

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



GOLDEN BEIGE



LIGHT BEIGE

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lies underneath the surface skin

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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, **BORN THIS WAY** Super Glow, 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 GLOW		BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	HIGHLIGHTER PRIMER	CONCEAL	RETOUCH	CONCEAL		BRONZE/SCULPT		POWDER
SWAN	OPALESCENT	CLOUD	SWAN	MILKSHAKE VANILLA WAFER		MILK CHOCOLATE		LIGHT
SNOW	OPALESCENT	SWAN	SNOW	MILKSHAKE VANILLA WAFER		MILK CHOCOLATE		LIGHT
IVORY	OPALESCENT VANILLA BEAM	SWAN	VANILLA	VANILLA WAFER		MILK CHOCOLATE		LIGHT
ALMOND	OPALESCENT VANILLA BEAM	SWAN	ALMOND	VANILLA WAFER		CHOCOLATE MOUSSE		LIGHT

FAIR

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SHADE	HIGHLIGHTER PRIMER	CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER
SEASHELL	OPALESCENT VANILLA BEAM	CREAM PUFF	CREAM PUFF	GRAHAM CRACKER	CHOCOLATE MOUSSE	MEDIUM
PEARL	OPALESCENT VANILLA BEAM	MARSHMALLOW	CREAM PUFF	SUGAR	CHOCOLATE MOUSSE	MEDIUM
PORCELAIN	OPALESCENT VANILLA BEAM	SWAN	PORCELAIN	OATMEAL	CHOCOLATE MOUSSE	MEDIUM

LIGHT

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	<p>OP= OPALESCENT VB= VANILLA BEAM PP= POLISHED PETAL HG= HONEY GLOW</p> 								
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER GLOW		BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER	CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER		
SHADE	HIGHLIGHTER PRIMER		CONCEAL	RETOUCH	CONCEAL	BRONZE/SCULPT	POWDER		
VANILLA	OP	VB	PP	CREAM PUFF	VANILLA	BUTTERCUP	CHOCOLATE SOUFFLE	MEDIUM	
	PP	HG							
NUDE	OP	VB	PP		NUDE	GRAHAM CRACKER	CHOCOLATE SOUFFLE	MEDIUM	
	PP	HG							
WARM NUDE	OP	VB	PP		PORCELAIN	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM	
	PP	HG							
GOLDEN BEIGE	OP	VB	PP		GOLDEN BEIGE	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM	
	PP	HG							
LIGHT BEIGE	OP	VB	PP		LIGHT BEIGE	BUTTER CROISSANT	CHOCOLATE SOUFFLE	MEDIUM	
	PP	HG							

MEDIUM

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	<p>PP= POLISHED PETAL HG= HONEY GLOW GM= GOLDEN MOCHA</p> 												
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SHADE		HIGHLIGHTER PRIMER		CONCEAL		RETOUCH		CONCEAL		BRONZE/SCULPT		POWDER	
NATURAL BEIGE		<div><div>PP</div><div>HG</div><div>HG</div><div>GM</div></div>		VANILLA		NATURAL BEIGE		BUTTER CROISSANT		CHOCOLATE CARAMEL		MEDIUM	
WARM BEIGE		<div><div>PP</div><div>HG</div><div>HG</div><div>GM</div></div>		PORCELAIN		WARM BEIGE		BUTTER CROISSANT		CHOCOLATE CARAMEL		MEDIUM	
SAND		<div><div>PP</div><div>HG</div><div>HG</div><div>GM</div></div>		LIGHT BEIGE		SAND		BUTTER CROISSANT		CHOCOLATE CARAMEL		MEDIUM	
PRALINE		<div><div>PP</div><div>HG</div><div>HG</div><div>GM</div></div>		GOLDEN BEIGE		SAND		BUTTER CROISSANT		CHOCOLATE CARAMEL		MEDIUM	

