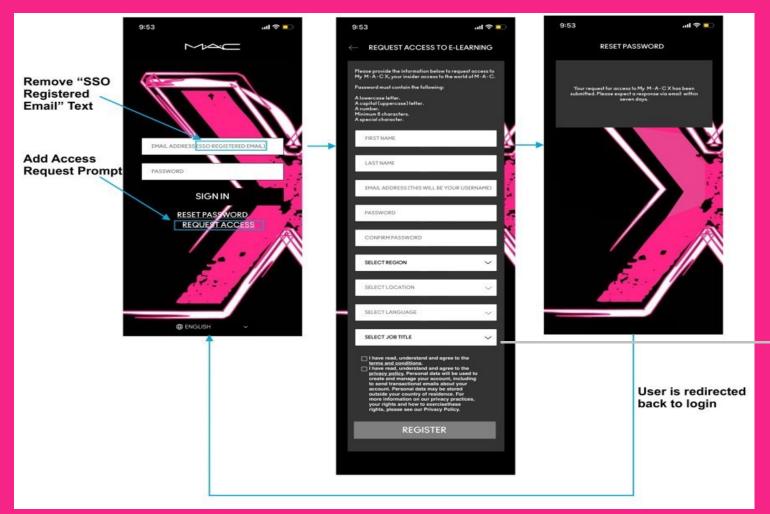
ANDROID USERS

HUAWEI USERS











ACCESS TO MY M·A·C X FOR ELC DIRECT PAY

1. Confirm your HR Connect profile

 Review your HR Connect profile and confirm the email address is correct by visiting: http://hrconnect.elcompanies.com/

Work Email

- o Can be found in Work Profile under Employee Info
- To update this email address, reach out to OneSource since this information is sourced from Active Directory

Personal Email

- Can be found under Personal Contact Info under Employee Info
- Employees can update this email address by clicking into the Personal Contact Details screen

1. Log in with your Single Sign-On password

- All users with an accurate email address in HR Connect have an account with our Single Sign-On (SSO) provider
- You'll use your SSO password to log into My M·A·C X

2. If necessary, reset your password

If you can't remember your password, set a new one by clicking the "Reset Password" link on the login page of My M·A·C X



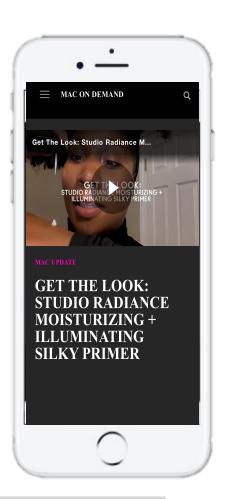


ACCESS TO M·A·C ON DEMAND

Any collection in this workbook with a M-A-C On Demand Symbol on the page will have a corresponding video for you to watch!

For those with an ELC email or personal email in HR Connect:

- Use your Okta generated password for access.
- Access all the videos for SUMMER 2022 at MAC.Brightcovegallery.com
- How do I gain access to M·A·C On Demand (www.mac.brightcovegallery.com)?
 - All users with a personal email in HR Connect should have received an email invitation to create an Okta account.
 - You must create an Okta account in order to gain access to M·A·C On Demand. If you haven't received an Okta setup email, please contact Cathy Tramonte.
- Can I access Brightcove with my M·A·C issued email and password?
 - Yes! Anyone with an ELC issued M·A·C email address can access the platform without getting the email invite from Okta. The user will go directly to mac.brightcovegallery.com and use the same password they use to unlock their computer.



ON DEMAND

For everyone without an ELC email or personal email in HR Connect:

- o Can I access Brightcove without a M·A·C issued email?
 - Yes! Go to: http://summer2022.brightcovegallery.com
 - The password is: UpdateSUMMER22!



DIGITALPKM

The **Digital Product Knowledge Manual** is your goto place for info on all M·A·C products.

BROWSE BY...







Access the DIGITAL PKM in 3 easy steps:









*5NN - 5 NON-NEGOTIABLE CUSTOMER SERVICE BEHAVIORS TO BE DEMONSTRATED WITH EVERY CUSTOMER

AMP IT UP - SERVICE & SELLING BASED TRAININGS LED BY OUR SERVICE EXPERIENCE TEAM

ARTIST HANDBOOK - INTERACTIVE NEW HIRE TRAINING GUIDE TO START AT TIME OF HIRE

B2M - BACK 2 M·A·C IS A RECYCLE PROGRAM THAT REWARDS CUSTOMERS WITH FREE LIPSTICK

CLIENTELE - BUILDING CUSTOMER/ARTIST RELATIONSHIP THROUGH RETAILER SPECIFIC CLIENTELE PROGRAM

CLOSE WITH CONFIDENCE – EFFECTIVELY BUILD AND CLOSE THE SELL, CONTINUING TO BUILD THE RELATIONSHIP WITH AN INVITE BACK

COLOUR THEORY – THE SCIENCE AND ART OF COLOR RELATIONSHIPS

DEM - DIGITAL EDUCATION MANAGER, MANAGES DIGITAL EDUCATION ASSETS FOR NORTH AMERICA

*DIGITAL PKM – ONLINE PRODUCT KNOWLEDGE MANUAL THAT SHARES INGREDIENTS, BENEFITS, M:A:C TALK AND CLAIMS FOR ALL M:A:C PRODUCTS

EDU – EDUCATION OR EDUCATION DEPARTMENT

EMS/BEAUTY PERKS – EMPLOYEE MAKE-UP SUPPLIES, A BENEFIT PROVIDED TO M-A-C EMPLOYEES TO WEAR AND WORK WITH OUR PRODUCTS

FEEM – FIELD EXECUTIVE EDUCATION MANAGER, MANAGES RET & IMPLEMENTS NORTH AMERICAN EDUCATION STRATEGY REGIONALLY TO M·A·C ARTISTS FOR THE BEST-IN-CLASS EXPERIENCE FOR CUSTOMERS

GOOD COUNTER PRACTICES - ELC APPROVED HYGIENIC GUIDELINES FOR PRODUCTS, SAMPLING, AND APPLICATION

GRATIS - PRODUCT GIVEN TO ARTISTS TO BE WORN AT COUNTER IN SUPPORT OF NEW LAUNCH

*JOY JOURNEY - PERSONALIZED CUSTOMER SERVICE MODEL FOR NORTH AMERICA

IRL - IN REAL LIFE, RET VISITS M:A:C LOCATION TO TRAIN AND OBSERVE ARTISTS

IVL - IN VIRTUAL LIFE, RET HOSTS ONLINE MEETING WITH AN ARTIST/MANAGER

M-A-C HERO PRODUCTS – NORTH AMERICA TOP SELLERS AND LEGENDARY SYMBOLS OF M-A-C THAT BUILD TRUST AND CREATE LOYALTY (STUDIO FIX POWDER PLUS FOUNDATION, STUDIO FIX FLUID FOUNDATION, FIX-H-YEXES SHADOW, LIPSTICK)

PROPERTY OF THE PROPERTY OF

M-A-C LOVER - CUSTOMER REWARD AND LOYALTY PROGRAM

M-A-C - MAKEUP ART COSMETICS

M-A-C VIVA GLAM FUND - CHARITABLE FUND OF THE ELC FOUNDATION TO SUPPORT THE HEALTH AND RIGHTS OF PEOPLE OF ALL AGES, ALL RACES AND ALL GENDERS

*MMX - MY M·A·C X, ALL-ENCOMPASSING VIRTUAL HUB FEATURING VIDEOS, TRAINING MODULES, AND PRODUCT INFORMATION AVAILABLE TO ALL M·A·C PAYROLL ARTISTS

*MOD - M·A·C ON DEMAND, ALL-ENCOMPASSING VIRTUAL VIDEO LIBRARY AVAILABLE TO ALL M·A·C ARTISTS

NEW PRODUCT BRIEF - SUPPLEMENTAL SEASONAL TOOL FOR ATTENDEES TO UTILIZE POST TRAINING



OMNI TOOLS – SOME OF OUR OMNI TOOLS ARE: BY ONLINE PICK UP IN-STORE, ORDER ONLINE FROM IN-STORE, BUY ONLINE RETURN IN-STORE AND VIRTUAL TRY-ON

POWER OF THREE/BUILD THE BASKET – SELLING TECHNIQUE THAT ADDS SUPPORTING PRODUCTS TO ENHANCE THE REQUESTED/ RECOMMENDED PRODUCT

PRODUCT POETRY – DESCRIPTIVE LANGUAGE THAT TELLS WHAT THE PRODUCT IS AND WHAT IT DOES, SHARED IN A PASSIONATE WAY

RET - REGIONAL EDUCATION TRAINER, FIELD EXECUTIVE THAT DEVELOPS ARTISTS ON PRODUCT, SERVICE AND ARTISTRY

SERVICE EXPERIENCE TEAM - EDUCATION BASED TEAM DEDICATED TO DEVELOPING BOTH SALES AND SERVICE TECHNIQUES THROUGH AMP IT UP SERIES

*SKILL CERTIFICATION – STANDARDIZED PROCESS OF OBSERVING ARTISTS EXEMPLIFYING THE BRAND SERVICE AND ARTISTRY EXPECTATIONS

SNA - SENIOR NATIONAL ARTISTS, GLOBAL BRAND AMBASSADORS IN MEDIA & BACKSTAGE

TED QUESTIONS - TELL ME, EXPLAIN TO ME, DESCRIBE TO ME

VAS – VIRTUAL ARTIST SERIES, ONLINE ARTISTRY WORKSHOP FOR CORE ARTISTRY SKILL DEVELOPMENT

VBT – VIRTUAL BASIC TRAINING, AN IMMERSIVE TRAINING FOR NEW ARTISTS THAT EDUCATES ON BRAND CULTURE & STANDARDS TO ENSURE SUCCESS AT COUNTER

VTO - VIRTUAL TRY-ON, VIRTUAL MAKEUP EXPERIENCE THAT WILL DIGITALLY PLACE PRODUCTS OVER FACE, UPLOADED PHOTO, OR MODEL IMAGE

*WEEKLY GO LEARN ACTIVITIES - SUGGESTED VIDEO CONTENT TO SUPPORT PRODUCT FOCUS AND NEW LAUNCHES.



SOCIAL MEDIA GUIDELINES

OVERVIEW

As a leading beauty brand in the digital space, we invite and encourage you to share your love for M·A·C Cosmetics through your personal social media channels.

The social media landscape is ever-changing. New platforms launch as others fade into the background. The following social media guidelines are intended to provide direction to all M·A·C Cosmetics employees on the appropriate ways to post about the Brand on personal social media accounts.

GENERAL GUIDELINES

All official "M·A·C" handles are created and managed by the Brand. To avoid confusion, please do not create "M·A·C" or M·A·C related accounts on any social media platform.

Please exercise caution when creating M·A·C related hashtags.

Official hashtags are released from the Global Brand, Education, and your Regions.

PROPRIETARY INFORMATION

Unless the M·A·C Brand has publicly announced the news, please do not share the following Brand information:

- Upcoming Product Launches including products' names, line-ups and visuals
- Designer Collaborations
- MAF/Viva Glam Spokespeople
- If you're not sure whether we have made an official announcement, please check official Brand social media platforms. A visual that has been revealed on social media may be shared.

Please do not disclose any confidential information from M·A·C trainings at any time. This includes all marketing documents, product images, product and brand information from Attendee Workbooks, My M·A·C X, and Facilitator PowerPoints. Sharing this information ahead of schedule can jeopardize contractual agreements and put the Brand at legal risk.

BRAND MOUTHPIECE

Please be respectful to everyone.



Do not engage in negative conversations around the Brand, even to come to the Brand's defense.

Do not speak negatively of anyone, including coworkers, partners, affiliates and celebrities.

SO REMEMBER - KEEP IT REAL. KEEP IT FUN. BUT MOST IMPORTANTLY,

USE COMMON SENSE.

SOCIAL MEDIA GUIDELINES

1. USE COMMON SENSE.

What's Smart: Be respectful. Do not speak negatively of anyone, including co-workers, employees, customers, vendors, competitors or celebrities.

What's Not: Saying something you wouldn't want printed on the front page of a newspaper or that would reflect negatively on you or the Company. Remember, online content can live forever!

2. BE YOURSELF AND BE TRANSPARENT.

What's Smart: Be upfront and always disclose that you are working for the Company or a Brand when discussing the industry, the Company, its brands or its products. Let people know you are sharing your personal opinions, not those of the Company.

What's Not: Pretending to be someone you aren't and violating the trust of your community, e.g. using a fake name to post.

3. SHARE NEWS THAT IS ALREADY PUBLIC INFORMATION.

What's Smart: When sharing your excitement about a product launch, event or Company program, stick to publicly known facts.

What's Not: Sharing confidential or proprietary information such as unannounced product launches or collaborations.

4. SHARE EXCITEMENT, NOT CLAIMS.

What's Smart: "I love the new Clinique moisturizer. It is really great!" (Remember to disclose who you are and that you are sharing your personal opinion).

What's Not: Making specific product performance claims, e.g., "The new Clinique moisturizer made me look 15 years younger!" or, promoting competitive products or brands to a degree that becomes a conflict of interest.

5. KNOW YOUR STUFF AND KNOW WHEN YOU DON'T KNOW.

What's Smart: Exercise sound judgment and common sense when deciding if and when to comment or engage online. In any circumstance in which you are uncomfortable or uncertain about how and if to engage, don't engage.

What's Not: Trying to address tricky questions yourself or altering/deleting content without acknowledging that it has been altered.

6. LET THE CONSUMER BE HEARD.

What's smart: Let consumers get most of the airtime on brand sponsored social media sites.

What not: Posting or commenting on brand sponsored sites so often that consumers and the designated brand voice are hard to hear.

7. KEEP YOUR COOL.

What's Smart: Think twice before you post or jump in. Some comments are best left alone.

What's Not: Getting into a contentious conversation or heated debate online.

8. USE IT, BUT DON'T ABUSE IT.

What's Smart: Limit personal use of social media and online communications at work, just as you would any other form of personal communication.

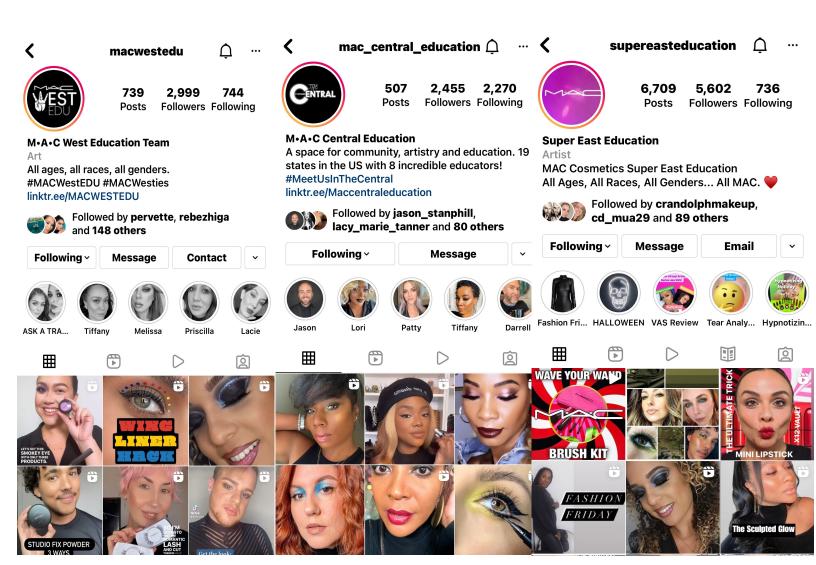
What's Not: Spending too much time at work on social media outside of your job responsibilities.

Don't forget to post using the #MACBASICTRAINING2022 and always remember to also include #MACCosmetics and tag@MACCosmetics for your posts to be featured on all of our social feeds.

REGIONAL EDUCATION HANDLES



Navigate to the below Regional Education Handles to get up-to-date information straight from your Regional Education teams. These handles are a direct link to your Trainers and events and activations happening in your region. Stay tuned for new content weekly.



@MACWESTEDU

@MAC_CENTRAL_EDUCATION

@SUPEREASTEDUCATION

Find a makeup image on your Regional Education Handle that you want to replicate. Try it out and show your Manager.

HISTORY



1984

Frank Toskan and Frank Angelo create M·A·C Cosmetics in Toronto. Frank Toskan, a makeup artist and photographer, and Franck Angelo, a hair salon owner, recognized the need for products that would serve the needs of the professional makeup artist. The first M·A·C collection launches with 30 Eye Shadows, Lipsticks and coordinated Polishes.

1986

Supermodel Linda Evangelista publicly praises Spice Lip Pencil creating a buzz in the fashion scene and initiating a bevvy of celebrity endorsements for the company's cutting-edge products.

1990

Madonna catapults Russian Red Lipstick into fame – and legend by wearing it on her international Blonde Ambition tour.

1996

Estee Lauder Companies recognizes M·A·C's unique potential and add it to the ELC family.

1998

M·A·C opens its first M·A·C PRO on 5th Avenue, NY, New York.



BRAND PILLARS

ARTISTRY

M·A·C has nearly makeup artists all over the world! Our Artists' makeup artistry, trend and product knowledge and most importantly, their ability to generously share this expertise with our Customers, is what makes M·A·C the world's leading makeup artistry brand.

INDIVIDUALITY

Individuality is expressed in our appreciation of the uniqueness of each Customer, the creativity of our Artists, the appearance of our Artists, our ability to meet the needs of each and every Customer through our extensive product and shade range and personalized service approach.

