

*Too Faced*

# COMPLEXION SHADE FINDER





♥STEP 1♥  
Identify Shade Level

Fair, Light, Medium,  
Tan, or Deep

♥STEP 2♥  
Determine Undertone\*

Rosy, Neutral, or Golden  
\*An undertone is the hue that  
lies underneath the surface skin

♥STEP 3♥  
Confirm Your Match

Try two shades in your shade  
level & undertone to determine  
your perfect foundation

FAIR

LIGHT

**ROSY**  
PINK, RED, OR BLUE



SEASHELL

**NEUTRAL**  
BALANCE OF ROSY & GOLDEN



SWAN



SNOW\*



PEARL\*



PORCELAIN

\*NEUTRAL TO ROSY

**GOLDEN**  
PEACH, YELLOW, OR GOLDEN



IVORY



ALMOND



NUDE



VANILLA



WARM NUDE



LIGHT BEIGE



GOLDEN BEIGE



♥STEP 1♥  
Identify Shade Level

Fair, Light, Medium,  
Tan, or Deep

♥STEP 2♥  
Determine Undertone\*

Rosy, Neutral, or Golden  
\*An undertone is the hue that  
lies underneath the surface skin

♥STEP 3♥  
Confirm Your Match

Try two shades in your shade  
level & undertone to determine  
your perfect foundation

	ROSY PINK, RED, OR BLUE	NEUTRAL BALANCE OF ROSY & GOLDEN	GOLDEN PEACH, YELLOW, OR GOLDEN
MEDIUM		<div>NATURAL BEIGE</div> <div>WARM BEIGE</div>	<div>SAND</div> <div>PRALINE</div>
TAN	<div>MOCHA</div>	<div>HONEY</div> <div>CARAMEL</div>	<div>BUTTER PECAN</div>
DEEP	<div>SPICED RUM</div> <div>HAZELNUT</div> <div>SABLE</div>	<div>MAPLE</div> <div>CHESTNUT*</div> <div>COCOA</div> <div>GANACHE</div>	<div>CHAI</div> <div>TIRAMISU</div> <div>TRUFFLE</div>

\*NEUTRAL TO GOLDEN



# FAIR

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder

							
BORN THIS WAY FOUNDATION		BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER		CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	CONCEAL	RETOUCH	CONCEAL		BRONZE/SCULPT		POWDER
SWAN	CLOUD	SWAN	MILKSHAKE VANILLA WAFER		MILK CHOCOLATE		LIGHT
SNOW	SWAN	SNOW	MILKSHAKE VANILLA WAFER		MILK CHOCOLATE		LIGHT
IVORY	SWAN	VANILLA	VANILLA WAFER		MILK CHOCOLATE		LIGHT
ALMOND	SWAN	ALMOND	VANILLA WAFER		CHOCOLATE MOUSSE		LIGHT



# FAIR

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder

														
BORN THIS WAY FOUNDATION			BORN THIS WAY SUPER COVERAGE CONCEALER			BORN THIS WAY ETHEREAL LIGHT CONCEALER			CHOCOLATE SOLEIL BRONZING & SCULPTING STICK			BORN THIS WAY SOFT BLUR POWDER		
SHADE			CONCEAL			CONCEAL			BRONZE/SCULPT			POWDER		
SEASHELL			CREAM PUFF			GRAHAM CRACKER			CHOCOLATE MOUSSE			MEDIUM		
PEARL			MARSHMALLOW			SUGAR			CHOCOLATE MOUSSE			MEDIUM		
PORCELAIN			SWAN			OATMEAL			CHOCOLATE MOUSSE			MEDIUM		



# LIGHT

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder



					
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER
VANILLA	CREAM PUFF	VANILLA	BUTTERCUP	CHOCOLATE SOUFFLE	MEDIUM
NUDE	CREAM PUFF	NUDE	GRAHAM CRACKER	CHOCOLATE SOUFFLE	MEDIUM
WARM NUDE	CREAM PUFF	PORCELAIN	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM
GOLDEN BEIGE	VANILLA	GOLDEN BEIGE	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM
LIGHT BEIGE	VANILLA	LIGHT BEIGE	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM



# MEDIUM

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder

					
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER
NATURAL BEIGE	VANILLA	NATURAL BEIGE	BUTTER CROISSANT	CHOCOLATE CARAMEL	MEDIUM
WARM BEIGE	PORCELAIN	WARM BEIGE	BUTTER CROISSANT	CHOCOLATE CARAMEL	MEDIUM
SAND	LIGHT BEIGE	SAND	BUTTER CROISSANT	CHOCOLATE CARAMEL	MEDIUM
PRALINE	GOLDEN BEIGE	SAND	BUTTER CROISSANT	CHOCOLATE CARAMEL	MEDIUM