TAN

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	 <div>HG= HONEY GLOW GM= GOLDEN MOCHA</div>						
BORN THIS WAY FOUNDATION	BORN THIS WAY SUPER GLOW	BORN THIS WAY SUPER COVERAGE CONCEALER		BORN THIS WAY ETHEREAL LIGHT CONCEALER		CHOCOLATE SOLEIL BRONZING & SCULPTING STICK	BORN THIS WAY SOFT BLUR POWDER
SHADE	HIGHLIGHTER PRIMER	CONCEAL	RETOUCH	CONCEAL		BRONZE/SCULPT	POWDER
HONEY	<div><div>HG</div><div>GM</div><div>GM</div></div>	SAND	HONEY	GINGERSNAP		CHOCOLATE CARAMEL	TAN
CARAMEL	<div><div>HG</div><div>GM</div><div>GM</div></div>	SAND	CARAMEL	GINGERSNAP		CHOCOLATE CARAMEL	TAN
MOCHA	<div><div>HG</div><div>GM</div><div>GM</div></div>	TAFFY	MOCHA	BISCOTTI		CHOCOLATE MOCHA	TAN
BUTTER PECAN	<div><div>HG</div><div>GM</div><div>GM</div></div>	WARM SAND	BUTTERSCOTCH	GINGERSNAP		CHOCOLATE MOCHA	TAN

DEEP

FIND YOUR PERFECT MATCH!





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SHADE	HIGHLIGHTER PRIMER	CONCEAL	RETOUCH	CONCEAL		BRONZE/SCULPT	POWDER	
MAPLE	GOLDEN MOCHA SUNLIT CINNAMON	WARM SAND TAFFY	MAPLE	GINGERSNAP		CHOCOLATE MOCHA	TAN	
CHESTNUT	GOLDEN MOCHA SUNLIT CINNAMON	BUTTERSCOTCH	CHESTNUT	HONEY GRAHAM		CHOCOLATE MOCHA	TAN	
CHAI	GOLDEN MOCHA SUNLIT CINNAMON	WARM SAND	CHAI	GINGERSNAP		CHOCOLATE MOCHA	DEEP	
SPICED RUM	GOLDEN MOCHA SUNLIT CINNAMON	CHESTNUT	SPICED RUM	CARAMEL DRIZZLE		CHOCOLATE LAVA	DEEP	
HAZELNUT	GOLDEN MOCHA SUNLIT CINNAMON	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, **BORN THIS WAY** Super Glow, Super Coverage Concealer, Ethereal Light Concealer, **CHOCOLATE SOLEIL** Bronzing & Sculpting Stick & **BORN THIS WAY** Soft Blur Powder

											
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SHADE		HIGHLIGHTER PRIMER		CONCEAL	RETOUCH	CONCEAL		BRONZE/SCULPT		POWDER	
TIRAMISU		GOLDEN MOCHA SUNLIT CINNAMON		CHAI	SPICED RUM	CARAMEL DRIZZLE		CHOCOLATE LAVA		DEEP	
COCOA		GOLDEN MOCHA SUNLIT CINNAMON		CHAI CHESTNUT	COCOA	CARAMEL DRIZZLE		CHOCOLATE LAVA		DEEP	
SABLE		GOLDEN MOCHA SUNLIT CINNAMON		CHAI	SABLE	MILK CHOCOLATE		CHOCOLATE ESPRESSO		DEEP	
TRUFFLE		GOLDEN MOCHA SUNLIT CINNAMON		SABLE	SABLE	MILK CHOCOLATE		CHOCOLATE ESPRESSO		DEEP	
GANACHE		GOLDEN MOCHA SUNLIT CINNAMON		SABLE	GANACHE	MILK CHOCOLATE		CHOCOLATE ESPRESSO		DEEP	

WEAR IT 4 WAYS!