COMMUNITY

Our goal is to create a welcoming and inspiring community that includes our Customers, professional makeup artists, social media influencers and you!

Check out maccosmetics.com and our social media channels (Twitter, Facebook, Instagram, YouTube)/

TREND

Our colour collections, our visuals and our Artists all reflect the latest in trend. Our Artists share backstage, social and local trend with their Customers every day. M·A·C influences and helps to set trends through our participation in Fashion Weeks around the world.

SOCIAL ACTIVISM

M·A·C is involved in several consciousness programs that make a positive impact on the world. The M·A·C VIVA GLA,M Fund and Back to M·A·C are two examples of how M·A·C supports the pillar of Social Activism.

VALUES & PRINCIPLES

Our Principles are simple: Clear Communication, Constant Collaboration and Trust will always lead us to our M·A·C DNA.

Our Values are what we bring with us when we interact with each other and our Customers.

Circle which Value and which Principle and which Principle resonate with you the most and share the most and ager, with your manager.

CLEAR COMMUNICATION

TUNED IN

In two-way dialogue with our Customers and each other. A curious student of our culture and your craft. Seek those who are rewriting the play book.



M-A-C DNA

STAY DIFFERENT

Defy convention to lead the way with a renegade spirit.
Create, experiment, and constantly reinvent.
Seize moments to do the unexpected.



SOUL DEEP

Care for our work, our Customer, each other, and for the world. Act with kindness and soul.

TRUST

OPEN UP

Respect the power of vulnerability. Lay our cards on the table with authenticity and a desire to win as One Team.

M·A·C DNA

WHAT WOULD RU DO?

Have fun. Lust for life. Channel creative passion. Don't be afraid to fail and try again. Play!

CONSTANT COLLABORATION





BRING IT

A humming confidence.
Strong opinions, lightly held.
Embrace creative tension to propel us forward with momentum.

VIVA GLAM

"I am the M·A·C Girl!" This provocative slogan announced the first face of VIVA GLAM: drag icon RuPaul, resplendent in shiny red leather boots and corset. A legendary campaign was born, one that would see many different stars and styles over the years, but which would always retain at its core that same spirit of irreverence, outrageous style and irrepressible love of life.

Created in 1994, the passionate red VIVA GLAM Lipstick raised money and awareness for HIV / AIDS at a time when the pandemic was dramatically affecting fashion communities, as well as the wider world.

Then and today, an unprecedented 100% of the purchase price of any VIVA GLAM product goes toward the M·A·C VIVA GLAM Fund (minus VAT where applicable). In the 2 decades that have followed since RuPaul made her billboard splash, the galaxy of stars who have fronted the campaign is unparalleled, including Lady Gaga, Sir Elton John, Debbie Harry, Boy George, Cyndi Lauper, Nicki Minaj, Ricky Martin, Christina Aguilera, Dita Von Teese, Shirley Manson, Mary J. Blige, Rihanna, Miley Cyrus, Ariana Grande, Taraji P. Henson and most recently Sia. The M·A·C VIVA GLAM Fund itself is a pioneer in HIV / AIDS funding, providing financial support to organizations working with underserved regions and populations.

You can find more information at www.maccosmetics.com.















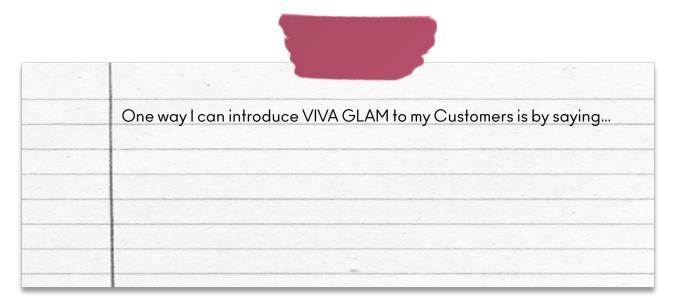




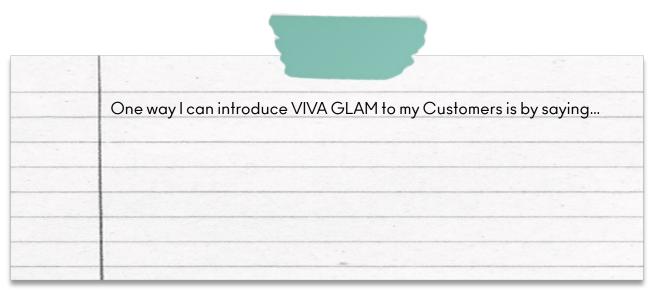
VIVA GLAM

HOW CAN WE SHARE INFO ABOUT M-A-C VIVA GLAM WITH OUR CUSTOMERS?

Pair up with another Artist and ask their favourite way to introduce VIVA GLAM to their Customers, then write it down in the space below!



Can you think of another way to share info about VIVA GLAM with your Customers?



TRY THESE WITH YOUR CUSTOMERS THIS WEEK!



























VIVA GLAM WHAT 1 VIVA GLAM CAN DO...

When you sell 1 VIVA GLAM Lipstick, you make a difference in the following ways:

1 VIVA GLAM =

254 MALE CONDOMS AND 24 FEMA<mark>LE CONDOMS T</mark>HAT EFFECTIVELY PREVENT HIV TRANSMISSION

32 SAFE SEX KITS THAT INCLUDE CONDOMS AND LUBRICANT

2 NIGHTS OF SHELTER FOR A HOMELESS PERSON LIVING WITH HIV/AIDS

1RAPID ORAL HIV TEST

3 NUTRITIOUS MEALS FOR 3 CHILDREN AFFECTED BY HIV/AIDS IN SOUTH AFRICA

ONE YEAR OF CLEAN, STERILE SYRINGES FOR AN INJECTION DRUG USER TO PREVENT HIV INFECTION

8 HOME-DELIVERED MEALS FOR A PERSON LIVING WITH HIV/AIDS WHO CANNOT COOK FOR THEMSELVES

MONTHLY TRANSPORTATION TO / FROM MEDICAL APPOINTMENTS FOR A CHILD LIVING WITH HIV/AIDS

4 HIV TESTS FOR NEWBORNS TO DETERMINE THEIR HIV STATUS

MEDICINE FOR 5 NEWBORN BABIES TO PREVENT TRANSMISSION OF HIV FROM THEIR MOTHERS

1 CRISIS COUNSELING SESSION FOR A PERSON LIVING WITH AIDS WHO IS ALSO STRUGGLING WITH ADDICTION AND HOMELESSNESS

A SIX-MONTH SUPPLY OF OMEGA 3 FISH OIL TO HELP DECREASE THE INFLAMMATION CAUSED BY THE IMMUNE SYSTEM'S BATTLE AGAINST THE HIV VIRUS

Every cent of the selling price of VIVA GLAM Lipstick is donated to organizations that support the health and rights of people of All Ages, All Races and All Genders.

BACK-TO-M-A-C RETAIL PARTNER LOCATIONS

STANDARD BACK TO M·A·C PROGRAM

(Partnered Locations, ULTA Select Doors, FSS)

M·A·C accepts returns of its primary packaging through the Back to M·A·C Program.



A customer can bring in 6 empty eligible primary packaging M·A·C products



A Complimentary Tier 1 Lipstick of their choice!*

(Matte, Retro Matte, Satin, Frost, Amplified Crème, Cremesheen)



*Complimentary Lipstick excludes VIVA GLAM, all special deco packaging, any Lipstick Bullets/Future Launches priced above Tier 1 (Love Me, Powder Kiss, Lustreglass, etc.) and mini M·A·C.

Customer can redeem up to 24 at one time, entitling them to 4 complimentary lipsticks.

PRIMARY PACKAGING

Most primary packaging of M·A·C products can be returned as part of the Back to M·A·C Program. Primary packaging is packaging used to contain the product itself [e.g. an eye shadow pot, lipstick shell, lash case]. Secondary packaging is used to protect/contain the primary item [e.g. the cardboard box that contains eye shadow].

M·A·C DOES NOT ACCEPT THE FOLLOWING AS A PART OF THE PROGRAM

- The Pro Palette metal eye shadow/blush/powder pan.
- Secondary Packaging of any sort [paper box, plastic/cellophane wrapper, shopping bags, etc.]
- Samples [Travel size/sized-to-go/sample containers/trial/products for promotional/seasonal kits].
- Cosmetics applicators/tools [disposables, lash applicators, puffs, sponges, scissors, spatulas, swabs, sharpeners, tweezers, curlers].
- Accessories [bags, belts, makeup cases, lashes, Blot Film].

EXCEPTIONS TO THE PROGRAM

• We encourage M·A·C Employees to promote the Back to M·A·C program and maintain an environmentally friendly workplace. However, M·A·C employees are not entitled to receive complimentary products under the program

EXPANDED BACK TO M·A·C PROGRAM AT FREE STANDING STORE

 Additional complimentary products are available for the Expanded Back to M·A·C program at Free Standing Stores.



BACK-TO-M:::C FREE STANDING STORE

EXPANDED BACK TO M·A·C PROGRAM

Customers who register within a M·A·C Free Standing Store and provide complete contact information (name & address and/or email address) are eligible.

If they have not registered, they can utilize the Standard Back to M·A·C program.

M·A·C accepts returns of its primary packaging through the Back to M·A·C Program.



A customer can bring in <u>6</u> empty eligible primary packaging M·A·C products



A Complimentary Tier 1 Lipstick, Lipglass or Small Eye Shadow of their choice!*



*Complimentary Lipstick include *Matte, Retro Matte, Satin, Frost, Amplified Crème, Cremesheen and* excludes VIVA GLAM, all special deco packaging, any Lipstick Bullets/future launches priced above Tier 1 (Love Me, Powder Kiss, Lustreglass, etc.) and mini/sized-to-go M·A·C.

- *Complementary Lipglass excludes limited edition, VIVA GLAM, Cremesheen Glass, Dazzleglass and special deco packaging.
- *Complimentary Small Eye Shadow excludes limited edition, special deco packaging and large pan eye shadows Customer can redeem up to 24 at one time, entitling them to 4 complimentary lipsticks.

M·A·C DOES NOT ACCEPT THE FOLLOWING AS A PART OF THE PROGRAM

- The Pro Palette metal eye shadow/blush/powder pan.
- Secondary Packaging of any sort [paper box, plastic/cellophane wrapper, shopping bags, etc.]
- Samples [Travel size/sized-to-go/sample containers/trial/products for promotional/seasonal kits].
- Cosmetics applicators/tools [disposables, lash applicators, puffs, sponges, scissors, spatulas, swabs, sharpeners, tweezers, curlers].
- Accessories [bags, belts, makeup cases, lashes, Blot Film].

PRIMARY PACKAGING

Most primary packaging of M·A·C products can be returned as part of the Back to M·A·C Program. Primary packaging is packaging used to contain the product itself [e.g. an eye shadow pot, lipstick shell, lash case]. Secondary packaging is used to protect/contain the primary item [e.g. the cardboard box that contains eye shadow].

EXCEPTIONS TO THE PROGRAM

• We encourage M·A·C Employees to promote the Back to M·A·C program and maintain an environmentally friendly workplace. However, M·A·C employees are not entitled to receive complimentary products under the program



* The Back to M·A·C Program is available throughout North America. The program is not available in all markets.

ANIMAL TESTING

M·A·C'S OFFICIAL ANIMAL TESTING STATEMENT:

WORKING TOWARDS A CRUELTY FREE WORLD

M·A·C does not test on animals. We do not own any animal testing facilities and we never ask others to test on animals for us. While some governments conduct animal testing to prove safety before they will allow us to sell our products, M·A·C has never tested on animals, and we continue to be a leader in the movement to end animal testing globally. To this end, we are proud to partner with IIVS (INSTITUTE FOR IN VITRO SCIENCES) to expand the use and acceptance of non-animal testing methods worldwide.

M·A·C is working towards a cruelty free world.

Take a moment to familiarize yourself with the answers to our Customer's most frequently asked questions below.

Our Customers Frequently Ask...

If you know animal testing is required by law and you care so much about animals, why don't you pull out of countries that require animal testing M·A·C is an inclusive brand and we are committed to selling our products to our fans globally. We believe in changing the system from within.

How does M·A·C test its products for safety and efficacy?

We use human volunteers and we conduct or commission in vitro testing.

Does M·A·C own any animal testing facilities?

No. We don't own any animal testing facilities anywhere in the world.

What is the Institute for In Vitro Sciences?

The Institute for In Vitro Sciences (IIVS) develops and implements programs in countries where in vitro testing is not accepted in order to educate scientists on the scientifically validated safety record of these methods. We are proud to announce a new partnership with the Institute for In Vitro Sciences (IIVS) to help ensure that alternative testing becomes the global standard. By funding IIVS's International Outreach Program (IOP), we are working to make a difference. The IOP provides a wide array of support including technical assistance in the form of lectures, workshops and hands-on training sessions to countries that rely on animal testing to determine the safety of products or ingredients.

What does "required by law" mean?

Some regulatory authorities may still conduct or require animal testing of cosmetic products or ingredients to demonstrate safety. This is the case in China where the government views animal testing as the best way to ensure consumers' safety. For example, before we are able to import any of our products into China, the government requires all importers of cosmetics to pay for animal testing that is conducted by a government-mandated laboratory there.

CONTACT US!

For additional information, Customers in the Americas should contact:

Consumer Care Center

Tel: 800-387-6707 (option 8)

Email: consumercare-

us@gcc.maccosmetics.com

There are Animal Testing Info Cards available at Counter in North America to give to Customers who want more info.



WHAT TO WEAR AT COUNTER

Your image should always be 100% black and 100% professional. Below you'll see incredible M·A·C style displayed. This is the level of style you should strive to wear on a daily basis at your location. If you are an Artist at one of our Department Store locations, always be mindful and respectful of your retailer's dress code policy.



Amassing an allblack closet takes
time, so use what
you have for now
and continue to
build when you
can!



WHAT TO WEAR AT COUNTER

Whatever your style, be polished, current, and professional. If you're looking for great black clothing check out these retailers: ASOS, H&M, Zara, Shein, boohoo, Nordstrom Rack, and even Amazon!



*IF YOU ARE AN ARTIST IN A PARTNERED LOCATION, ALWAYS BE MINDFUL AND RESPECTFUL OF THEIR DRESS CODE POLICY.

Who inspires your style? Use social media to garner style inspo from your favorite celebrities or influencers



MAKEUP MUSTS

Makeup styling is paramount to a complete image. You should always have a minimum of 3 products on the eyes, lips, and face. All of your makeup must be M·A·C. Only wear what you can sell. That includes false lashes. You should always look fresh, so please continually touch up your makeup throughout the day, off the floor. No self-application on the sales floor.

- * IMAGE BY @NETTART
- + IMAGE BY @E.G.BEAUTYSTUDIO
- IMAGE BY @THEARTOFBRADLEY
- » IMAGE BY @SAGE_BYDESIGN
- × IMAGE BY @DANI LAINE
- ÷ IMAGE BY @SMAKINATOR



Select 3 of these looks and recreate this week at your location. Optional: post to social media and tag the makeup artist!



LET'S FINISH THE LOOK

Your hair, nails, shoes, and jewelry should help tell the story of your image. Hair can be any style and any colour of your choice as long as it's clean, fresh, and styled. Remember that unnatural hair colours don't hold their colour for long and you will need to continually touch up. Nails should always be manicured and clean. Nail length should not be so long that it interferes with your work at counter (i.e. stock) and poses no risk to a Customer.





Accessories can make the biggest difference to an outfit. Invest in accessories and your outfits will have new life every time you put them on!



WHAT **NOT** TO WEAR

While you should have fun with your image, there are a few things we want you to keep in mind to ensure your style lines up with the brand and professional expectations. Athletic wear in all forms should be avoided. This means hoodies, tennis shoes, and leggings as pants are all on the "no list". Pinstripes can be worn but they need to be very small and very limited. White pinstripes only. Distressed denim with restraint. Large holes and tears are not permitted, nor is faded denim. Graphic Ts and crop tops are currently on trend in pop culture, however, they are always a "no" at M·A·C.



If you're unsure about an item of clothing, ask your Manager before wearing it to work.



APPEARANCE // HYGIENE MUSTS

Keep in mind the below "M·A·C Image Musts" when going throughout your day at your location. It's crucial that you understand these expectations and abide by them at all times. By following the below guidance, you guarantee a great Customer experience and help to uphold M·A·C's brand image.



ALWAYS WEAR
FASHIONABLE, TRENDBASED MAKEUP -ALL
MAC & ONLY MAC.

WEAR ONLY WHAT YOU CAN SELL.

BRUSH BELTS MUST BE WORN AT ALL TIMES.

BRUSHES MUST BE CLEAN AND SANITIZED. MAINTAIN A WELL -GROOMED LOOK DURING THE WORKING DAY.

TOUCH UPS SHOULD BE OUT OF SIGHT.

KEEP YOUR HANDS IN GOOD CONDITION.

IF YOU SMOKE, WASH HANDS & BRUSH TEETH BEFORE RETURNING TO WORK. ACCESSORIES MUST BE METALLIC. GEMS OR WOOD SHOULD BE KEPT MINIMAL.

MAC PIN/JEWELRY MUST BE WORN.

FRESH BREATH IS ALWAYS BEST.

FRAGRANCES SHOULD NOT OVERPOWER.

MAINTAIN OPEN BODY LANGUAGE AND GOOD POSTURE.

