

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

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level & undertone to determine
your perfect foundation

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

*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		BRONZER/SCULPT	POWDER
SWAN	CLOUD	SWAN	MILKSHAKE VANILLA WAFER		CHOCOLATE MOUSSE	LIGHT
SNOW	SWAN	SNOW	MILKSHAKE VANILLA WAFER		CHOCOLATE MOUSSE	LIGHT
IVORY	SWAN	VANILLA	VANILLA WAFER		CHOCOLATE MOUSSE	LIGHT
ALMOND	SWAN	ALMOND	VANILLA WAFER		CHOCOLATE MOUSSE	LIGHT

FAIR

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SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZER/SCULPT	POWDER
SEASHELL	CREAM PUFF	CREAM PUFF	GRAHAM CRACKER	CHOCOLATE MOUSSE	MEDIUM
PEARL	MARSHMALLOW	CREAM PUFF	SUGAR	CHOCOLATE MOUSSE	MEDIUM
PORCELAIN	SWAN	PORCELAIN	OATMEAL	CHOCOLATE MOUSSE	MEDIUM

LIGHT

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SHADE	CONCEAL	RETOUCH	CONCEAL		BRONZER/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

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SHADE	CONCEAL	RETOUCH	CONCEAL		BRONZER/SCULPT	POWDER
NATURAL BEIGE	VANILLA	NATURAL BEIGE	BUTTER CROISSANT		CHOCOLATE CARMEL	MEDIUM
WARM BEIGE	PORCELAIN	WARM BEIGE	BUTTER CROISSANT		CHOCOLATE CARMEL	MEDIUM
SAND	LIGHT BEIGE	SAND	BUTTER CROISSANT		CHOCOLATE CARMEL	MEDIUM
PRALINE	GOLDEN BEIGE	SAND	BUTTER CROISSANT		CHOCOLATE CARMEL	MEDIUM

TAN

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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

BRONZER/SCULPT

POWDER

HONEY

SAND

HONEY

GINGERSNAP

CHOCOLATE
CARAMEL

TAN

CARAMEL

SAND

CARAMEL

GINGERSNAP

CHOCOLATE
CARAMEL

TAN

MOCHA

TAFFY

MOCHA

BISCOTTI

CHOCOLATE
CARAMEL

TAN

BUTTER PECAN

WARM SAND

BUTTERSCOTCH

GINGERSNAP

CHOCOLATE
CARAMEL

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	BRONZER/SCULPT	POWDER
MAPLE	WARM SAND TAFFY	MAPLE	GINGERSNAP	CHOCOLATE LAVA	TAN
CHESTNUT	BUTTERSCOTCH	CHESTNUT	HONEY GRAHAM	CHOCOLATE LAVA	TAN
CHAI	WARM SAND	CHAI	GINGERSNAP	CHOCOLATE LAVA	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

					
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SHADE	CONCEAL	RETOUCH	CONCEAL	BRONZER/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 LAVA	DEEP
TRUFFLE	SABLE	SABLE	MILK CHOCOLATE	CHOCOLATE LAVA	DEEP
GANACHE	SABLE	GANACHE	MILK CHOCOLATE	CHOCOLATE LAVA	DEEP



BORN THIS WAY

NATURAL FOUNDATION

UNDETECTABLE
MEDIUM-TO-FULL
COVERAGE
FOUNDATION

FINISH/COVERAGE

Natural
Medium-Full Buildable

KEY BENEFITS

12-Hour Wear
Hydrating
Oil-free
Radiant Appearance
Photo Friendly
Non-Comedogenic



BORN THIS WAY

SOFT MATTE FOUNDATION

24-HOUR FOUNDATION
+ 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