

FACE

MAYBELLINE FACE FAMILIES

FIT
me

ACCESSIBLE
Lightweight, Natural Finish



INSTANT AGE REWIND

MULTI-USE
All-In-1 products



SUPER STAY

LONGWEAR
Full coverage, transfer-resistant



FACE+

SKINCARE + MAKEUP
SPF / Hydration / Salicylic Acid

ARTISTRY & TRENDY



THE FACE ROUTINE 101

STEP 1 PRIMER

Primer is the base of any face routine. It preps your skin for your makeup by creating a smooth and even canvas. Each of our five **Master Prime** primers have added benefits to target specific skin concerns. Our **Baby Skin® Instant Pore Eraser®** uses a sheer formula with no whitecast and leaves skin with a baby smooth and matte finish.



STEP 2 FOUNDATION

The second step to achieving flawless looking skin is selecting the right foundation for you. Maybelline has four foundation franchises, **Fit Me**, **Super Stay**, **Dream** and **Instant Age Rewind**, with their own unique attributes, so everyone can find the products that work for them.



STEP 3 CONCEALER

Choose **IAR** for a do-it-all option that can conceal, correct, contour. **Fit Me** is for everyone looking for breathable, medium coverage and precise application. **Super Stay** users are looking for full coverage and long wear up to 30hrs.



STEP 4 COLOR

Blush, **bronzer** and **highlighter** are all about letting your inner artist shine. **Fit Me Blush** comes in 10 shades so that you can find your perfect match. **Cheek Heat** is a gel-cream blush that provides a natural blushed look. **City Bronzer** is formulated with whipped cocoa butter for seamless application. **Master Chrome highlighters** let you glow all day long.



STEP 5 SET

Setting your makeup is the secret to keep makeup looking fresh all day. **Lasting Fix Setting Spray** is a translucent setting spray that locks in makeup and prevents color fading for up to 16 hours. Powder plays an important role in making sure your foundation and concealer stay in place! **Super Stay** powder provides full coverage that lasts up to 16 hours. **Fit Me** powder (pressed and loose) controls shine and leaves skin looking poreless. Our **Lasting Fix Banana** powder brightens complexion and blurs pores. It is suitable for all skin tones.



PRIMER PORTFOLIO



HYDRATE
MOISTURIZE SKIN



SMOOTH
BLUR IMPERFECTIONS



COLOR CORRECT
EVEN SKIN TONE



REDUCE PORES
CONTROL OIL



DEFEND
PROTECT WITH SPF 30



INSTANTLY
ERASE PORES



BLURS PORES
CONTROL SHINE

PRO TIP:

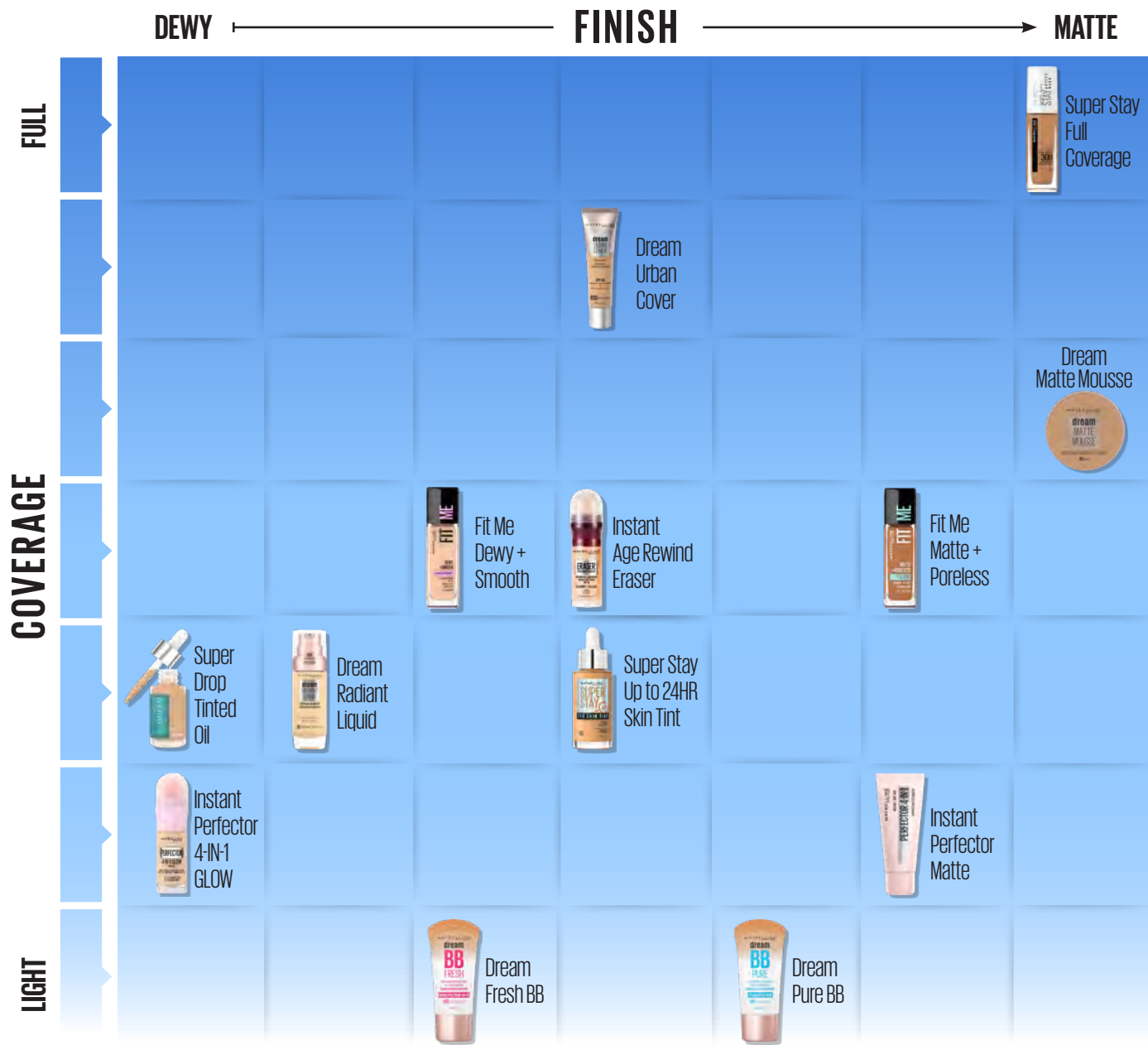
*On a day when you have to get
ready in a New York minute,
throw on a primer by itself
for an easy no makeup look.*

FOUNDATION MAP

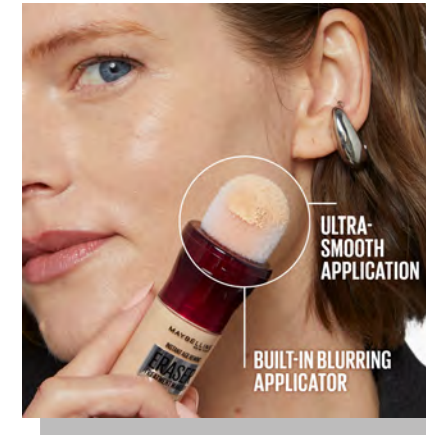
FIND YOUR RIGHT FOUNDATION

Choose your ideal coverage, starting from our lightest coverage at the bottom to our fullest coverage at the top, and your ideal finish, starting from our dewiest formulas on the left to our most matte formulas on the right. For more, try our Foundation Finder at:

MAYBELLINE.COM/FOUNDATIONFINDER



INSTANT AGE REWIND ERASER FOUNDATION



**16
SHADES**

BLURRED SMOOTH SKIN

Reduces the appearance
of fine lines & wrinkles.

NEW SHADE 360	NEW SHADE 355	NEW SHADE 340	NEW SHADE 330
NEW SHADE 310	300	NEW SHADE 225	NEW SHADE 210
200	190	150	130
120	NEW SHADE 118	NEW SHADE 112	NEW SHADE 110



INSTANT TRANSFORMATION



**INSTANT ERASER
FOUNDATION**

Blurs imperfections,
evens skin tone and texture.
Medium coverage.

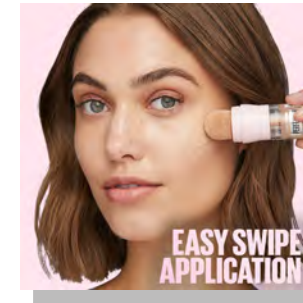


**INSTANT ERASER
CONCEALER**

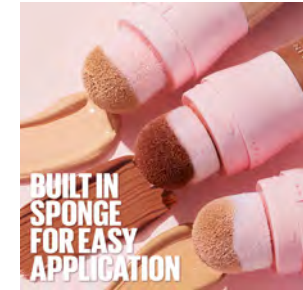
Multi use: conceal, contour,
and more. Natural finish.