SMILE AT ALL TIMES!

CELL PHONES ARE ONLY PERMITTED WHEN COLLABORATING WITH GUESTS. NO PERSONAL USE.

PROFANITY IS NOT PERMITTED AT ANY TIME WITH GUESTS OR COLLEAGUES.

BE FASHIONABLY DRESSED IN 100% AU CURRANT MAC BLACK.



How we create a welcoming and safe place to explore and experience makeup.

ARTIST

How our Artists set the standard.

HANDS

- Whereavailable, washhands with soapandwater for at least 20 seconds.
- Use hand sanitizer before and after every Customer, in front of the Customer, and whenever you arrive at or return to Counter.
- Offer hand sanitizer to your Customer.

CONTINUED USE OF PPE

- When applicable, employees can wear company provided face masks and/or while inside the store.
- With or without gloves, it is essential to sanitize hands frequently, as gloves can transmit the virus as easily as bare hands.
- When performing Services, employees can wear protective eyewear or face shields in addition to the company provided face masks.
- Refer to local government guidelines on the use of PPE and social distancing requirements in applicable doors.

ENVIRONMENT

How we maintain the cleanliness of our store.

SURFACES

- Always ensure to use the appropriate cleanser for the surface.
- Glassshouldbecleanedusing glasscleaningsprayor liquid (e.g. Windex GlassCleaner).
- Wood surfaces should be cleaned with warm soapy water.
- Allother surfaces should be cleaned then sanitized with EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use products containing bleach.
- Between each service, always sanitize makeup stations with EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use products containing bleach.
- Digital screens need to be sanitized with the same EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use product containing bleach. For a digital screen, it's important to spray the paper towel first and wipe gently, avoiding crevices.

Never apply cleaners directly onto counter surfaces or displayer.

- 1. Apply appropriate cleanser directly to paper towel or use wipe that ispre-saturated.
- 2. Wipe the surface.
- Repeat as necessary with anew, clean paper towel or wipe.

DISPOSABLE TOOLS

How we enable our Customers to sample products and play.

DISPOSABLE APPLICATORS*

(Mascara spoolie, lip wand, eye liner brush, plastic spatula, etc.)

STORAGE:

Toavoid contamination, all disposable applicators shouldbe kept in sealed plastic bags or containers until ready for use, even in ToolBelts.

USAGE:

- Dip applicator into the vial and pull it through the wiper system.
- 2. Discard applicator after the product has been applied.
- 3. If additional product is required, use a new disposable applicator. NO DOUBLEDIPPING.

LASH TESTER WAND (LASHBAR):

- Clean lash tester wand with warm, soapy water as needed.
- 2. To sanitize, wipe lash tester wand with a tissue saturated in 60+% alcohol.
- 3. Allow to air dry before use.

SAMPLING / DRAMMING

- Wipe all surfaces with a tissue saturated in EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use product containing bleach.
- 2. Allow to air dry before use.
- Dispense sample portion of product into sample container.
- 4. Disinfect the sample container after it has been filled.
- 5. Label sample container with name of product it contains and put it into the bag for the Customer.



* When appropriate disposable applicator is not available or does not easily fit into the wiper system, you may dispense the product, either by using an alternative applicator to remove or pour/tap from the product onto a sanitized surface (petri dish, palette, etc.). Then, apply with an alternative disposable applicator or brush where applicable.



TOOLS

How we maintain the cleanliness of our tools.

BRUSHES

AFTEREACHUSE:

- Pour a small amount of Brush Cleanser onto fibre bundle and run across tissue until the product residue is removed.
- 2. To sanitize the brush, spray all areas of the fibre bundle directly with 60+%alcohol.
- 3. Re-shape the fibre bundle and let it air dry.
- 4. Wipe the handle of the brush with a tissue saturated in 60+% alcohol.
- 5. Once brush has been cleaned and sanitized, it can be returned to brushbelt.
- 6. Before each application, upon removing clean brush from brush belt, sanitize and dry the brush in front of every Customer by repeating steps 2, 3 and 4.

END OF SHIFT:

- After removing product residue, soak all brushes for at least five minutes in a shallow layer of M · A · C Brush Cleanser or antibacterial soap.
- 2. Rinse with warmwater.
- 3. Sanitize the brush by repeating step 2 above.
- 4. Re-shape the fibre bundles, wipe the handle of the brush with a tissue saturated in 60+% alcohol.
- 5. Once dry, store the clean and sanitized brushes in a drawer, cabinet or other covered container.



TOOL BELTS

- 1. Pour small amount of Brush Cleanser onto a tissue.
- 2. Wipe down the surface of tool belt to remove product residue.
- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the surfaces of the tool belt at the start of every shift.

METAL / PLASTIC TOOLS

(pencil sharpener, lash curler, palettes, Petri dish, spatulas, safety scissors, tweezers, lash applicator etc.)

- 1. Use a clean tissue to wipe off any excess product residue.
- 2. Apply 60+% alcohol spray/wipes to a paper towel, clean tissue or a cotton swab and wipe down surface of the tool.
- 3. Allowitto air dry before use.



PLEXI TOOLS (PALETTE)

- 1. Use a clean tissue to wipe off any excess product residue.
- 2. Apply 60+% alcohol spray/wipes to a paper towel, clean tissue or a cotton swab and wipe down the surface of tool.
- 3. Allow it to air dry before use.
- 4. Swatch sanitized product on plexitool using a disposable applicator, then properly dipose of the applicator.
- 5. Hold plexitool 1 inch away from Customer's forearm or hand. The tool should not directly touch the Customer's skin.

BEAUTYBLENDER

AFTER EACHUSE:

Use only a clean beautyblender on Customers.

- 1. Sanitize before use by applying 60+% alcohol onto a tissue and lightly squeeze sponge in tissue.
- 2. Allow the sponge to air dry and proceed with your demonstration.
- 3. After use, place the used beautyblender in bin labelled "Used Sponges".

END OF SHIFT:

- 1. Saturate with water then swirl and compress onto blender-cleanser solid, working into alather.
- 2. For deep cleaning, bounce beautyblender against pink silicone pad to pull makeup out.
- 3. Gently squeeze beautyblender and rinse until
- 4. Squeeze away excess water with a towel and set out to dry completely in a clean, well-ventilated area.
- To avoid mold, wet beautyblenders should never be stored in a Ziploc bag, a drawer or any closed space.
- 6. Allow blendercleanser solid to dry on the removable pad.



PRODUCTS*

How we sanitize products for Customer use. No double dipping.

CREAMS & LIQUIDS

(Foundations, concealers, creamy eye and cheek products)

- Spray EPA or Local Government approved disinfectant or 60+% isopropyl alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let air dry beforeuse.
- 2. Sanitize a black plastic spatula or Petri dish with 60+% isopropyl alcohol. Allow it to air dry.



- 3. Wipe dispensing tip or surface of product with a clean tissue and discard the tissue.
- 4. Transfer product to the disposable black plastic spatula or Petri dish.
- 5. Apply product from the disposable black plastic spatula or Petri dish using a sanitized tool or single use disposable applicator.

BULLET LIPSTICK

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- 2. Swivelup the product.
- 3. Spray one or two pumps of 60+% isopropyl alcohol directly onto the lipstick bullet.
- 4. After a few seconds, remove the excess alcohol by wiping the surface of the bullet with a clean tissue.
- 5. Apply product with sanitized tool or a single use disposable applicator.
- 6. When finished, sanitize once more by repeating step 3.
- 7. When finished, sanitize once more by repeating steps 1 and 2.
- 8. Properly dispose of tissue and applicator or re-sanitize used tools.

PRESSED POWDER

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- 2. Mist surface of powder with 60+% alcohol. Let dry completely (about 30 60 seconds). Do not wipe.
- 3. Use a sanitized tool or single use disposable applicator to pick up product.
- 4. When finished, mist the surface with 60+% alcohol and let it air dry.

LOOSE POWDER

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let air dry before use.
- 2. Sanitize sample container, palette or Petri dish with 60+% alcohol. Allow to air dry.
- 3. Use a black plastic spatula or sanitized tool to pick up product and transfer to the surface of a clean tissue, palette or Petri dish.
- Apply powder from the clean tissue / palette / Petri dish using sanitized tool or a single use disposable applicator.

FALSE LASH APPLICATION

- 1. Measure the lash on the eye first, then trim lash using sanitized small scissors.
- 2. Clean and sanitize Lash Applicator and allow it to dry before using it on your Customer.
- 3. Squeeze adhesive onto a sanitized Petri dish/palette and allowit to become tacky before adding it to the lash band.
- 4. Hold the lash hairs then sweep the lash band across adhesive, adding a dot of extra adhesive to both ends of the lash.
- 5. Have Customer look down to apply lash. Allow adhesive to dry, then use a disposable wand to separate any glue from the lower lashes.
- 6. Always trim False Lashes prior to applying them to the Customer's eye.
- 7. Only apply False Lashes that have been purchased with you at the time of application. We do not apply previously used lashes or other makeup brands.

^{*}Above the mask services available upon request by the Customer.

Customers may also request that the Artist wear a mask to perform a Service in Phase 5.



PRODUCTS*

How we sanitize products for Customer use. No double dipping.

RETRACTABLE PENCIL

- 1. Spray EPA or Local Government approved disinfectant or 60% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- 2. Swiveluptheproduct.
- 3. Spray one or two pumps of 60+% alcohol onto aclean tissue and wipe tip with tissue. Allow it to airdry.
- Apply product with a sanitized tool or single use disposable applicator. Properly dispose of tissue and disposable applicator or re-sanitize used tools.
- 5. When finished, sanitize once more by repeating step 3.
- 6. Properly dispose of tissue and disposable applicator or resanitize used tools.

WOOD-CLENCHED PENCILS

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- Sanitize a pencil sharpener by wiping blade and components with a clean cotton swab saturated with 60+% alcohol. Wipe with a clean tissue.
- 3. Sharpen the pencil with the sanitized pencil sharpener.
- 4. Sanitize the pencil by spraying one or two pumps of 60+% alcohol onto a clean tissue and wipe the pencil. Allow it to air drv.
- 5. Apply the product directly or with a sanitized tool or singleuse disposable applicator.
- When finished, sanitize the pencil again and return it to the beaker or displayer.

HYDRATING &FINISHING SPRAYS

- 1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- 2. Sanitize the spray opening by wiping the opening thoroughly with a tissue or cotton swab saturated with 60+% alcohol. Wait a few moments for the alcohol to evaporate before use.
- 3. Spray hydrating spray from the sanitized tester bottle onto the Customer's hand or face.
- 4. When finished, sanitize the tester bottle and spray the opening again and return to the displayer.

FLOW THROUGH BRUSH TIP

- 1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry beforeuse.
- 2. Wipe the tip of the product using atissue saturated with 60+% alcohol, discard the tissue and allow the product to air dry.
- 3. Apply.
- 4. Before returning to the displayer, repeat step 2.

TUBES WITH APPLICATORS & MASCARA

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- Dip a single use applicator into the vial and pull it through the wipersystem.
- 3. Discard the applicator after the product has been applied.
- 4. If additional product is required, use a new single use disposable applicator. NO DOUBLEDIPPING.

M · A · C WIPES

- Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
- 2. Sanitize a pair of tweezers or hands (where tweezers are not available) and open the packaging.
- 3. Remove one M·A·C Wipe from the packaging and close packaging to prevent excess wipes from being removed.
- 4. If more than one wipe is removed, offer it to the Customer or discardappropriately.



GLITTER GUIDELINES

EYES

APPROVED ON EYE LID USING DUO

NOT APPROVED AS AN EYELINER







GLITTER APPLICATION STEPS:

STEP 1: First, complete the Customer's eye makeup. Then, add glitter as the final step by asking your Customer to close their eyes and apply a very thin layer of DUO Latex Adhesive to the eyelid using a disposable applicator brush. Only select shades of glitter that are appropriate for usage in the eye area*

STEP 2: Ask your Customer to tilt their head back. Be sure they are comfortable in this position.

STEP 3: Wait a few seconds then apply a M·A·C Glitter of your choice on top of the DUO Adhesive using the sanitized pads of your finger for wider areas or a brush for smaller, more precise areas

STEP 4: Avoid using excess glitter around the eye and avoid getting glitter too close to the lashline.

STEP 5: Wait a few seconds. Ask the Customer to lean forward with their face parallel to the ground and ask them to open and close their eyes a few times to release any Glitter that hasn't adhered. **NOTES:**

- Avoid any additional touching or blending of the Glitter that would cause the Glitter to move or fall around the eye.
- Testing is underway for use of Glitter with Eyeliner Mixing Medium. When those results are final, we will send out an updated version of this memo. Until then, it is prohibited to apply Glitter using Eyeliner Mixing Medium.

LIPS

APPROVED ON LIPS USING RETRO MATTE LIQUID LIPCOLOUR, AMPLIFIED CREME LIPSTICK AND CLEAR LIPGLASS







GLITTER APPLICATION WITH LIPSTICK STEPS:

STEP 1: First, apply and perfect your lipstick and liner.

STEP 2: For best adhesion, add an additional thin coat of lipstick, then immediately apply a M·A·C Glitter directly on top using a sanitized firm, flat brush or sanitized pad of your finger. Only select shades of glitter that are appropriate for usage in the lip area*

GLITTER APPLICATION WITH CLEAR LIPGLASS STEPS:

STEP 1: On the sanitized surface of a petri dish, mix Clear Lipplass with the desired amount of M·A·C Glitter with a disposable lip wand.

STEP 2: Apply this mixture directly to the lip using the disposable lip wand.

NOTE: Avoid having the Customer rub their lips together after Glitter is applied.

FACE (EXCLUDING EYES & LIPS) AND BODY

APPROVED ON FACE AND BODY USING CREAM COLOUR BASE



GLITTER APPLICATION WITH CREAM COLOUR BASE STEPS:

STEP 1: First, apply the desired shade of Cream Colour Base to any area of the face or body (except for lips and eye area).

STEP 2: Then apply the desired M·A·C Glitter on top using a sanitized brush to create dazzling highlights and effects.

NOTE: The new M·A·C PRO Shapes Glitters: Pink Hearts and Silver Stars are only approved for use on the face and body.

^{*} Ask your manager for a complete list of shades that are not approved for the eye and lip areas.









M-A-C SERVICE EXPERIENCE 5 NON-NEGOTIABLES

The 5 Non-Negotiables are the backbone of our service experience at M·A·C. Each Non-Negotiable represents specific behavior that must be demonstrated with every Customer. Through the use of these simple service behaviors, we guarantee Customer satisfaction and loyalty.

SMILE, IMMEDIATELY GREET AND NAME EXCHANGE.

ASK OPEN-ENDED QUESTIONS: "HELLO & WELCOME TO M·A·C! MY NAME IS CATHERINE, PLEASE TELL ME YOURS", "WHAT BRINGS YOU IN TODAY?".

FAIL, TRY.. FAIL, AND TRY.. AGAIN

- 2 LISTEN CAREFULLY TO WHAT THE CUSTOMER WANTS AND MEET THEIR NEEDS FIRST & FOREMOST. FAIL, TRY.. FAIL, AND TRY.. AGAIN
 - EMBODY PASSION FOR PRODUCT, DEMONSTRATION (ON HAND/FACE ETC), AND SELLING! FAIL, TRY.. FAIL, AND TRY.. AGAIN
- OFFER 'WOW IN 15' IF THE CUSTOMER DESIRES. FAIL, TRY.. FAIL, AND TRY... AGAIN
- EFFECTIVELY BUILD AND CLOSE THE SALE WITH CONFIDENCE.
 INVITE THEM BACK! FAIL, TRY.. FAIL, AND TRY.. AGAIN

5 NON-NEGOTIABLES

Part of trying something new is asking for help! Utilize your asking for help! Utilize your Manager as a resource to help you master these help you master which Nonbehaviors. Circle which work Negotiable you want to work on most.

M-A-C SERVICE EXPERIENCE THE JOY JOURNEY



You had me at hello

- WELCOME TO M-A-C! WHAT BRINGS YOU IN TODAY?
- AUTHENICALLY NAME EXCHANGE
- SMILE! WELCOME YOUR CUSTOMER AS YOU WOULD A FRIEND INTO YOUR HOME WITHIN SECONDS
- POSITIVE BODY LANGUAGE
- USE TRAFFIC STOPPING TECHNIQUES TO INVITE CUSTOMERS INTO YOUR STORE/COUNTER



- ASK QUESTIONS: Open-ended that start with who, what, when, where, why, how and tell me
- LIŠTEN WITHOUT INTERRUPTION AND REPEAT BY SUMMARIZING
- MEET THE CUSTOMER'S NEEDS FIRST AND FOREMOST
- OVERCOME OBJECTIONS



"M·A·C-gic"

- STORYTELLING/#PRODUCTPOETRY AND CONFIDENTLY SUGGEST PRODUCTS THAT ADD VALUE (POWER OF 3)
- CONTINUE SUGGESTING PRODUCTS TO BUILD THE BASKET



WDW in 15

- SHARE TIPS AND TECHNIQUES FOR QUICK EVERYDAY MAKEUP ROUTINES AND LIFESTYLES
- QUICK MAKEUP THAT FOCUSES ON BROWS, MASCARA, LIPS
- 15 MINUTE FOCUS ON 1-2 FEATURES OF YOUR CUSTOMER'S CHOICE
- INVITE CUSTOMERS TO SPECIALTY EVENTS (I.E. VIP CLASSES, ONE-ON-ONE VIRTUAL APPTS, ETC.)



