**Summer Video Academy Video 1: Foundation By Joan Daniels, Sales Director**

**FAQ’s:**

1. **I only have \_\_\_\_\_ foundations in my Starter Kit and no other demos yet. What do I do?**

**Use what you got sister! And start to build up your demos over time. How do you do that? Do faces and sell products! New business should be driving your business and with your new business you should be taking your 50% profit on sales and holding it in your business account for 90 days (quarterly) so that you can do things like buy demos, buy samplers, stock products, and pay off loans or credit cards you used to start your business.**

1. **Do I need ALL these demos?**

**Not necessarily…if you are going to be doing facials, the easiest thing to do is stock the TW Matte because you can covert to anything…but even then, you can start with the colors you will most frequently use (Ivory/Beige, Beige/Bronze or Variey). And as you need to, add more in over time as you are doing more and more faces.**

1. **What should I stock for demo first?**

**Start with Mineral Powder, Brushes (8-10)…some of this came in your kit most likely. Finish out what you don’t have (min powders and extra brushes). Start with colors that you will mostly be using (ex. If you know variety get variety, if you know caucasion women get Ivory/Beige, if you know mostly African American or Hispanic then start with Beige/Bronze.)**

**2nd Concealors & Undereye Corrector (remember that Concealors and Undereye Corrector go ON TOP of foundation EXCEPT they go under Mineral Powder foundation.)**

**3rd CC Cream**

**4th TW Matte Foundations- use labels**

**5th Endless Performance Crème to Powder – Cosmetic Display tray on section 2.**

1. **Why didn’t you use the Foundation Tool that you hold up to your skin?**

**That tool is only a starting point…to accurately match you must see it on their skin and see what their pH does to the coloring. It takes about 30 seconds for the foundation to give you a true match.**

1. **Why 3 stripes? What if I match it in 1 or 2?**

**There are usually 2 maybe 3 options. You need to look at at least 3 before deciding. Keep in mind the seasons too. They might want to go slightly darker in the summer and up to 2 shades lighter in the winter. I educate clients that they need 2 foundations per year for the season.**

1. **How do I know which foundation to try on them?**

**Match with matte liquid first if you can (use Matte because the luminous is too moisturizing for combo or oily people and I just explain to dry peeps that we are looking at color not hydration)…that way you have it on file and can match them to anything….then it is just about what they want…**

**CC Cream – tinted moisturizer that covers redness, helps acne prone skin heal, oil absorbing plus anti-aging and spf 15.**

**Med Coverage – our most oil absorbing….absorbs for 8 hours (I don’t match with this anymore).**

**TW foundations (Matte = oil absorbing 6 hours, Luminous for dewy look and hydration), anti-aging plus great for your skin…tighten while you wear it!**

**Mineral Powder Foundatoin – lightweight but can layer coverage, covers redness.**

**Endless Performance (crème to powder) – great for humid environments, gives more coverage than Min powder. Great for pics/brides etc.**

1. **Do you use Mineral Powder Foundation every facial or Translucent?**

**Yes, I demo one or the other because they generally need powder to set foundation prior to color. Translucent is great to set foundation, absorbs oil and is light diffusing… Mineral Powder is great for more color coverage. Only time I don’t use powder is if they are using Endless Performance since it is a powder finish.**

1. **Do you always demo Foundation Primer?**

**Yes! If not on their face (Because they are using CC cream and don’t need it since it is a tinted moisturizer), then on their arm. Why? IT IS AWESOME! ☺ Who doesn’t want a smooth amazing finish?11**