INSTANT AGE REWIND

PERFECTOR 4-IN-1 GLOW



EASY SWIPE
APPLICATION



BUILT IN
SPONGE
FOR EASY
APPLICATION



4-IN-1

- ✓ PRIMES
- ✓ CONCEALS
- ✓ EVENS
- ✓ HIGHLIGHTS

LIGHT COVERAGE



8
SHADES

4-IN-1 GLOW MAKEUP
Swipe on for an effortless glow.

SELF ADJUSTING SHADES
PERFECT SKIN IN AN INSTANT



DREAM BB

FRESH / PURE



	GOOD HOUSEKEEPING		
	dream BB FRESH		
FINISH	matte	natural	radiant
SKIN BENEFIT	acne control	protection	hydration
COVERAGE	light	medium	full
SKIN TYPE	normal	oily	dry

	GOOD HOUSEKEEPING		
	dream BB PURE		
FINISH	matte	natural	radiant
SKIN BENEFIT	acne control	protection	hydration
COVERAGE	light	medium	full
SKIN TYPE	normal	oily	dry



5
SHADES

AMERICA'S #1
BB Brand

DREAM BB FRESH



DREAM BB PURE



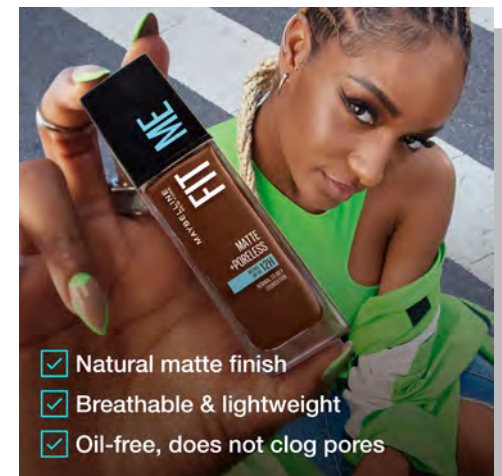
FIT ME

MATTE + PORELESS FOUNDATION



40
SHADES

97% FOUND THEIR FIT



SUPER STAY