"YOU KEPT ME AT GOODBYE"

- THE GOODBYE GIVES THE LASTING IMPRESSION AND GIVES CUSTOMERS A COMPELLING REASON TO RETURN
- CONNECT WITH M-A-C.COM OR RETAILER
 OMNI AND USE SHOPPING TOOLS (CLICK AND RESERVE, ORDER
 ONLINE FROM IN STORE, ETC.)
- CREATE A PERSONALIZED INVITATION BACK AND THANK FOR VISITING
- GIVE AN UNEXPECTED PERSONALIZED SAMPLE
- ALWAYS ADD YOUR CUSTOMER TO YOUR CLIENT SYSTEM AND FOLLOW-UP USING 2-2-2. REMEMBER, LOYALTY IS ROYALTY.

M-A-C SERVICE EXPERIENCE MULTIPLE CUSTOMERS

BASICS OF MULTITASKING

- WELCOME/NAME EXCHANGE
- INVESTIGATION
- SERVICE AGREEMENT OFFERED AND UNDERSTOOD
 FULLY/OPTIONS OFFERED
- STEPPING AWAY FROM YOUR CURRENT CUSTOMER WHEN
 NEEDED AND GIVE THEM SOMETHING TO DO
- IDENTIFYING NEW CUSTOMERS NEED AND DESIRED EXPERIENCE
- PROVIDE OPTIONS TO YOUR NEW CUSTOMER
- STEP AWAY TO RETURN TO YOUR ORIGINAL CUSTOMER
 TO COMPLETE THEIR EXPERIENCE
- RECONNECT WITH NEW CUSTOMER TO CONTINUE THEIR EXPERIENCE

WHAT OPTIONS CAN YOU PROVIDE YOUR CUSTOMERS WHILE THEY WAIT?





ARTIST AS CO-CREATOR HERO QUESTIONS

Discovery Questions - Skin Perfecting

"If you have one, tell me about your skincare routine."

"Describe what the perfect foundation would do for you."

"How much time do you have to spend on perfecting your skin?"

"What M·A·C skin perfecting products have you tried in the past? What did you love about them? How could they have performed better?"

"Tell me more about your skin type (dry, oily, combo)?"

"Where do you feel you need coverage?"





Discovery Questions - Eye Looks

"Tell me...What eye products do you use on a daily basis?"

"Tell me how you feel about shimmer/glimmer/matte/velvet textures."

"What celebrity/influencer/trend looks have you always wanted to try?"

"Describe for me the most common colours/shades in your closet."

"How much time do you want to spend creating this new eye look?"

Discovery Questions - Lip Looks

"When was the last time you tried a M·A·C lipstick?"

"Describe for me (or show me) the shades you use most often"

"Tell me about the shades you're looking for."

"What colours/textures have you always wanted to try?"

"Tell me your thoughts on matte/cream/shine textures"



M·A·C HEROES

M·A·C's Hero Products are comprised of our best selling and most loved products. At M·A·C we don't identify our Hero Products, our Customers do. The below products are M·A·C North America's Heroes.



Circle your
favourite Hero
above and write
down a Hero
you want to try!

POWER OF 3 3 WAYS TO POWER OF 3

WORKS BEST WITH...

Shows the Customer how a product can perform at its best.



Example: Eye Shadow **works best with** 24-Hour Extend Eye Base and a 217 Brush

LET'S FINISH THE LOOK...

Adding additional products to finish the Customer's look.



Example: Now that we've completed your metallic smoky eye, let's finish the look by adding a soft lip and cheek colour.

YOU MIGHT ALSO LIKE...



Showing a Customer more based on their interests or what they already love.



Example: That bright lip colour looks great on you! We also have some fun limited edition lipstick shades that **you might also like**!

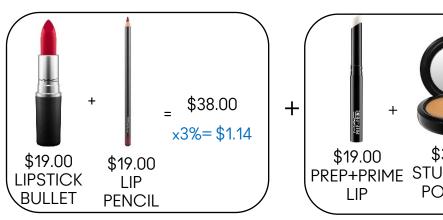
Use the QR code to watch a training on Building The Basket!

https://www.beautygr.com/Zf4

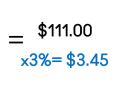
POWER OF 3 + BUILD THE BASKET EARNING POTENTIAL

HERO PRODUCTS

BUILD THE BASKET EARNING POTENTIAL













^{*}Check with your Retailer on their specific commission rates and payout guidelines. This is a general guideline for calculating earning potential and the effects of building the basket.



SKILL CERTIFICATION BASIC ARTISTRY SKILLS—COMING SOON!

Each of these skills are essential to providing exceptional makeup artistry to your Customers. Stay tuned for specific skill requirements with the Skill Certification Checklist.

BOLD LIP IN 10 MINUTES

FALSE LASHES IN 10 MINUTES

BROWS IN 10 MINUTES

HIGHLIGHT & CONTOUR IN 15 MINUTES

COMPLEXION IN 15 MINUTES

MASCARA & EYELINER IN 15 MINUTES



Make note of the skills
you want to work on
and be sure to check
out the artistry on
MMX or MOD

SKILL CERTIFICATION WOW IN 15!—COMING SOON!

The Wow In 15 Certifications are designed to display your artistry and service skills in one interacation. Both certiciations aim to prepare you to give the best in service and artistry to every Customer at M·A·C .

WOW IN 15 (1):
FOCUSING ON A
SINGLE FEATURE AND
UTILIZING WHAT YOU
KNOW ABOUT THE
CUSTOMER TO FINISH
THE LOOK

WOW IN 15 (2): EYE FOCUS FEATURE, SHOW & TEACH WITH THE CUSTOMER



Practice your Wow in 15 service skills with every Customer. Ask your Manager for feedback on your artistry and service skills.

TELEPHONE ETIQUETTE

1. Identify the location

2. Introduce yourself by name

3. Smile (they can hear it in your voice)

4. Be polite. Use courteous words such as "please," "excuse me," and "thank you"

5. Speak clearly so the caller can understand you

6. If you promise to call someone back, make sure you do so within the timeframe stated

7. Always hang up last

INSTEAD TRY...

DON'T SAY...

"I don't know."

This phrase is not welcoming or helpful. Try to find out for your Customer by asking your colleagues, RM or call Customer Service.

WHY?

"That's a good question. Let me check and find out."

"We can't do that."

This phrase can definitely upset a Customer. Find a way to turn everything you say into a positive phrase. Tell the caller what you can do and think creatively about finding solutions.

"That's a tough one. Let's see what we can do."

"You'll have to..."

This phrase can sound rude and can make people defensive and less open to hearing what you have to say. Try to soften the request.

Remember, we are here to help our Customers.

"We suggest..." or "Here's how we can help with that..." or "The next time that happens, here's what you can do..."

"Hang on a second. I'll be right back."

Be honest with the Customer. Give them reasonable expectations that you will be able to live up to and they will not be disappointed. "It may take me two or three minutes to get that information. Are you able to hold while I check?"

"No" at the beginning of a sentence.

Starting a conversation on a negative note with likely leave your Customer with a negative impression. If you think before you speak, you can turn every answer into a positive response.

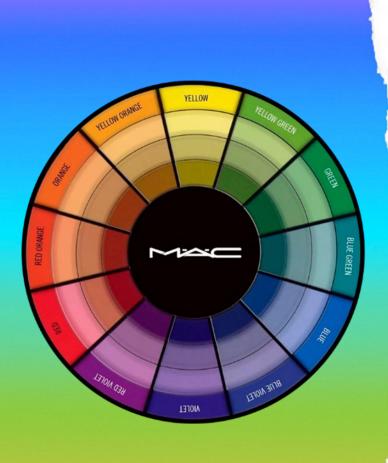
We don't have that product at the moment however I'd be happy to call our other location downtown and see if they have it. Would that be okay with you?











COLOUR THEORY

THE COLOUR WHEEL CAN BE DIVIDED INTO 3 SEPARATE SECTIONS:

NEUTRAL: The colour wheel is split down the middle and the "neutral" dividing line runs directly through YELLOW and VIOLET.

COOL: YELLOW - GREEN - BLUE - VIOLET follow in sequence throughout the cool spectrum of the wheel.

WARM: YELLOW - ORANGE - RED - VIOLET follow in sequence throughout the warm spectrum of the wheel.

COLOUR BASICS

PRIMARY COLOURS are colours that cannot be created by mixing other colours.

These colours are RED - BLUE - YELLOW.

SECONDARY COLOURS are created by mixing equal parts of two primary colours.

For example



TERTIARY COLOURS are created by mixing a primary and a secondary colour together.



COLOUR COMBINATIONS

MONOCHROMATIC

Mono means one, chroma means colour, so monochromatic means one colour with variation of lightness or darkness.

Examples: RED + WHITE = PINK, RED + BLACK = BURGUNDY



ANALOGOUS

Combinations of colours that lie next to each other on a colour wheel are described as analogous.

Examples: RED, RED-ORANGE, ORANGE



TRIADIC

A combination of three colours that are equal distances apart on the colour wheel is called triadic.

Examples: GREEN, PURPLE, ORANGE



COMPLEMENTARY

2 colours which are directly opposite each other on the colour wheel are complementary.

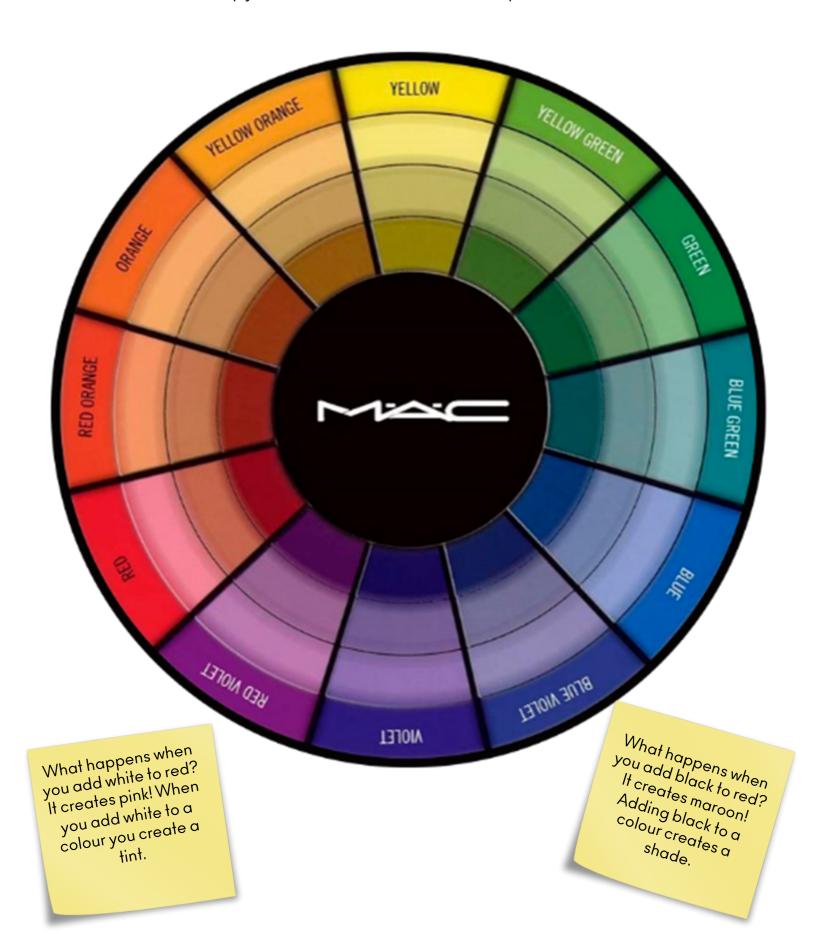
Examples: ORANGE, BLUE | YELLOW, VIOLET | GREEN, RED

When complementary colours are layered, they tend to neutralize each other.

When complementary colours are next to each other, they intensify each other.

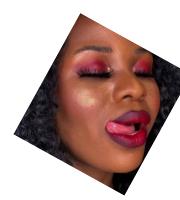
COLOUR WHEEL

Utilize this colour wheel when you are creating colour combinations or matching foundation. This tool will help you to understand colour relationships and undertone.





ANALOGOUS



MONOCHROMATIC



COMPLEMENTARY



What are the primary colours? What do you know about primary colours? What are secondary colours? What happens when a colour is placed next to its complement? What is a monochromatic colour combination? Give examples with M·A·C eye shadows? 2. What are analogous colour combinations? Give examples with M·A·C eye shadows? 2. Name a triadic colour combination. What principles in colour theory are important in makeup artistry? Why?

COLOUR THEORY

BEAUTY MAKEUP

Here are 4 popular styles of beauty makeup you can create for your Customers.



NEUTRAL EYE / NEUTRAL LIP



NEUTRAL EYE / BOLD LIP



BOLD EYE / NEUTRAL LIP

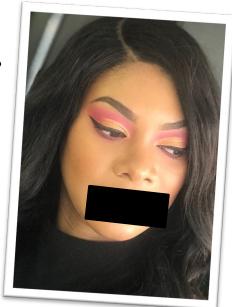


BOLD EYE / BOLD LIP

For each look below, suggest either BOLD or NEUTRAL for the feature behind the black bar to complete the look.

CIRCLE ONE:

Bold or Neutral? Why?



CIRCLE ONE:

Bold or Neutral? Why?



CIRCLE ONE:

Bold or Neutral? \mathbf{W} hy?



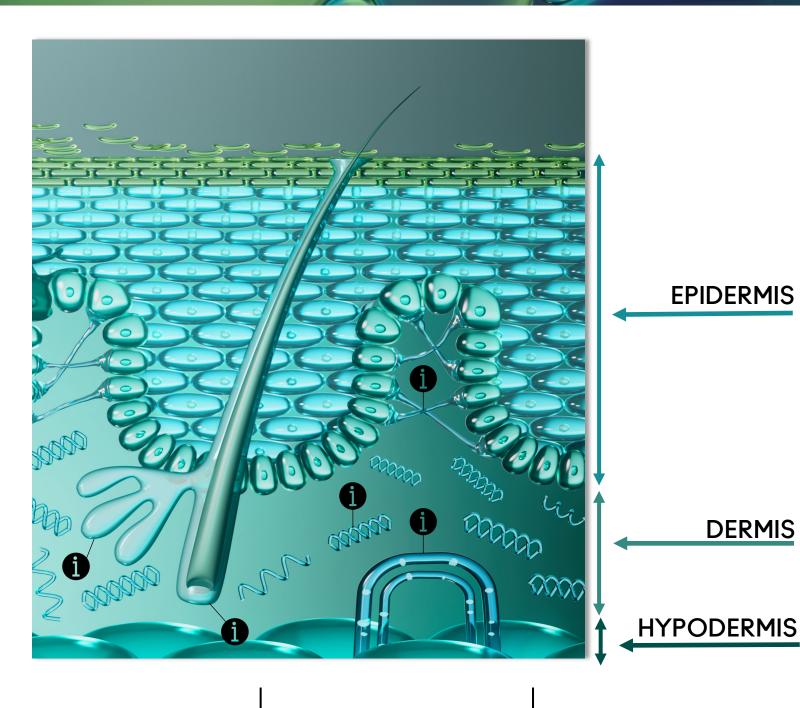








SKIN DIAGRAM



EPIDERMIS

Outermost protective part of the skin – the layer you see when you look at someone's skin. This is where <u>melanin</u> cells and cell turnover occur

DERMIS

Contains connective tissue, oil and sweat glands. The connective tissue is made of collagen and elastin proteins, which give skin its firmness and strength

HYPODERMIS

The innermost layer, made of <u>collagen</u> and fat cells, provides padding and protection and preserves heat.

COMMON SKIN CONCERNS



CHARACTERISTICS

- SHINY LOOK
- SLICK TO TOUCH
- ENLARGED PORES
- COMMONINT-ZONE
- PRONE TO BLACKHEADS / BREAKOUTS
- AVOID EMOLLIENTS TO MINIMIZE BREAKOUTS

MAKEUP CONCERN: SHINE ALL OVER, MAKEUP SLIDES OFF



CHARACTERISTICS

- REACTS NEGATIVELY TO MANY PRODUCTS
- VISIBLE BLOTCHINESS
- REDNESS/ITCHINESS
- AVOID POTENTIAL IRRITANTS LIKE ACIDS OR ESSENTIAL OILS

MAKEUP CONCERN: SKIN LOOKS RED, MAKEUP CAN CAUSE REACTION



CHARACTERISTICS

- WEAK MOISTURE BARRIER / LACKS MOISTURE
- DRY/FLAKY SKIN
- TIGHTNESS
- ROUGH/ITCHY PATCHES
- COMMON ON CHEEKS
- MAY BE LACKING OIL & MOISTURE (DRY/DEHYDRATED COMBO)

MAKEUP CONCERN: SKIN LOOKS TEXTURED / FLAKY, MAKEUP DOESN'T LAST



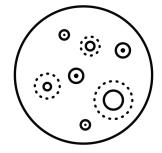


CHARACTERISTICS

- LACKS WATER
- DULL/LACKLUSTER
- FINE LINES
- TIGHTNESS
- CAN HAVE OILY OR DRY CONCERNS

MAKEUP CONCERN: SKIN LOOKS DULL WITH FINE LINES, SHINE, MAKEUP DOESN'T LAST

ACNE-PRONE



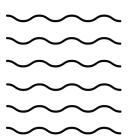
CHARACTERISTICS

- PRONE TO BREAKOUTS
- PRODUCTS CAN EASILY CAUSE FLARE-UPS
- OILY & DRY CONCERNS

MAKEUP CONCERN:

SKIN LOOKS TEXTURED, MAKEUP CAN CAUSE FLARE-UP

TEXTURE



CHARACTERISTICS

- FINE/DEEP LINES
- ENLARGED PORES
- DULLNESS
- UNEVENNESS

MAKEUP CONCERN:

SETTLES INTO PORES & LINES, APPLIES UNEVENLY, EXAGGERATES TEXTURES

R

LET'S BE CLEAR, M·A·C IS DEVOTED TO CREATING PRODUCTS USING SAFE, GOOD-FOR-SKIN INGREDIENTS.

