

SKIN TONE GUIDE



DISCOVER YOUR PERFECT SHADES



What *tone* am I?

Have you ever wondered why you feel better in some colors versus others? It all comes down to your skin tone and the colors that coordinate well with it. Complete the tests below to determine your skin tone and then use the following pages to determine the shades that look the best on you!

the vein test

look at the veins on your wrist

- olive/green veins = warm toned
- blue veins = cool toned
- mix of the above = neutral toned

the jewelry test

use only necklaces or bracelets for this test. which metal makes your skin look healthier?

- gold metals = warm toned
- silver metals = cool toned

the white paper test

hold a white sheet of paper next to your chest

- blue/pink skin colors = cool toned
- green/gold skin colors = warm toned
- neutral tones will fluctuate based on season

sun exposure test

which best describes you?

- cool toned skin tends to burn easily
- warm toned skin tends to tan easily

DISCOVER YOUR COLORS

SHADES FOR warm skin tones



The colors that look best with your skin tones are rich, earthy tones in shades of red, orange, yellow, greens, and browns. If you're in the mood for neutral colors, check out warm grays like mushroom or taupe and off-whites.

HAIR COLOR

deep dark brown to dark blonde

SKIN COLOR

green / yellow / golden / olive undertones

CELEBRITY SHADES

J Lo, Jessica Alba, Kim Kardashian, Sandra Bullock,
Jennifer Aniston

QUICK TIP

jewel tones still look good on warm tones, but deeper in color
(eggplant instead of purple, deep teal instead of electric blue)

COMPLIMENTARY COLORS

khaki, gray, olive green, orange, coral



SHADES FOR cool skin tones



The colors that look best with your skin tones are considered sea shades (teal, blues, greens) as well as frosty shades (berries, blue grays, icy tones). If you're in the mood for neutral colors, check out crisp whites.

HAIR COLOR

ash blonde and ash brown, black with blue tint

SKIN COLOR

blue / rosy / pink undertones

CELEBRITY SHADES

Anne Hathaway, Amanda Seyfreid, Nicole Kidman,
Emma Stone

QUICK TIP

if you have blue eyes, wear blue... and the same goes
for green eyes, wear green

COMPLIMENTARY COLORS

blues, greens, purples



SHADES FOR neutral skin tones



The colors that look best with your skin tones are blush toned pinks, pastel yet rich berries. If you are in the mood for neutral colors, check out off-whites and grays

HAIR COLOR

combination of blonde with ashy streaks or
brown with warmer streaks

SKIN COLOR

ivory / beige / light olive undertones

CELEBRITY SHADES

Angelina Jolie, Rachel McAdams, Taylor Swift,
Reese Witherspoon

QUICK TIP

most neutrals have hazel eyes and can accentuate the
green in their eyes by wearing purples

COMPLIMENTARY COLORS

jade green and placid blue



SHADES FOR
everyone

These beautiful shades look great on almost every skin tone. These shades are considered "universal" in that they flatter most tones paired with eye and hair colors.

TEAL

EGGPLANT

BLUSH

SEA

PINK

TRUE RED

PURPLE