# TAN

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder



**BORN THIS WAY**  
FOUNDATION

**BORN THIS WAY**  
SUPER COVERAGE  
CONCEALER

**BORN THIS WAY**  
ETHEREAL LIGHT  
CONCEALER

**CHOCOLATE  
SOLEIL**  
BRONZING &  
SCULPTING STICK

**BORN THIS WAY**  
SOFT BLUR  
POWDER

SHADE

CONCEAL

RETOUCH

CONCEAL

BRONZE/SCULPT

POWDER

HONEY

SAND

HONEY

GINGERSNAP

CHOCOLATE  
CARMEL

TAN

CARMEL

SAND

CARMEL

GINGERSNAP

CHOCOLATE  
CARMEL

TAN

MOCHA

TAFFY

MOCHA

BISCOTTI

CHOCOLATE  
MOCHA

TAN

BUTTER PECAN

WARM SAND

BUTTERSCOTCH

GINGERSNAP

CHOCOLATE  
MOCHA

TAN



# DEEP

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder




					
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER
MAPLE	WARM SAND TAFFY	MAPLE	GINGERSNAP	CHOCOLATE MOCHA	TAN
CHESTNUT	BUTTERSCOTCH	CHESTNUT	HONEY GRAHAM	CHOCOLATE MOCHA	TAN
CHAI	WARM SAND	CHAI	GINGERSNAP	CHOCOLATE MOCHA	DEEP
SPICED RUM	CHESTNUT	SPICED RUM	CARAMEL DRIZZLE	CHOCOLATE LAVA	DEEP
HAZELNUT	CHESTNUT	SPICED RUM	CARAMEL DRIZZLE	CHOCOLATE LAVA	DEEP



# DEEP

## FIND YOUR PERFECT MATCH!

Your Perfect Complexion Match in **BORN THIS WAY** Soft Matte Foundation, Natural Foundation, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder

					
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER
TIRAMISU	CHAI	SPICED RUM	CARAMEL DRIZZLE	CHOCOLATE LAVA	DEEP
COCOA	CHAI CHESTNUT	COCOA	CARAMEL DRIZZLE	CHOCOLATE LAVA	DEEP
SABLE	CHAI	SABLE	MILK CHOCOLATE	CHOCOLATE ESPRESSO	DEEP
TRUFFLE	SABLE	SABLE	MILK CHOCOLATE	CHOCOLATE ESPRESSO	DEEP
GANACHE	SABLE	GANACHE	MILK CHOCOLATE	CHOCOLATE ESPRESSO	DEEP





## BORN THIS WAY

**NATURAL  
FOUNDATION**

**UNDETECTABLE  
MEDIUM-TO-FULL  
COVERAGE**

### **FINISH/COVERAGE**

Natural  
Medium-Full Buildable

### **KEY BENEFITS**

24-Hour Wear  
24-Hour Hydration  
Transfer Resistant  
Waterproof  
Color True For 24 Hours  
Sweat & Humidity Proof  
Photo Friendly



## BORN THIS WAY

**SOFT MATTE  
FOUNDATION**

**24-HOUR WEAR +  
OIL CONTROL**

### **FINISH/COVERAGE**

Soft Matte  
Medium-Full Buildable

### **KEY BENEFITS**

24-Hour Wear  
12-Hour Oil Control  
Waterproof  
Sweat & Humidity Resistant  
Delivers 12 Hours of Moisture  
Non-Comedogenic



## BORN THIS WAY

**SUPER COVERAGE  
CONCEALER**

**CONCEALS,  
CONTOURS, HIGHLIGHTS  
& RETOUCHES**

### **FINISH/COVERAGE**

Natural  
Full

### **KEY BENEFITS**

12-Hour Wear  
Weightless & Hydrating Formula  
Clinically Tested to Boost  
Moisture Instantly by 52%  
Oil-free & Non-Comedogenic  
Photo Friendly





## BORN THIS WAY *Ethereal Light*

**ILLUMINATING  
SMOOTHING CONCEALER**

**BRIGHTENS &  
CONCEALS DARK CIRCLES**

### **FINISH/COVERAGE**

Natural Luminous  
Medium Buildable

### **KEY BENEFITS**

24-Hour Wear  
  
Lightweight,  
Serum-Like Formula  
  
Delivers Immediate &  
All-Day Moisture  
  
Waterproof, Sweat &  
Humidity-Resistant  
  
Non-Creasing



## CHOCOLATE SOLEIL

**MELTING BRONZING  
& SCULPTING STICK**

**12-HOUR LONGWEAR  
CREAMY STICK BRONZER**

### **FINISH/COVERAGE**

Natural Satin  
Medium Buildable

### **KEY BENEFITS**

Infused With  
Real Cocoa Powder  
  
Lightweight Cream Formula  
  
Melts Into Skin,  
Blends Easily  
  
Natural-Looking Second-Skin  
Warmth & Dimension  
  
Smells Like  
Chocolate-Covered Oranges



## BORN THIS WAY

**SOFT BLUR  
SETTING POWDER**

**PRESSED POWDER**

### **FINISH/COVERAGE**

Translucent  
Sheer-Light

### **KEY BENEFITS**

Soft Focus Finish  
  
Light, Smooth, Cloud-Like Feel  
  
Blots Away Shine  
  
Helps Blur Imperfections