BORN THIS WAY SUPER GLOW

**ALONE
FOR RADIANCE**



**UNDER
FOUNDATION**



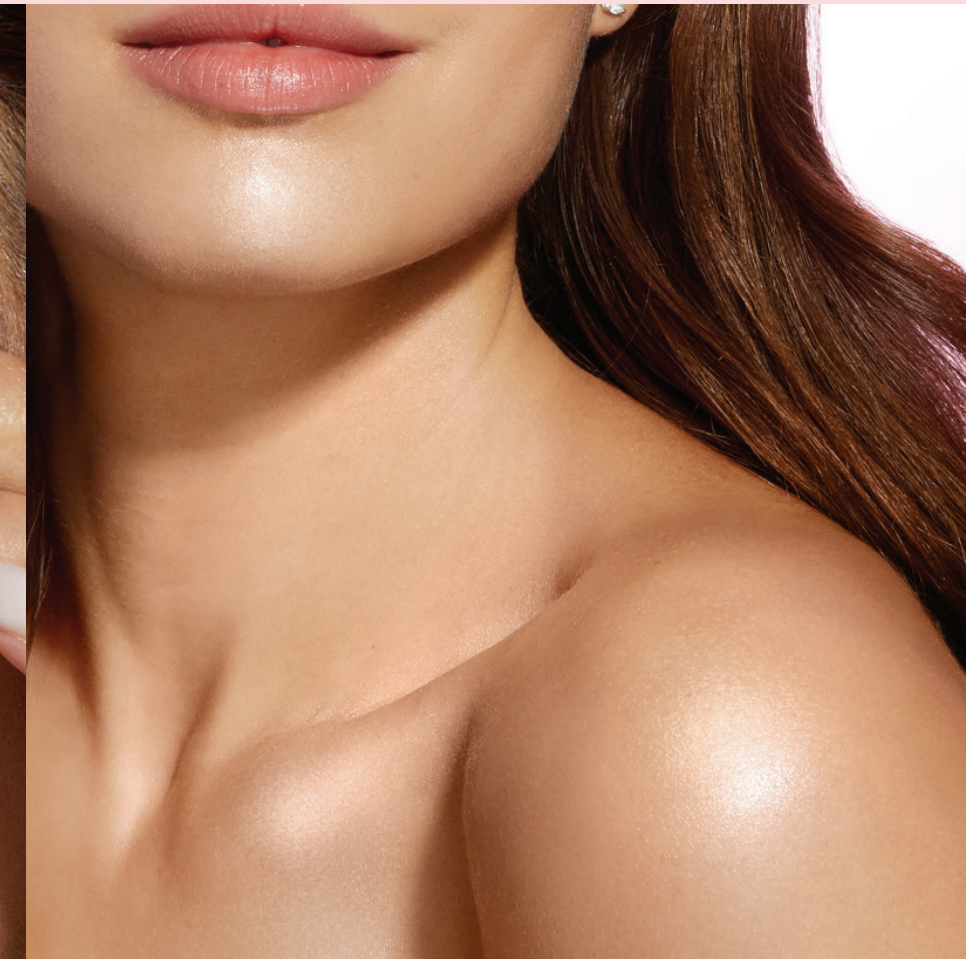
**MIXED
WITH FOUNDATION**



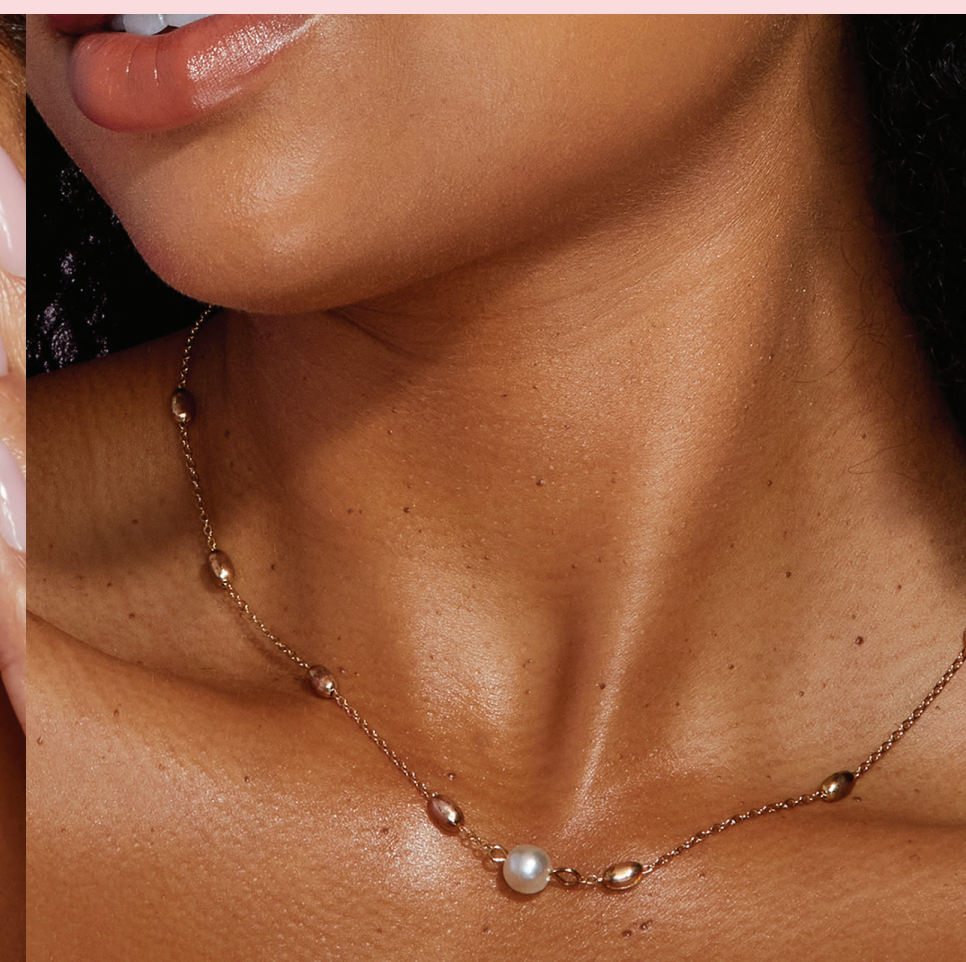
**ON FACE & BODY
FOR ALL-OVER-GLOW**



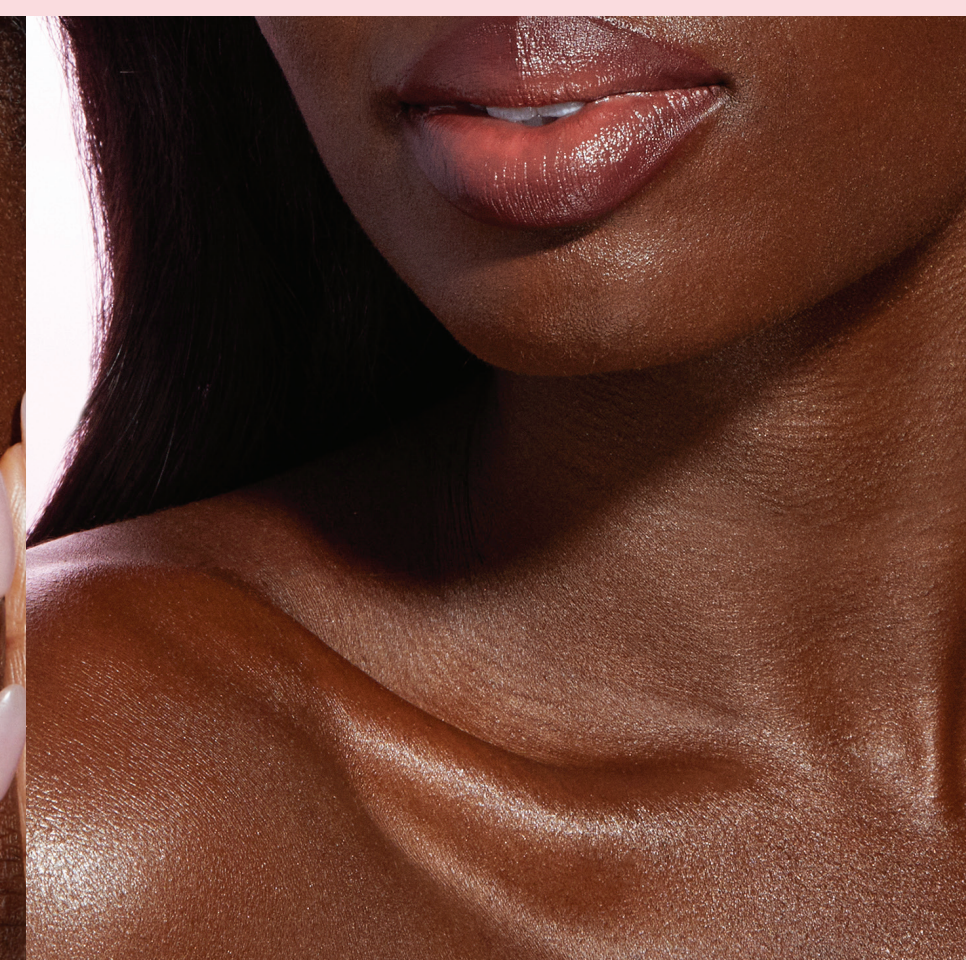
SHADE: VANILLA BEAM



SHADE: HONEY GLOW



SHADE: GOLDEN MOCHA



SHADE: SUNLIT CINNAMON



BORN THIS WAY

SUPER GLOW

**MULTI-USE HIGHLIGHTING
SKIN ENHANCER**
(A FUSION OF SKINCARE
+ ILLUMINATION)

FINISH/COVERAGE

Sheer Radiant

KEY BENEFITS

Formulated with
80% Skincaring Ingredients

Longwearing

Waterproof, Sweat &
Humidity-Resistant

All-Day, Non-Greasy
Hydration



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