And to further pledge to do good for the planet, we're continuing to improve the sustainability of our packaging and remain dedicated to programs like Back-To-M•A•C.

LET'S EXPLORE M.A.C'S SKINCARE

CLEANSER / MAKEUP REMOVE

CLEANSE OFF OIL

"Oil-based cleanser that cleanses off all traces of the day."



KEY BENEFITS

- Formulated with natural oils
- Removes long-wearing and waterproof products
- · Leaves the skin feeling soft and conditioned

KEY INGREDIENTS

- Jojoba Seed Oil (Emollient)
- Olive Oil (Emollient)

BEST FOR





DEHYDRATED

MAKEUP RESULT:

Cleanse Off Oil is infused with natural plant oils to effortlessly remove all traces of makeup, including long-wearing and waterproof, without stripping the skin of its natural moisture. When combined with water, the formula emulsifies and gently rinses off cleanly and easily, leaving the skin feeling soft and conditioned.

BEST FOR

ALL SKIN TYPES

LIGHTFUL C3 CLARIFYING GEL-TO-FOAM DEEP CLEANSER

"Gentle, gel-to-foam cleanser that removes dirt & impurities."

LIGHTFUL

KEY BENEFITS

- Gently and effectively removes dirt and impurities
- Provides immediate hydration
- Leaves skin soft and supple
- Non-drying

MAKEUP RESULT:

Always begin makeup with a fresh complexion by beginning your routine with Lightful C3 Clarifying Gel-tofoam Deep Cleanser. Gently remove dirt and impurities without stripping skin, instantly hydrate for soft, supple skin that is ready for skincare.

KEY INGREDIENTS

Lightful C³ Complex

- Vitamin C
- Coral Grass Extract
- Cherry Blossom Extract

LIGHTFUL C3 HYDRATING MICELLAR WATER MAKEUP REMOVER

"Removes makeup with a boost of hydration."



KEY BENEFITS

- Removes makeup without irritating
- Provides immediate hydration
- Leaves skin soft and supple

MAKEUP RESULT:

For those full glam makeup days, remove makeup before cleansing with Lightful C³ Hydrating Micellar Water Makeup Řemover. Gently melt away the most longwearing formulas, all without stripping the skin and providing an extra dose of hydration.





BEST FOR

ALL SKIN TYPES



 Coral Grass Extract Cherry Blossom Extract

CLEANSER / MAKEUP REMOVER

GENTLY OFF EYE AND LIP MAKEUP REMOVER

"Gently melts away long-wearing makeup from the eyes and lips."



KEY BENEFITS

- Removes waterproof makeup
- Contains Cucumber Fruit Extract to soothe skin
- No rinse required

BEST FOR

ALL SKIN TYPES

KEY INGREDIENTS

Cucumber (Comfort Ingredients)

MAKEUP RESULT:

Gently Off Eye And Lip Makeup Remover is a dual-phase formula that removes even the most tenacious waterproof mascara and lip colour, leaving skin feeling soothed and refreshed and ready for skincare.

GENTLY OFF WIPES + MICELLAR WATER

"Wipe away the day, even on-the-go."



KEY BENEFITS

- Delicately remove dirt, impurities and most makeup
- Formulated with Micellar Water
- 100% biodegradable material

BEST FOR



ALL SKIN TYPES

KEY INGREDIENTS

• Algae Extract (Comfort Ingredients)

MAKEUP RESULT:

Gently Off Wipes + Micellar Water gently removes traces of dirt, impurities and makeup, even on sensitive skin. These refreshing wipes immediately moisturize and boost skin's hydration, leaving skin feeling plumped and nourished and ready for skincare, no rinsing required.

VOLCANIC ASH EXFOLIATOR

"Buff away the dullness."

VOLCANIC ASH EXPOLATION NETTOWANT EXPOLIANT 100 ML/34 USFL OZ C

KEY BENEFITS

- Cleanses and exfoliates skin
- Leaves skin feeling clean and comfortable
- Reduces the appearance of oil

KEY INGREDIENTS

Volcanic Ash (Oil / Shine Control)

BEST FOR







TEXTURE

OILY

DEHYDRATED

MAKEUP RESULT:

Volcanic Ash Exfoliator is a physical exfoliating cleanser that gently buffs off dead skin cells on the surface of the skin while controlling oil and shine, resulting in a fresh, clean and smooth complexion that is ready for skincare.

SKINCARE: MOISTURIZE & HYDRATE

COMPLETE COMFORT CREME

"Wrap your skin in creamy comfort."



KEY BENEFITS

- Instant soothing hydration
- Replenishes skin's lipid barrier
- Reduces redness caused by broken capillaries

BEST FOR



SENSITIVE DEHYDRATED

KEY INGREDIENTS

- Kola Seed Extract (Comfort Ingredients)
- Hyaluronic Acid (Humectant)
- Kukui Seed Oil (Emollient)

MAKEUP RESULT:

Instantly reduces redness and hydrates skin creating plump, calm and balanced skin perfectly prepped for makeup application.

STUDIO MOISTURE CREAM

"Instant nourishment for dry skin."



KEY BENEFITS

- Hydrates & Nourishes
- Réplenishes skin's Lipid Barrier
- Reduces appearance of fine lines

BEST FOR



DEHYDRATED

KEY INGREDIENTS

- Kukui Seed Oil (Emollient)
- Green Tea Extract (Comfort Ingredients)
- Algae Extract (Comfort Ingredients)

MAKEUP RESULT:

Studio Moisture Cream instantly nourishes dry, dehydrated skin while minimizing the appearance of fine lines. The rich creamy texture creates a smooth, youthful canvas for makeup.

MINERALIZE CHARGED WATER MOISTURE GEL

"Lightweight hydration without a greasy feel."



KEY BENEFITS

- Hydrating
- Soothes & softens skin
- Improves radiance

BEST FOR



OILY



DRY



DEHYDRATED

KEY INGREDIENTS

- Hyaluronic Add (Humectant)
 Caffeine (Comfort Ingredients)

MAKEUP RESULT:

Mineralized Charged Water Moisture Gel is an intensely hydrating, ultra-light gel that leaves skin feeling soft, supple and without the slightest bit of greasiness, perfectly hydrated for makeup application.

MOISTURIZE & HYDRATE

SKINCARE: MOISTURIZE & HYDRATE

STROBE CREAM

"Get that lit-from-within glow."



KEY BENEFITS

- Improves skin clarity
- Provides radiance
- Lightly hydrates

BEST FOR



DEHYDRATED

KEY INGREDIENTS

Iridescent Pigments

MAKEUP RESULT:

Strobe Cream contains iridescent pigments and a blend of essential vitamins that create a luminous, litfrom-within glow that instantly awakens dull, tired skin when applied before makeup.

MINERALIZE TIMECHECK LOTION

"Gently blurs pores and fine lines and smoothes skin before makeup."

BEST FOR



KEY BENEFITS

- Reduces appearance of pores & fine lines
- Smooths skin
- Lightweight hydration







OILY

DEHYDRATED

KEY INGREDIENTS

- Shea & Mango Butters (Emollient)

MAKEUP RESULT:

Mineralize Timecheck Lotion provides lightweight hydration while smoothing the texture of the skin, • Caffeine (Comfort Ingredients) minimizing the appearance of fine lines and pores. The unique, gel-lotion formula feels weightless on the skin, creating a smooth canvas that allows makeup to glide on like silk.

PREP + PRIME MOISTURE INFUSION

"A drink of water to instantly replenish dehydrated skin."

PREP+PRIME

KEY BENEFITS

- Instantly hydrates
- Improves radiance

KEY INGREDIENTS

- Hyaluronic Acid (Humectant)
- Aloe Butter (Emollient)

BEST FOR





DEHYDRATED

MAKEUP RESULT:

Prep + Prime Moisture Infusion is a lightweight gel serum that provides an instant boost of skin plumping hydration that immediately improves radiance and minimizes dullness in the skin. Foundation applies smoother and lasts longer because the ultra-hydrating formula drenches your skin, so it doesn't absorb your makeup.

SKINCARE: MOISTURIZE & HYDRATE

LIGHTFUL C³ RADIANT HYDRATION SKIN RENEWAL LOTION

"Refreshing, skin-softening watery lotion that instantly hydrates and preps skin."



KEY BENEFITS

- Improves texture, minimizes pores and controls sebum over time
- Hydrating + plumping
- Rosy tone-up glow
- Skin appears brighter

BEST FOR



KEY INGREDIENTS

Lightful C³ Complex

- Vitamin C
- Coral Grass Extract
- Cherry Blossom Extract

MAKEUP RESULT:

A perfectly lightweight hydrator that instantly improves texture, controls shine and brightens complexion with a soft, rosy glow for skin that is prepped and ready for the next step in your skincare or primer routine.

LIGHTFUL C3 RADIANT HYDRATION SKIN RENEWAL EMULSION

"Luxurious lightweight emulsion for dewy, supple skin with a rosy glow."



3.2 FL. OZ. LIQ./ 95 ML @

KEY BENEFITS

- Replenish skin's lipid barrier
- Hydrating + plumping for dewy, supple skin
- Rosy tone-up glow
- Skin appears brighter

BEST FOR



KEY INGREDIENTS

Lightful C³ Complex

- Vitamin C
- Coral Grass Extract
- Cherry Blossom Extract

MAKEUP RESULT:

This lightweight emulsion instantly brightens and awakens dull, tired or dry skin and transforms it into plump, dewy, supple skin with a radiant glow. The skin is prepped and ready for creams, oils and primers.

SKINCARE: MOISTURIZE & HYDRATE

PREP + PRIME ESSENTIAL OILS 'Spot treat dry, flaky skin."



KEY BENEFITS

- Soothes and conditions skin
- Improves radiance
- Hydrating

KEY INGREDIENTS

- Grapefruit Oil (Emollient)
- Avocado Oil (Emollient)

BEST FOR





DEHYDRATED

MAKEUP RESULT:

Prep + Prime Essential Oils is infused with a blend of plant oils that instantly nourish dry, cracked and severely dehydrated skin. Give your complexion a boost of radiance or spot treat cracked and flaking skin for a smoother, more comfortable makeup look.

LIP CONDITIONER

"Your lips need a moisturizer, too!"



KEY BENEFITS

- Provides protection
- Nourishes and moisturizes
- Conditions

KEY INGREDIENTS

- Shea Butter (Emollient)
- Avocado Oil (Emollient)

BEST FOR



ALL SKIN TYPES

MAKEUP RESULT:

Lip Conditioner is an emollient and antioxidant-rich moisturizer for the lips that instantly soothes and conditions rough, chapped lips, helps to replenish moisture and protect against dryness. It's a perfect base for lipsticks and helps lip pencils glide on.

FAST RESPONSE EYE CREAM

"A dose of caffeine to awaken tired eyes."

KEY BENEFITS

- Hydrating
- Reduces appearance of fine lines
- Reduces appearance of dark circles

BEST FOR









DEHYDRATED

KEY INGREDIENTS

Caffeine (Comfort Ingredients)

MAKEUP RESULT:

Like a sip of coffee for fired eyes, Fast Response Eye Cream delivers instant results to the gentle eye area. The hydrating formula immediately smooths fine lines, depuffs and softens the appearance of dark circles, allowing concealer to blend seamlessly and cover flawlessly.



SKINCARE: FIX+ FAMILY

PREP +PRIME FIX+

"The ultimate multi-tasking, my-skin-but-better hydrating mist."



KEY BENEFITS

- Hydrates, sets and refreshes
- Helps improve the quality of wear of makeup up to 12 hours
- Can be used under or over makeup

KEY INGREDIENTS

- Glycerin (Humectant)
- Chamomile & Cucumber (Comfort Ingredients)
- Green Tea (Comfort Ingredients)

ALL SKIN TYPES

MAKEUP RESULT:

A lightweight mist of water packed with vitamins and minerals to gently soothe and refresh while providing an instant boost of hydration. Use under makeup as a lightweight moisturizer and on top to achieve a soft sheen and to refresh and finish makeup.

PREP + PRIME FIX+ MAGIC RADIANCE

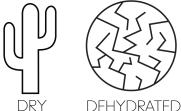
"The ultimate mist-on moisturizer.'



KEY BENEFITS

- Immediate and all-day hydration
- Instant dewy radiance
- Does not hinder wear of makeup

BEST FOR



KEY INGREDIENTS

- Hyaluronic Acid (Humectant)
- Algae Extract (Comfort Ingredients)
- Caffeine (Comfort Ingredients)

MAKEUP RESULT:

Fix+'s dewier, more radiant sister, Fix+ Magic Radiance adds all-day hydration and nourishment to very dry, thirsty skin. Boost your inner glow all day without hindering the wear of makeup for soft, supple healthy-looking skin that lasts!

PREP + PRIME FIX+ MATTE

"The ultimate mist-on mattifier."



KEY BENEFITS

- Instantly mattifies and controls shine
- Sets makeup
- Helps improve the quality of wear of makeup up to 12 hours

KEY INGREDIENTS

• Silica (Oil & Shine Control)

BEST FOR



OIIY

MAKEUP RESULT:

Everything you love from the Original – sets and elongates the wear makeup – delivered with an instantly mattifying finish. Control shine, set and prep your skin for makeup in a simple spritz.

PRIMER: MOISTURE/HYDRATE

PREP + PRIME SKIN

"Preps, soothes, smoothes & improves the look of skin."



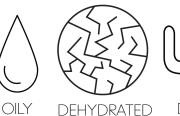
KEY BENEFITS

- Helps to even out skin tone
- Reduces appearance of skin redness
- Improves radiance

KEY INGREDIENTS

- Green Tea (Comfort Ingredients)
- Caffeine (Comfort Ingredients)
- Algae Extract (Comfort Ingredients)

BEST FOR



MAKEUP RESULT:

A gel-lotion primer that evens out skin tone and reduces the appearance of redness for an enhanced application of foundation, even coverage and extended wear.

PREP + PRIME NATURAL RADIANCE

"Get glowy, not greasy."



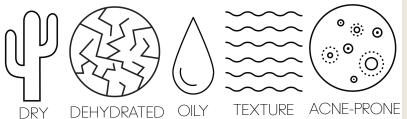
KEY BENEFITS

- Provides all-day hydration & improves radiance
- Smooths and softens skin
- Refines skin

KEY INGREDIENTS

- Hyaluronic Acid (*Humectant*)Shea Butter (Emollient)
- Willow Bark Extract (Smooth & Blur)
- Caffeine (Comfort Ingredients)

BEST FOR



MAKEUP RESULT:

Prep + Prime Natural Radiance is an ingredientrich silky gel that instantly achieves a smoother, more radiant complexion. A hydrating primer that refines texture and adds radiance for a perfectly smooth canvas, ready for makeup.

PREP + PRIME FACE PROTECT LOTION SPF 50

"Prime and protect in a single step!"



KEY BENEFITS

Formulated with Zinc Oxide to

:⊙: ⊙ OILY TEXTURE ACNE-PRONE **DEHYDRATED** DRY

BEST FOR

MAKEUP RESULT:

Keep skin looking youthful, healthy and hydrated by applying Prep + Prime Face Protect Lotion SPF 50 before foundation for a touch of hydration and all-day protection from damaging **UVA/UVB** rays.

absorb damaging UV rays

KEY INGREDIENTS

Broad Spectrum sunscreen blend

RIMER

PRIMER: OIL / SHINE CONTROL

STUDIO FIX MATTIFINE 12HR SHINE-CONTROL PRIMER

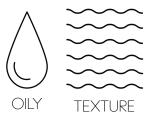
"Liquid matte powder for all-day, shine-free skin."



KEY BENEFITS

- Controls oil/shine (12 hour)
- Reduces the appearance of pores (8 hours)
- Improves skin texture (6 hours)

BEST FOR



KEY INGREDIENTS

- Silica (Oil & Shine Control)
- Laminaria Saccharina Extract (Oil & Shine Control)

MAKEUP RESULT:

Achieve complexion perfection with this transformative gel-to-powder matte primer. It delivers an all-day reduction in the appearance of pores, controls oil and shine and improves the wear of foundation for up to 12 hours with a weightless, velvety powder-soft finish.

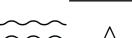
PREP + PRIME SKIN REFINED ZONE

"Spot treat shine & texture."



KEY BENEFITS

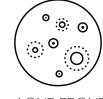
- Helps control sebum and shine
- Immediately reduces the appearance of pores
- Provides gentle exfoliation to the skin







BEST FOR



ACNE-PRONE

KEY INGREDIENTS

• Silica (Oil & Shine Control)

MAKEUP RESULT:

Instantly conceal pores and erase unwanted shine with Prep + Prime Skin Refined Zone. This oil-free, emulsion smoothes away unwanted texture and dries instantly to a soft matte finish, leaving skin perfectly prepped for foundation.

PRIMER: TONE & TEXTURE

PREP + PRIME SKIN

"Preps, smoothes and improves the look of skin."



KEY BENEFITS

- Helps to even out skin tone
- Reduces appearance of skin redness
- Improves radiance

BEST FOR







OILY

DEHYDRATED

KEY INGREDIENTS

- Green Tea (Comfort Ingredients) Caffeine (Comfort Ingredients)
- Algae Extract (Comfort Ingredients)

MAKEUP RESULT:

A gel-lotion primer that evens out skin tone and reduces the appearance of redness for an enhanced application of foundation, even coverage and extended wear.

PREP + PRIME PORE REFINER STICK

"The pore eraser."



KEY BENEFITS

- Instantly mattifies
- Works under and over makeup
- Immediately reduces the appearance of pores

BEST FOR





OILY **TEXTURE**

KEY INGREDIENTS

• Silica (Oil & Shine Control)

MAKEUP RESULT:

Prep + Prime Pore Refiner Stick is like a real-life blur filter for your makeup! It instantly smoothes texture, erases fine lines and minimizes pores, all in a convenient stick form that can be applied onthe-go, under and over makeup.

PRIMER: LIP / EYE

PREP + PRIME LIP

"Better looking lips. Better looking lipstick."

KEY BENEFITS

- Reduces lipstick feathering
- Provides immediate hydration
- Enhances application of lip colour



KEY INGREDIENTS

Vitamin E

MAKEUP RESULT:

From lip gloss to full colour matte, every lip colour looks better, applies smoother and lasts longer when applied over Prep + Prime Lip. Lips feel hydrated and plush and lip colour applies effortlessly and evenly, with no feathering.

PREP + PRIME 24-HOUR EXTEND EYE BASE

"All-day, crease-proof wear for your eye shadow."

KEY BENEFITS

- Extends eye shadow wear by 24 hours
- Helps eye shadow stay colour-true
- Prevent's eye shadow from fading and creasing

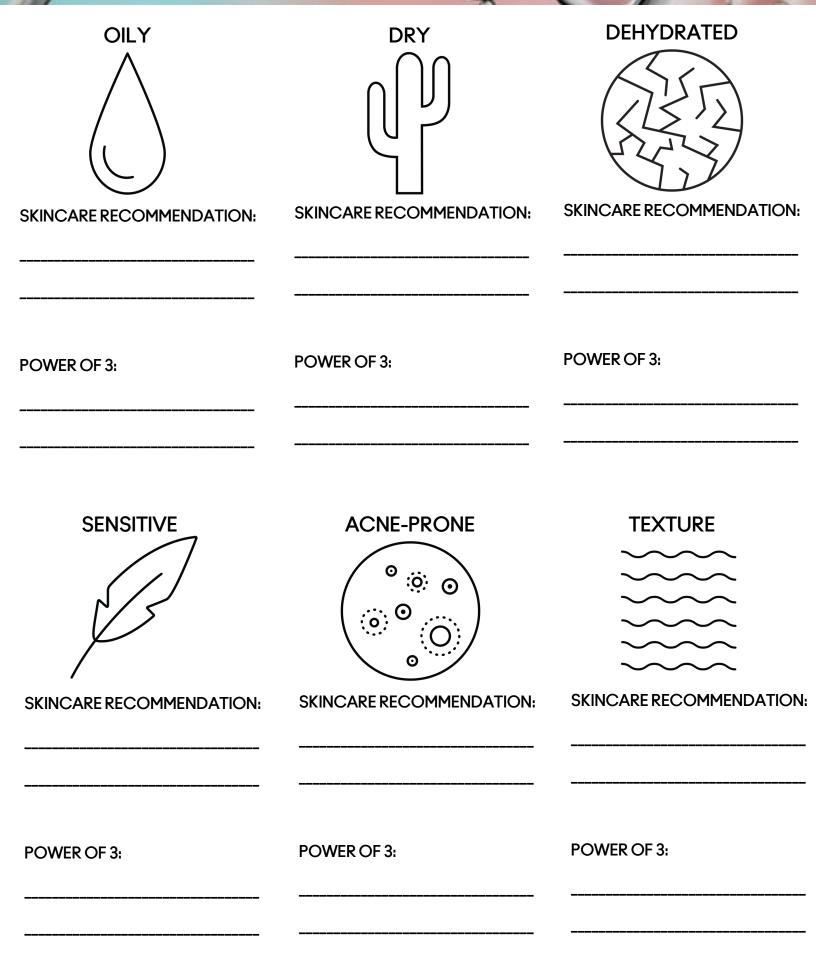


MAKEUP RESULT:

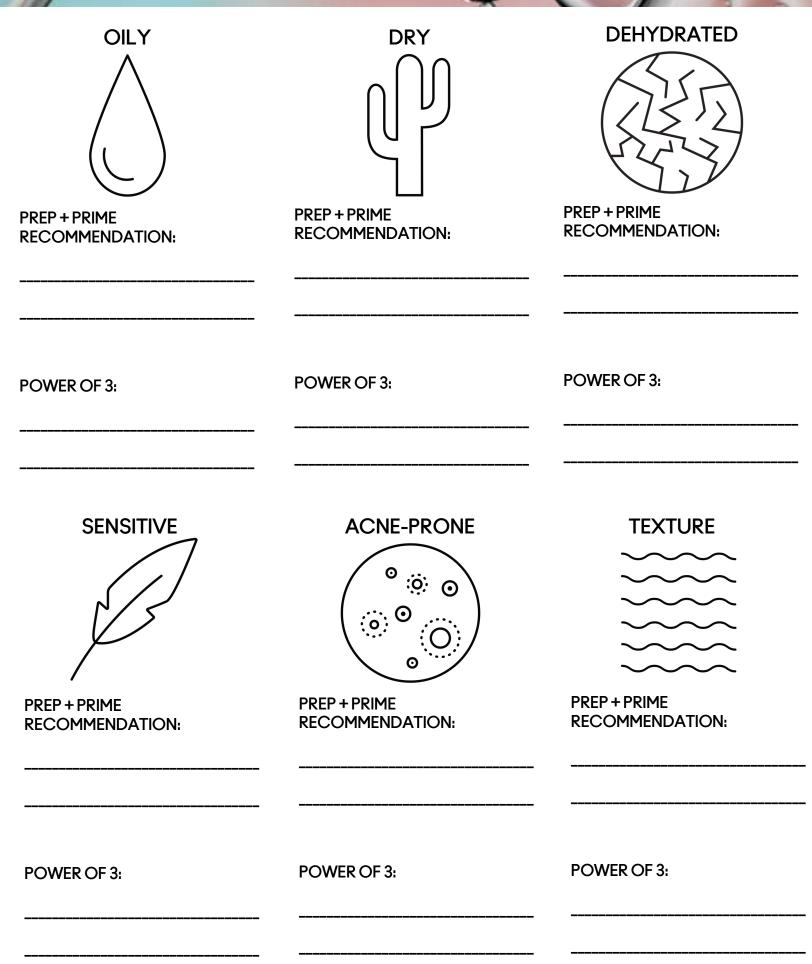
Prep + Prime 24-Hour Extend Eye Base is a creamy, comfortable, lightweight, colourless eye shadow primer that prevents eye shadows from creasing and fading, while allowing hues to stay colour-true for 24 hours! Colour lays down smoothly, blends seamlessly and wears flawlessly, for an easier application of eye looks.



COMMON SKIN CONCERNS SKINCARE WORKSHEET



COMMON SKIN CONCERNS PREP + PRIME WORKSHEET





USE HERO QUESTIONS TO DISCOVER YOUR CUSTOMER'S...

YOU HAVE ... - YOU WANT ...

YOU NEED ...



USE YOUR KNOWLEDGE TO RECOMMEND ROUTINES

ROUTINE SUGGESTIONS

The following routines are suggestions only and are not meant to replace Discovering about your Customer. There are a variety of ways to achieve a particular end look and the specific products you recommend should be tailored to their unique needs.

TO BUILD A BASIC ROUTINE, INCLUDE THE FOLLOWING STEPS:

- 1. SKINCARE Balances skin concern
- 2. PRIMER Preps skin & achieves an effect
- 3. FOUNDATION Creates desired skin look



BASIC ROUTINE SUGGESTION STARTERS

Try the following routine suggestions to begin building a routine based on your Customer's skin.

YOU HAVE: OILY CONCERNS

YOUWANT:

SHEER & GLOWY SKIN



YOU NEED:

MINERALIZE TIMECHECK LOTION

Apply all over for lightweight hydration.



PREP + PRIME NATURAL RADIANCE

Apply to cheeks for soft radiance.



STUDIO FIX FLUID FOUNDATION + FIX+ MAGIC RADIANCE

Sheer out foundation with Fix+ Magic Radiance to achieve a sheer, dewy glow.





YOU WANT: NATURAL, EVERYDAY SKIN



YOU NEED:

FIX + MAGIC RADIANCE

Spritz all over for lightweight hydration.



PREP + PRIME NATURAL RADIANCE

Apply to cheeks and t-zone for soft radiance.



STUDIO FIX TECH CREAM-TO-POWDER FOUNDATION + STUDIO FIX MATTIFINE PRIMER

Apply foundation all over for a natural matte skin. Apply Mattifine Primer to the t-zone to control unwanted shine.





YOU WANT: FULL, FLAWLESS MATTE



MINERALIIZE TIMECHECK LOTION

Apply all over for lightweight hydration.



STUDIO FIX MATTIFINE 12HR SHINE-CONTROL PRIMER

Apply to cheeks and t-zone for smooth, shine-free skin.



STUDIO FIX POWDER PLUS FOUNDATION + STUDIO FIX 24-HOUR SMOOTH WEAR CONCEALER

Spot conceal where you need more coverage, then buff powder all over for full, matte coverage.



BASIC ROUTINES

BASIC ROUTINE SUGGESTION STARTERS

Try building routines for common Customer skin concerns.

YOU HAVE:

YOU WANT: SHEER & GLOWY SKIN

YOU NEED:

SKINCARE

YOU WANT: NATURAL, EVERYDAY SKIN



YOU NEED:

SKINCARE

YOU WANT: **FULL, FLAWLESS MATTE**



SKINCARE

PRIMER

PRIMER

PRIMER

FOUNDATION

FOUNDATION

FOUNDATION

INTERNA

HERO QUESTIONS

Hero Questions are open-ended questions that create an emotional connection while gathering a lot of information.

"HOW ARE YOU PREPPING YOUR SKIN BEFORE MAKEUP?"
Helps us understand their current skin routine

"WHAT DOES YOUR SKIN LOOK AND FEEL LIKE BEFORE MAKEUP APPLICATION?"
Helps us understand their skin type

"HOW DOES YOUR MAKEUP WEAR THROUGHOUT THE DAY?"
Helps us dig deeper into additional concerns that may exist

Here are a few other open-ended questions to try with your Customers!

"WHAT'S ONE THING YOU LOVE ABOUT YOUR SKIN AND WHAT'S ONE THING YOU WOULD CHANGE?"

Allows you to get a perspective on how they view their skin and what skin concerns they have

"IF YOU HAD A MIRACLE SKINCARE PRODUCT (EX. CLEANSER, MOISTURIZER) THAT DOES WHATEVER YOU WANT, WHAT WOULD IT DO?"
Helps you understand their skin concerns and their #skingoals

"WHAT'S YOUR CURRENT SKINCARE ROUTINE AND WHICH PRODUCT CAN YOU NOT LIVE WITHOUT?"

Allows you to know what products they use which can also help understand skin concerns, helps gauge how many/what types of products they're comfortable with

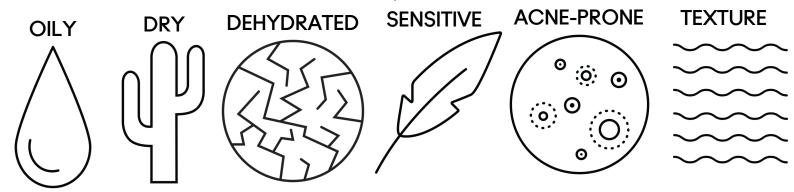
"WHAT DO YOU DO TO YOUR SKIN DAILY AFTER CLEANSING AND BEFORE APPLYING MAKEUP?"

Helps you to understand if/where there are gaps in their routine that need to be filled.

INTERNAL

SKIN EXPLORATION

BASED ON THE SKIN CHARACTERISTICS, CIRCLE YOUR OWN SKIN TYPE



Sample the Cleanser, Moisturizer & Prep + Prime product that you recommended for your skin type in the Skincare and Prep + Prime activities and wear them during your next shift

Then, ask yourself the following questions and fill in your answers to see how well your recommendations worked for you!

QUESTIONS

Which skincare products did you sample?
How well did each product address your skin's needs?
Which Prep + Prime product did you sample?
How well did each product help you achieve your desired skin look?

CHECK YOUR RECO'S

Find a colleague that has a different skin type than you.

Share your skincare and Prep + Prime recommendations for that skin type and see if they agree with your recommendations.

If yes, awesome! You're already a pro at pairing products with skin types.

If not, ask them what products they prefer and why. Then compare the products to see how they differ in texture and consistency.

COMMON SKIN MYTHS

You need to scrub your face with hot water for it to be clean.

(When it comes to caring for skin, gentle is always best.)

You only need sunscreen outdoors.

(Sunscreen should be a part of your daily routine because we are exposed to UV rays, even indoors.)

People with oily skin don't need to moisturize.

(Oily skin can be a result of dehydration so keeping the skin hydrated as a first step in your daily routine will actually help your skin produce less oil.)

Darker complexions don't need sunscreen.

Everyone needs sunscreen to protect against skin damage.)

Once you find a moisturizer you love, never change it.

(There can be many times throughout the year that you need to change your moisturizer, such as change in seasons or environment.)

When you layer different SPF products, their protection adds up.

(Your skin is only as protected as the highest level of SPF you've applied.)

The more you wash your face, the better.

(No, similarly with over extoliating, over washing your face can also strip your skin of essential moisture that makes skin strong.)

The harder you scrub/exfoliate, the better.

(Once again, when it comes to caring for skin, gentle is always best. Over exfoliation can strip your skin of essential moisture and makes it more susceptible to stressors.)

If it burns, it means it's working.

(No, if it burns remove it immediately. Burning can indicate a sensitivity or allergy.)

The order in which you use skincare products doesn't matter.

(Order does matter and you should apply products from thinnest to thickest and products with active ingredients should be applied first.)

You'll age faster if you wear makeup regularly.

(Makeup alone will not make you age faster, especially since a lot of makeup has skincare benefits, like sun protection. Not caring for your skin, including washing makeup off every night may cause premature aging.)

Acne is only a problem during puberty.

(Adult acne, in many cases, can occur with people who never had acne before. It's can be caused by genetics, hormones, clogged pores, inflammation and other stressors.)

SAY THIS NOT THAT

EASY SWAPS TO USE AT COUNTER

INSTEAD OF TH	IS	TRY THIS
ZITS	\longrightarrow	BLEMISHES/ BREAKOUTS
WRINKLES	\longrightarrow	FINE LINES
GREASY	\longrightarrow	OILY
UNDER EYE BAGS	\longrightarrow	PUFFINESS
SAGGY	\longrightarrow	LOSS OF ELASTICITY
ADD YOUR OWN	\rightarrow	ADD YOUR OWN
ADD YOUR OWN	\longrightarrow	ADD YOUR OWN

SKINCARE TECHNIQUES

TECHNIQUE	MOTION	MOTION BENEFIT	
Tapping	Gently bounce fingertips up and down on skin	Increase blood flow or apply product in specific area with out pulling or tugging	ACNE-PRONE SENSITIVE *Also good for delicate eye area
Pressing	Using flat hand to gently push product into skin	Quick absorption of product	ALL SKIN TYPES
Sweeping/ Liffing	Glide product up and out in a sweeping motion	To avoid tugging or pulling skin down as you apply product	ALL SKIN TYPES *Also good for delicate eye area
Massaging	Glide fingertips over the skin in circular or elliptical motions	Helps to increase blood flow and for quick absorption of product into skin	DRY TEXTURE
Gentle Pinching	Thumb and forefinger gently squeeze while you give a slight twist	Increase blood flow and bring look of vitality to skin	OILY DEHYDRATED



PRIMER

HYDRATE & PROTECT		BLUR & MINIMIZE		ENHANCE & EXTEND		
PREF + PRIME PREF + PRIME FACE PROTECT LOTTON SAYS PRITECTION PRIME SAY 30 UNA 11-000 F. C. C. C.	FACE PROTECT LOTION SPF 50 Antioxidant-rich, non-oily lotion that protects skin with broad spectrum UVA/UVB SPF 50.	PREP - PRIME FRANCIS FRANCIS FRANCIS GRANCIS GRANCIS	SKIN REFINED ZONE Oil-controlling primer that refines skin and reduces appearance of pores.		PREP + PRIME LIP Hydrates, primes lips and fights lipstick feathering for smooth colour application.	
PETP-PRIME Hitting a special in the	MOISTURE INFUSION Radiant serum- primer that hydrates, soothes and plumps skin.	PREPARTEL SON MAY TOMA	PREP + PRIME SKIN Hyaluronic Acid primer that reduces the appearance of redness and helps improve skin clarity and tone.	14 (15 a + 13 a 4 a 15	PREP + PRIME 24- HOUR EXTEND EYE BASE Smooths, primes and extends the wear of eye shadow up to 24	
<u>क्रिक्टिक्वियाः</u>	PREP + PRIME ESSENTIAL OILS STICK Hydrates anywhere on face/body. Primes. Portable.	TITE SEINE	PREP + PRIME PORE REFINER STICK Mattifying primer that reduces appearance of pores. Works under and over makeup.	MONTH OF THE PROPERTY OF THE P	hours. Fade-and-crease proof. FALSE LASHES MAXIMIZER Nourishing lash primer	
	PREP + PRIME ESSENTIAL OILS Grapefruit & Chamomile Hydrates, soothes and nourishes. Adds radiance.	INCOALUZE	MINERALIZE TIMECHECK LOTION Age-blurring primer that hydrates and reduces the appearance of pores, fine lines and wrinkles.	estimite establish	that boosts length, volume and curl.	
ILL	.UMINATE	MAT	TIFY & FINISH		SET	
N	PREP + PRIME		STUDIO FIX MATTIFINE 12HR		PREP + PRIME TRANSPARENT	

PRIMER

texture.

reduces the

FINISHING

POWDER

all skin types.

Sets makeup and

reduces shine. For

SHINE-CONTROL

Mattifying primer that

appearance of pores

and improves skin



formula with vitamins C

Luminous primer that

hydrates all day. Antioxidant-rich

and E.











PREP + PRIME FIX+

Hydrating. Refreshing. Improves the quality of wear of makeup up to 12 hours. Also available in 4 scents.





Hydrating. Instant radiance. Improves the quality of wear of makeup up to 12 hours.





PREP + PRIME FIX+ STROBE

Hydrating. Refreshing. Improves the quality of wear of makeup up to 12 hours. Infused with pearlescent particles.



PREP + PRIME FIX + MATTE

Refreshing. Improves the quality of wear of makeup up to 12 hours. Blurs pores. Instantly mattifies and controls shine.

SKINCARE

	OILY DRY/D		DRY/DEHYDRATED SENSITIV		NSITIVE		ALL SKIN
	Mineralize Timecheck Lotion Hydrating, Blurs		Cleanse Off Oil Removes waterproof makeup, Contains natural oils, Gentle,	Gently Off Eye and Lip Makeup Remover Dual-phase formula, Gentle. Soothing. Removes waterproof makeup.			What is your favourite makeup remover? Write it in below!
lines. V	lines. Visibly shrinks pores.	MITERAL MODELLA MATERIAL MATER	ALL CAME	AND	MARKET AND STREET AND	Particular Section of the Section of	Mineralize Volcanic Ash Exfoliator Exfoliating. Controls oil. Skin feels clean and comfortable.
	Mineralize Reset & Revive	Mineralize Cha Moisture Gel Hydrating. Soot Improves radian	thing.	M-A-C Gently Off Wipes + Micellar Water Biodegradeable Convenient. Conditioning. Removes makeup. Environmentally friendly.		SE COMPANIE DE COM	Fast Response Eye Cream Hydrating. Skin feels tighter. Reduces appearance of dark circles.
Charce Mask Extracts impuritie purify p Detoxifi	Charcoal Mask Extracts impurities to purify pores. Detoxifies skin. Minimizes	Studio Moisture Hydrating, Nour	e Cream rishing, Helps		Comfort Creme oothing.	To the second of	Strobe Body Lotion Silky and lightweight. Moisturizing with conditioning and nourishing ingredients. Adds healthy glow to skin.
		fine, dry lines.					Strobe Cream Hydrating, Clarifying, Luminizing,
LIPS LOVE				CHARGE CHARGE CO.			
					Tendertalk		What is your favourtie



Lip ConditionerHydrating,
Nourishing,
Conditioning.

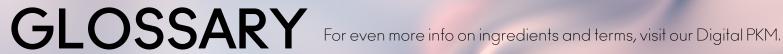


Lipscrubtious Exfoliating. Hydrating.



Tendertalk Lip Balm Customized colour. Sheer coverage. Hydrating.

What is your favourtie Skincare product? Write it in below!



BASAL LAYER

The bottom layer of the epidermis, where new cells and melanin-producing cells are created to begin cell turnover.

CELL TURNOVER

The process in which skin cells regenerate. This usually takes 24 to 30 days and slows as we age.

CERAMIDES

A type of lipid naturally found in skin cells, ceramides lock in moisture and protect the epidermis.

COLLAGEN ELASTIN

Two key proteins that give skin firmness and elasticity. As we age, we produce less of these proteins and our skin starts to wrinkle and sag. UV light damages both proteins.

DERMIS

The middle major layer of the skin, which contains connective tissue, oil glands and sweat glands. Connective tissue is made of collagen and elastin proteins which give skin its firmness and strength.

EPIDERMIS

Outermost protective part of the skin – the layer you see when you look at someone's skin. This is where melanin cells and cell turnover occur.

FREE RADICALS

Unstable atoms that can oxidize cells, causing skin to age faster. Antioxidants (like Vitamin E) can be used in cosmetics to combat free radicals.

HYPERPIGMENTATION

The darkening of an area of skin due to increased melanin production, often making the skin look uneven.

HYPODERMIS

The innermost layer, made of collagen and fat cells, provides padding and protection and preserves heat.

KERATIN LAYER

The outermost layer of the epidermis, where dead skin cells and lipids create a Lipid Barrier to protect against water loss.

LIPID BARRIER

Made up of NMF and dead skin, the Lipid Barrier protects against water loss. (Also knows as the Skin Barrier or Moisture Barrier).

LIPIDS

Skin's natural fats, which help the skin hold moisture, protect and aid healing.

MELANIN

Melanin is a pigment found in the skin that provides protection against UV light.

NMF

Made up of water, salts, sugars, proteins and vitamins, the Natural Moisturizing Factor (NMF) acts like your skin's own moisturizer to keep bacteria out and aid in skin healing.

UVA RAY

These ultraviolet rays penetrate the deeper layers of the skin and can lead to premature aging and hyperpigmentation.

UVB RAY

These ultraviolet rays stimulate the production of melanin and are responsible for hyperpigmentation and sunburn.

WATER LOSS

When the NMF is damaged, your skin may lose moisture through evaporation, leading to dryness, flaking, dullness, fine lines, itchiness and texture.



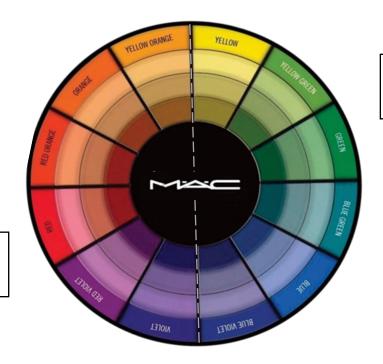






1. What Defines Warm and Cool When Matching Foundation?

• M·A·C uses the Artist Colour Wheel to formulate all foundation colours



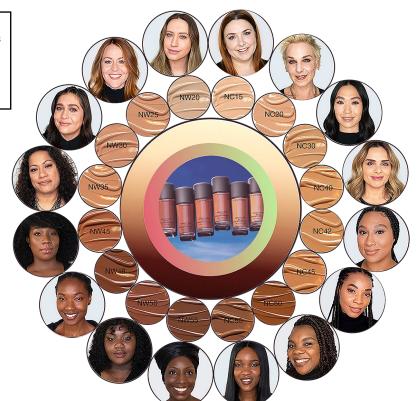
Colours on this side of the wheel are classified as Cool.

Colours on this side of the wheel are classified as Warm.

2. NC and NW are derived from the Colour Wheel

- NC stands for Neutral Cool, and NW stands for Neutral Warm
 - How do I identify what undertone my Customer has?

Here you can see that the NW shades are rosier and align with the warm side of the Colour Wheel



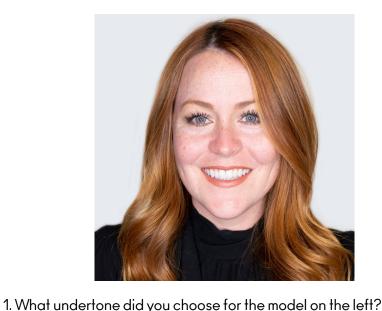
Here you can see that the NC shades are golden/olive and align with the cool side of the Colour Wheel

3. Here are some key factors in selecting the correct undertone:

- NW:
 - Rosiness peaking through the skin around the cheeks, nose, and neck
 - Natural pigmentation like freckling
 - · Peachiness to the skin tone
 - When exposed to sun the skin tends to burn or become very rosy
- NC:
 - Golden all over
 - Very little pink or rosy tones in the skin
 - When exposed to the sun the skin becomes golden tan

PRACTICE YOUR SKILL DECODE THE CODE: FOUNDATION MATCHING

Below there are 2 images of models with similar skin tones but different undertones. Use your new undertone knowledge to identify the undertone of each model.





What key factors caused you to make this decision?	
What undertone did you choose for the model on the right?	

- 4. What key factors caused you to make this decision?
- $5. \ How would you communicate these \ Customer's \ skin \ tone \ to \ them?$

4. Communication of skin tone:

- Language to use:
 - NW: Rosy/Warm
 - NC: Golden/Olive/Cool
- Language to avoid:
 - NW: Red/Blotchy/Rosacea
 - NC: Yellow/Sallow

PRACTICE YOUR SKILL DECODE THE CODE: FOUNDATION MATCHING

Below there are 2 images of models with similar skin tones but different undertones. Use your new undertone knowledge to identify the undertone of each model.



1. What undertone did you choose for the model on the left?



- 2. What key factors caused you to make this decision?
- _____
- 3. What undertone did you choose for the model on the right?
- 4. What key factors caused you to make this decision?
- _____
- 5. How would you communicate these Customer's skin tone to them?
- _____



DECODE THE CODE: FOUNDATION MATCHING

- 5. The M·A·C foundation range can run anywhere from 5-65. With this many choices it is important to learn how to identify the depth of your Customer's skin.
 - The number indicates how dark the shade is. The higher the number, the darker the shade.
 - As a general starting place think of the following skin tone groupings:

Light: 5-25Medium: 30-40Dark: 45-65

- Once you've identified a general range of shades, select 2-3 foundation shades to begin matching.
- The aim of a foundation match is not to select the shade perfectly the first time, rather to choose a
 few different options and select the perfect shade once you've swatched them on your Customer.
- As always, co-creation is imperative to a successful foundation match. Bring your Customer along throughout the process to ensure success.





Use the QR code to watch a video on foundation matching!

FOUNDATION MATRIX

MATTE



Studio Fix Fluid **SPF 15 Foundation**



24-hour wear. Matte finish. 67 Shades Globally

Studio Fix Powder Plus





Oil & shine control. 53 Shades



Watch a video on Studio Fix

Powder here!

Sheer Coverage

Medium Coverage

Full Coverage

NATURAL





Studio Fix Tech Cream-

Second Skin Cream-to-Powder Formula. Stays colour-true all day

Studio Sculpt SPF 15





Broad Spectrum UVA/UVB SPF 15 Protection



Long-wearing. Water-resistant

Sheer Coverage

Medium Coverage

Full Coverage

RADIANT



Studio Radiance Face & Body Radiant Sheer **Foundation**





Waterproof



Weightless hydration

Pro Longwear Nourishing Waterproof Foundation



Comfortable 36hour wear

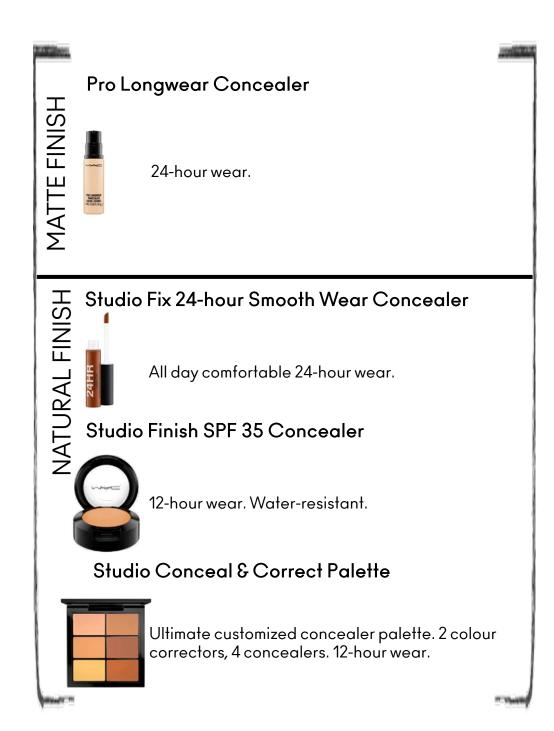
Sheer Coverage Medium Coverage Full Coverage

POWDER PORTFOLIO

JPS		PRODUCT NAME	BENEFITS	SHINE / OIL Control	NON- Drying	LONG- Wearing	PERFECTS SKIN
s touch-ups	9	BLOT POWDER/PRESSED & LOOSE (BEST FOR OILY SKIN)	Sheer coverage. Matte finish. Controls oil.	•			
		MINERALIZE SKINFINISH NATURAL (ALL SKIN TYPES)	Medium coverage. Natural finish. Nourishing.				•
SHINE CONTROI	MAC	STUDIO FIX PERFECTING POWDER (ALL SKIN TYPES)	Controls Oil and Sets makeup. Sheer coverage. Matte finish.	•	•	•	•

INTERNAL

CONCEALER PORTFOLIO





Use the QR
Code to watch
a video on
Studio Fix24Hour Smooth
Wear
Concealer

FACE HERO QUESTIONS

These are examples of questions you can ask to navigate the Face category with your Customer.

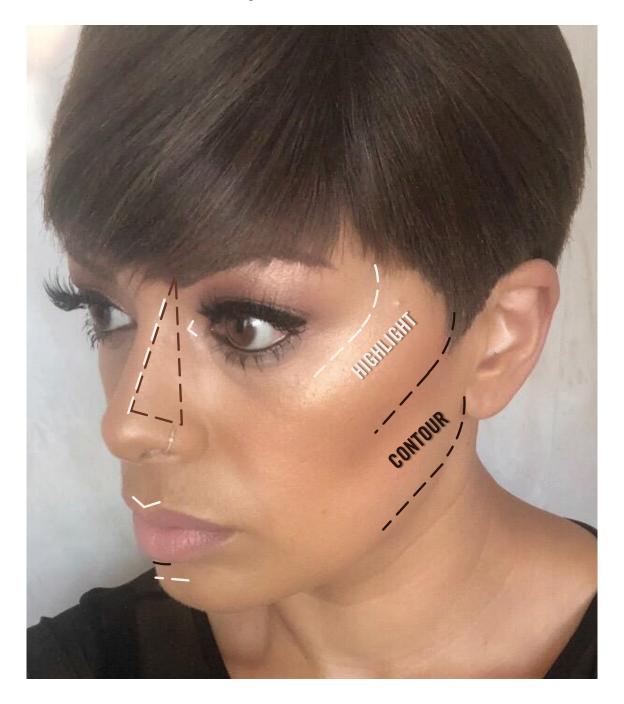
Don't try to guess the best formula for your Customer, ask them! They have all the answers you'll need to find the best formula for them!



HIGHLIGHTING & CONTOURING

Highlighting and contouring is more than just a beauty trend. It is a commonly used art technique to make 2 dimensional drawings look like 3 dimensional objects.

The theory is simple. Light enhances an area or pulls it forward; shadows diminish an area or push it back. When we apply these theories to makeup application, we're able to enhance or gently reshape the natural bone structure of the face, as shown in the diagram below.

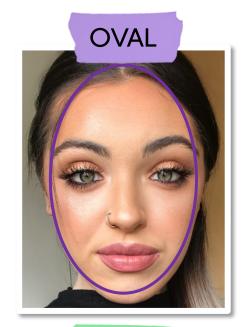




FACE SHAPES

The OVAL face shape is the most balanced of all the different face shapes.

Use this shape as your benchmark when trying to balance any of the other primary face shapes.

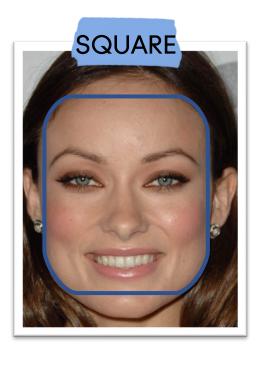


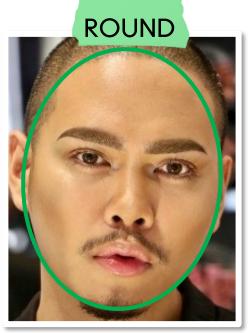
OVAL CHARACTERISTICS

- Longer than it is wide
- Jaw is narrower than the cheekbones

TIPS TO BALANCE

- Contour the low points of the face to enhance the natural shape
- Highlight the high points to bring them forward





HEART



SQUARE CHARACTERISTICS

•Wider through the hairline and jawline

TIPS TO BALANCE

- •Contour in the corners of the hairline to minimize forehead area
- •Contour on the jawline to minimize and round out chin
- Contour diagonally on the cheekbone to create a softer curve to the face

ROUND CHARACTERISTICS

•Wide hairline and fullness below the cheekbones

TIPS TO BALANCE

•Contour vertically through the sides of the cheek close to the ear to narrow the face and create length

HEART CHARACTERISTICS

 Wider forehead and narrower chin

TIPS TO BALANCE

- Contour the corner of the hairline down through the temples to minimize
- Contour below the cheekbones to narrow the face
- •Contour the tip of the chin to minimize and round out the chin area



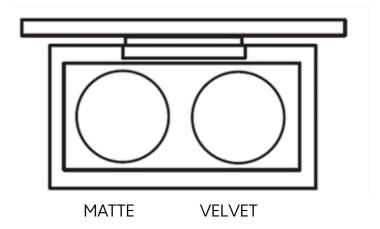


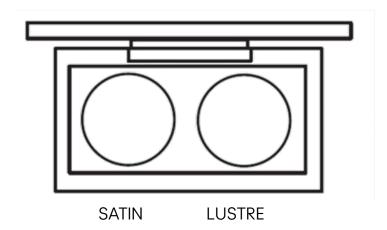


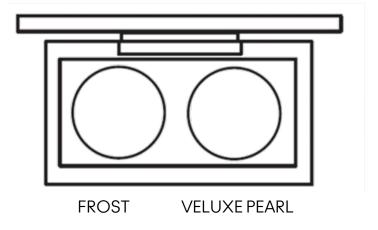
EYE SHADOW MATRIX **SHIMMER CREAM/LIQUID MATTE METALLIC** HIGH **VELUXE PEARL DAZZLESHADOW** Intense Shimmer **DAZZLESHADOW EXTREME** Molten Metallic **LIQUID** Ultra-shiny liquid shadow **DAZZLESHADOW** Glittery Sparkle **SATIN** Soft Sheen **FROST PEARLIZED PRO LONGWEAR PAINT POT** Cream Shadow in Various Finishes **LUSTRE EXTRA DIMENSION** Subtle Sparkle Foil Finish **POWDER KISS** Soft Focus **VELVET** Plush Feel **MATTE** LŎW Zero Shimmer

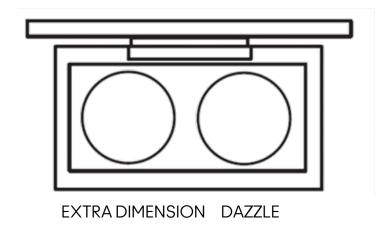
EYE SHADOW TEXTURES

Explore each of eye shadow formulas by creating customized eye palettes below. Swatch each texture in a palette below. You can also swatch the textures on the back of your hand/arm to see the colour and texture pay off on your skin.

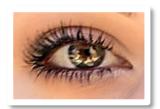








EYE SHAPES



CHARACTERISTICS

- Classic, well-balanced proportions.
- The outer corners of the eyes angle slightly upward.

TIPS TO BALANCE

As this eye shape has classic proportions, any makeup application technique will enhance its shape.





DESCENDING



CHARACTERISTICS

The outer corners of the eyes angle slightly downward.

TIPS TO BALANCE

- To lift the outer corners of the eyes, apply mid-tone to dark shades in upward strokes on the outer corners.
- Avoid heavy eye liner on the outer corners of the lower lash lines to avoid dragging the eye downward.

PRACTICE



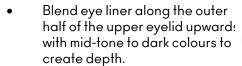
SHALLOW/SMOOTH



CHARACTERISTICS

- There is usually not a pronounced crease.
- The eyelids appear small relative to the remaining eye space.

TIPS TO BALANCE



- Use smoky eye lining techniques along the lower lash line.
- Apply pale, light reflective colours right under the brow bone to create dimension.

PRACTICE



DEEP-SET LIDS



CHARACTERISTICS

There is a heavy crease that overshadows the eyelid.

TIPS TO BALANCE

- Highlight the inner eyelids with paler colours and light reflective textures to bring them forward.
- Apply matte mid-tone to dark colours to the crease to create the illusion of depth.
- Apply liner close to the lash line to avoid minimizing the eyelid

PRACTICE



PROMINENT LIDS



CHARACTERISTICS

The top and bottom lids are very pronounced.

TIPS TO BALANCE

- Apply dark shades to help recede the eyelids.
- Apply light to mid-tone shades on the brow bone.
- Lining the waterline with a dark colour recedes a prominent eye.
- Smoky and dramatic eye lining techniques are ideal.

PRACTICE



DEEP-SET CREASE



CHARACTERISTICS

The crease of the eye appears very recessed and can make the eye look hollow.

TIPS TO BALANCE

- Apply light, reflective shades in the crease to bring it forward.
- Apply mid-tone to dark shades directly above the crease to make the brow bone recede.
- If the eyelid is not prominent, use subtle eye lining techniques.
- If the eyelid is prominent, use smoky and dramatic eye lining techniques.

PRACTICE



EYE PROPORTIONS

WIDE-SET CHARACTERISTICS

The space between the eyes is larger than the width of one eye.



TIPS TO BALANCE

PRACTICE

- To make the eyes appear closer together, apply a midtone to dark-coloured product to the inner corner of the eyelid.
- Apply eyeliner all the way to the inner corner of the eye.





CLOSE-SET CHARACTERISTICS

The space between the eyes is smaller than the width of one eye.



TIPS TO BALANCE

- Apply eye liner to the outer half of the eye only.
- Consider extending liner beyond the outer corner of the eyes.
- Create the illusion of more space between the eyes by using a light and reflective colour in the inner corner of the eye.
- Emphasize lashes on outer corners with mascara or lashes.

PRACTICE





SMALL CHARACTERISTICS

The eyes appear small in proportion to the rest of the face, horizontally and vertically.



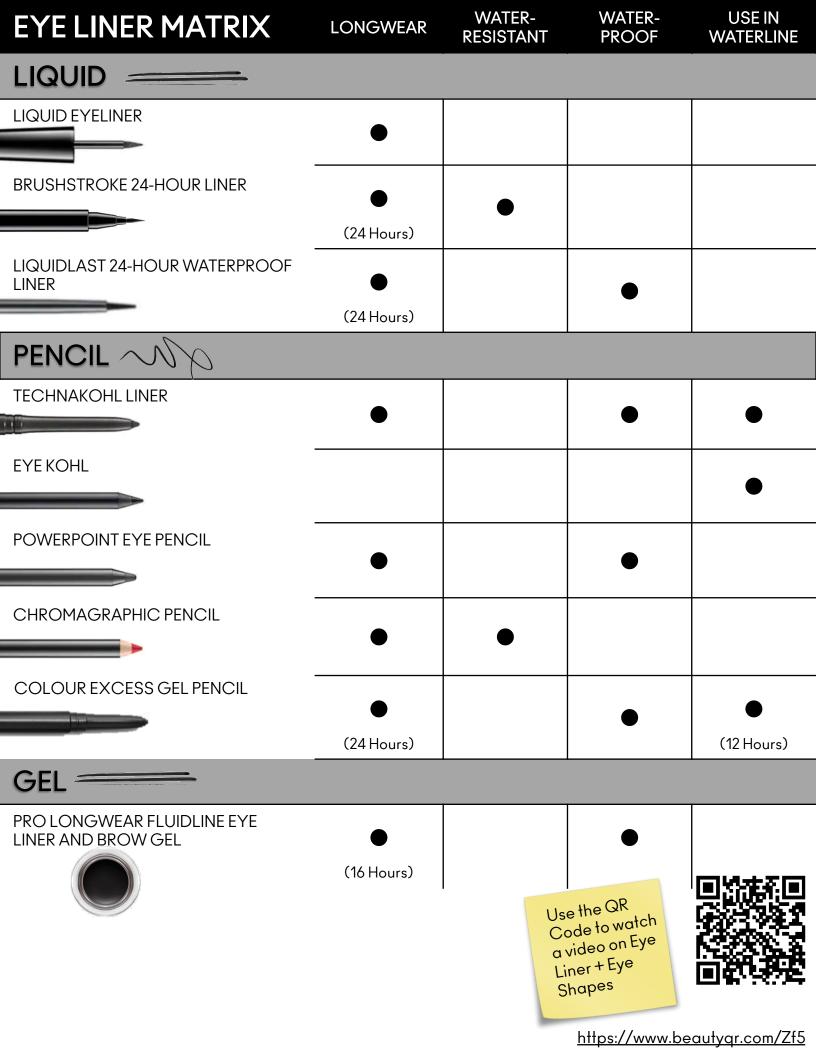
TIPS TO BALANCE

- To create more vertical eye space, apply light and reflective products on the lid and inner corner of the eye.
- To create more horizontal eye space, apply a mid-tone to dark shadow to extend beyond the outer corner of the eyes.
- Make sure to blend out any hard lines which can make the eye appear smaller.
- Avoid applying dark-coloured pencils to the waterline.

PRACTICE







EYE LINER ACTIVITY

Using your knowledge and the eye liner chart on the previous page, draw a line from the eye liner look to the product that will help create that look. After you've completed the activity, experiment with a liner from the Pencils, Liquid and Cream-Gel categories to see how they compare to each other.

















EYE KOHL

MASCARA MATRIX



KEY BENEFITS

- Gravity-defying volume, instant length, 24-hour wear
- Infinite buildability
- Customization based on wants/needs with 2 different brush sizes

IN EXTREME DIMENSION MASCARA



- Volumizing
- Curling and lengthening
- Available in Carbon Black and Waterproof

MAGIC 5MM FIBRE EXTENSION MASCARA



- Exaggerated volume
- Instant lift,
- Surreal length

EXTENDED PLAY MASCARA



- Slim brush applies root to tip
- 16-hour wear. Warm water washable
- Lengthening and defining look
- Available in Carbon Black

EXTENDED PLAY PERM ME UP LASH



- 16-hour wear
- Sweat- and humidity-resistant
- Curling, lifting and volumizing

UP FOR EVERYTHING LASH MASCARA



- 24-hour wear
- Indestructible waterproof wear
- Dramatically lifted look

FALSE LASH MAXIMIZER



- Primes lashes
 - Boosts mascara's effect

DEFINITION

CURL

MASCARA ACTIVITY

Try the below activities on Customers, yourself, or a fellow M·A·C Artist. The objective of your experience is to practice mascara removal and understand how our 2 most popular mascara formulas compare to each other.

STEPS FOR CUSTOMER MASCARA REMOVAL

- Saturate a cotton round with Gently Off Eye and Lip Makeup Remover.
- 2. Ask the Customer to close their eyes and press the saturated cotton round onto their lashes for 15 seconds to help breakdown the mascara
- 3. Then, swipe the cotton round from the base of the lashes in a downward motion until all the mascara is removed.
- 4. With a fresh cotton round or Q-tip, clean up any mascara that may have come off under their bottom lash line.



IN-STORE ACTIVITY

Start with clean, bare lashes and let's see how this new formula stacks up!

- 1. Apply M·A·CSTACK Mascara on the lashes of one of your eyes. Apply between 15-25 stacks*.
- 2. On the lashes of your other eye, apply 15-25 stacks of In Extreme Dimension Lash.
- 3. Note what differences you see/feel on your lashes now.
- 4. Let 3-4 hours pass and go back and reapply each formula to your lashes. Note what differences you see *later*.
- 5. Think of what you would say if a Customer were to ask you, 'What's the difference between In Extreme Dimension Lash and M·A·CSTACK Lash?'*



M-A-CSTACK MASCARA



NOW I SEE...

LATER I NOTICED...

IN EXTREME DIMENSION



NOW I SEE...

LATER I NOTICED...

Use the QR
Code to learn
more about our
most popular
mascara
formulas!



https://www.beautygr.com/ZfS

*M·A·CSTACK
offers stackable volume
that allows you to
touch-up at any point
during the day to add
drama to your look!

BROW MATRIX

	PRODUCT NAME	LONGWEAR	WATERPROOF
40	EYE BROWS STYLER (AUTOMATIC PENCIL)	•	
SILS		(UP TO 12 HOURS)	
ENCIL	VELUXE BROW LINER (WOOD CLENCHED PENCIL)		
Д		(UP TO 8 HOURS)	
\cap	SHAPE & SHADE BROW TINT (NYLON FIBRE PEN TIP)		
LIQUID		•	•
	BROW SET (CLEAR) (FIBRE BRUSH)		
	The state of the s		•
		(UP TO 8 HOURS)	
	EYE BROWS BIG BOOST FIBRE GEL		
;EL	RIC RICKT		•
9	- Hanne	(UP TO 24 HOURS)	
	PRO LONGWEAR FLUIDLINE EYE LINER AND BROW GEL		
	DROW OLL	•	•

BROWS

Below are tools to help you assess different brow shapes, then create balanced brows.



FOLLOW THESE STEPS TO CREATE A BALANCED BROW:

- **1.** Drawing an imaginary line up from the outer fold of the nose indicates where the brow begins.
- **2.** The outside of the iris determines the placement of the eyebrow arch.
- 3. The outer corner of the eye marks where the eyebrow ends.

T-O-S-S TECHNIQUE

TONE

Shade choice relative to hair colour

OPACITY

Level of transparency or coverage

SHAPE

Angled, Softly Angled, Straight, Round

SYMMETRY

How exactly similar the 2 brows are





https://www.beautygr.com/ZfT

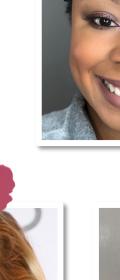
BROW SHAPES & TYPES







SPARSE



PARTIAL



FULL







STRAIGHT

BROW PRACTICE

Using your knowledge of Brow Shapes & Types and the Brow Product Chart, challenge yourself to see how different brow shapes impact your makeup look!

- 1. On 1 eye use the brow products you are comfortable with to create your normal brow shape.
- 2. On the other eye, use different brow products (maybe one you haven't tried yet) and create a brow shape that's different from your natural shape.













LIP COLOUR MATRIX

MATTE













Sheer Coverage

Medium Coverage

Full Coverage

CREAM









satin-soft

finish



soft



Sheer Coverage

Medium Coverage

Full Coverage

creamy

colour

SHINE/GLOSS





Shine and moisture



Creamy.





Lipglass

Moisturizing.

Tinted

Paint Lip Lacquer

Patent

High-gloss

Sheer Coverage

Medium Coverage

Full Coverage

Use the QR code to see 3 different lip look techniques!

shine



https://www.beautygr.com/Zfa

LIP SUGGESTION STARTERS

Try the following routine suggestions to build lip recommendations for your Customers.



EXTRA LIGHT-MEDIUM

LIPSTICK









OAK OR STRIPDOWN



GLOSS Add shine and dimension.



MEDIUM DARK - DARK







STRIPDOWN OR CORK





DEEP - DEEP DARK







CORK OR CHESTNUT





LIP ROUTINE

LIP SUGGESTION STARTERS

Try the following routine suggestions to build lip recommendations for your Customers.

TOP SHADE COMBOS: MAUVE / BERRY

EXTRA LIGHT-MEDIUM















GLOSS Add shine and dimension.



MEDIUM DARK - DARK







WHIRL OR PLUM





DEEP - DEEP DARK







PLUM OR NIGHTMOTH





LIP SUGGESTION STARTERS

Try the following routine suggestions to build lip recommendations for your Customers.

TOP SHADE COMBOS: BOLD RED

EXTRA LIGHT-MEDIUM

LIPSTICK







LIP PENCIL Create depth and shape.

CHERRY OR REDD



GLOSS Add shine and dimension.



MEDIUM DARK - DARK

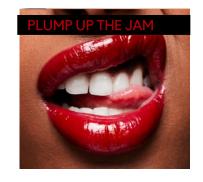












DEEP - DEEP DARK







BRICK OR CHESTNUT





CHEEK PORTFOLIO



POWDER BLUSH

Natural colour for cheeks. Easily buildable and blendable.



MINERALIZE SKINFINISH

Natural glowing highlight. Mineral-infused.



MINERALIZE BLUSH

Sheer-medium coverage. Luminous & matte finishes. Mineral-infused.



BRONZING POWDER

Sheer coverage. Natural finish. Sun-kissed.



EXTRA DIMENSION BLUSH

Sheer to full buildable coverage. Light-reflecting. Strobing blush.



HYPERREAL GLOW PALETTE

3 Shades per palette. Refined luminosity. Soft & creamy powder.



EXTRA DIMENSION SKINFINISH

Multidimensional highlight. Buildable. Ultrafine luminous pearl. 10hour wear. Use wet or dry.



STUDIO FIX SCULPT AND SHAPE CONTOUR PALETTE

Sculpts and defines. Sheer buildable colour. Natural finish and effect.



CREAM

GLOW PLAY BLUSH

Sheer to medium buildable coverage. Lightweight bouncy texture. Immediate radiance.



CREAM COLOUR BASE

Sheer to medium buildable coverage. Creamy base for enhancing color.





https://www.beautygr.com/ZfU

On your arm, swatch each Cheek formula, then answer the questions below!

What are the differences between each finish?

Try creating a different cheek look to wear at Counter this week!

Which finish was your favourite and why?









BRUSH HEROES



Use the QR code for more info on brushes!

https://www.beautygr.com/Zfc

TO BLEND

Brushes used for blending usually have fluffy fibres and are perfect for applying sheer colour and creating airbrushed effects.

These are our most popular brushes for blending.

TO BUILD

Brushes used for building colour usually have more dense fibres and are ideal for precision placement and opaque coverage.

These are our most popular brushes for building colour.





170 Synthetic Rounded Slant Brush

190 Foundation Brush







217 Synthetic Blending Brush

239 Synthetic Eye Shader Brush







168 Synthetic Large Angled Contour Brush

109 Synthetic Small Contour Brush

BRUSH PLAY!

Experiment with our Global Brush Heroes by applying different product formulas with on the back of your hand with each brush. Try using different application techniques (i.e. buffing, stippling, etc.).



CONGRATULATIONS!

For completing your Artist Handbook!



Make their day to make your day.

Keep this Handbook available for reference and learning throughout your M-A-C journey!