UP TO 24HR SKIN TINT

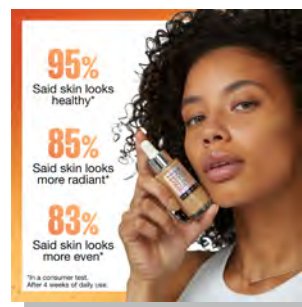


18
VEGAN SHADES

BRIGHT SKIN-LIKE COVERAGE

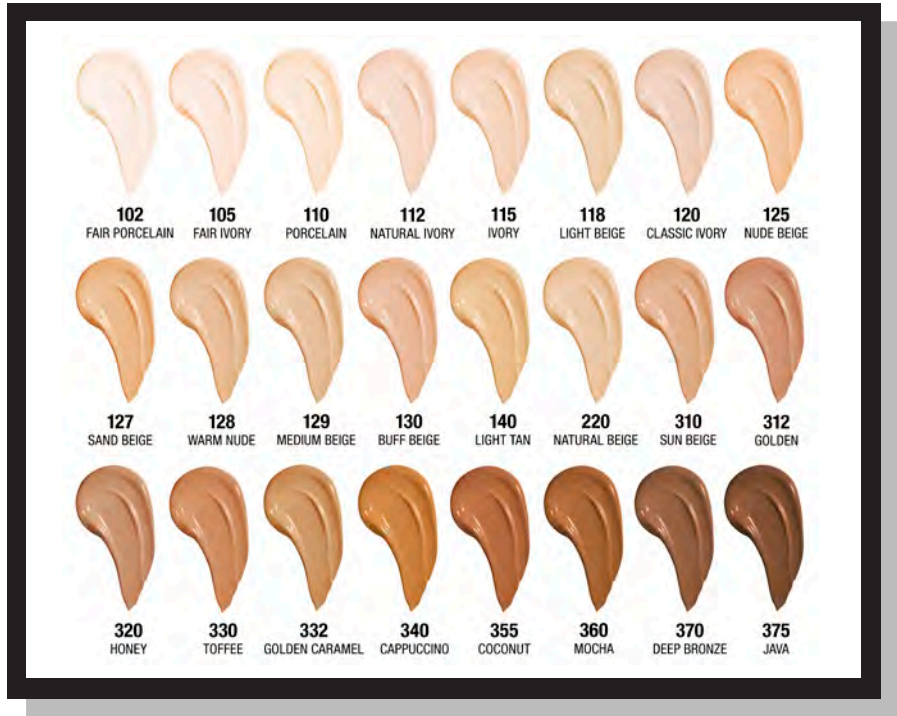
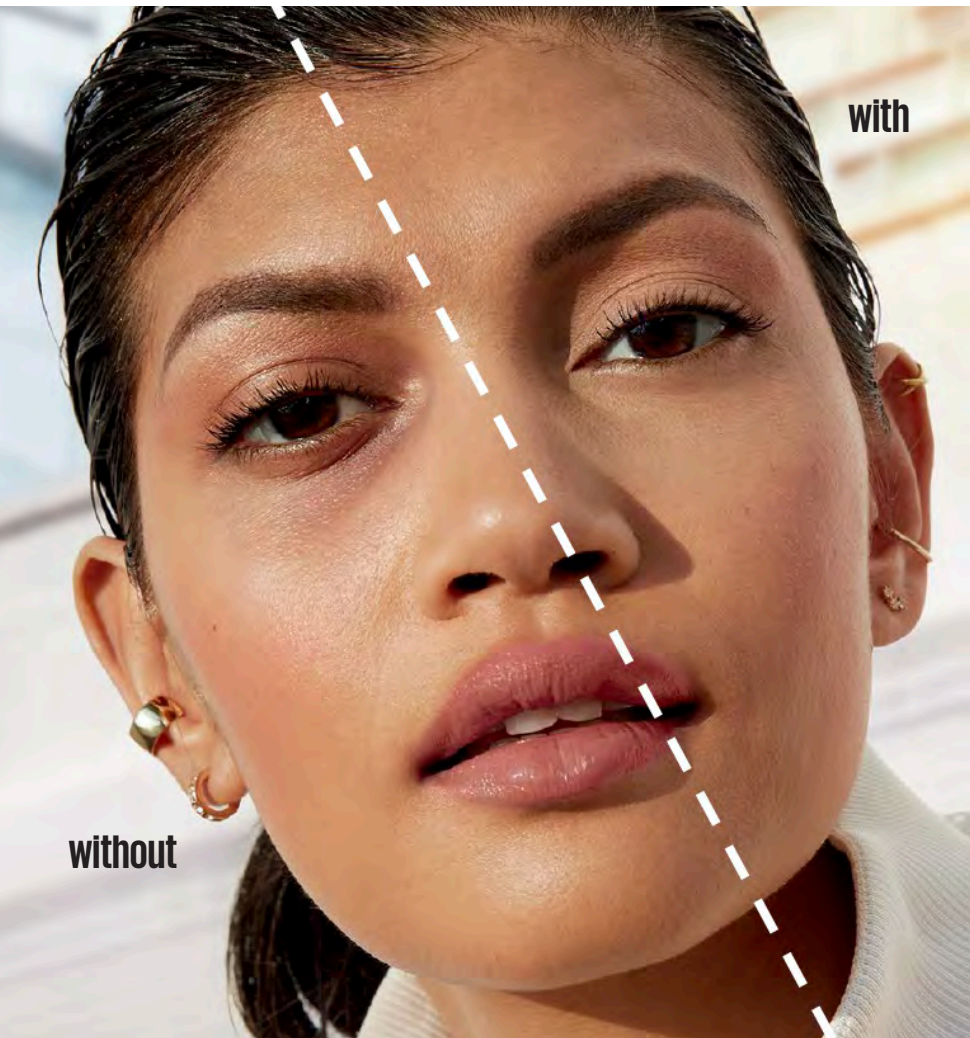
Infused with Vitamin C*

*Vitamin C = Vitamin C derivative



SUPER STAY

ACTIVE WEAR



24
SHADES

UP TO 30HR WEAR

Lightweight. Buildable. 12HR Hydration.



FOUNDATION PORTFOLIO

FOUNDATION

COVERAGE

FINISH

BENEFIT

SHADES



FIT ME MATTE + PORELESS

Medium

Matte

Mattifying

40



SUPER STAY 30HR ACTIVE WEAR

Full

Matte

All Day Wear

24



INSTANT AGE REWIND

Medium

Natural

Blurring

16



FIT ME DEWY + SMOOTH

Medium

Dewy

Smoothing

24



INSTANT PERFECTOR 4-IN-1 GLOW

Light

Glow look

Prime, conceal, highlight,
even skin tone

8



SUPER STAY 24HR SKIN TINT

Light to Medium

Natural

Brightening

18



DREAM RADIANT

Medium

Radiant

Moisturizing

12

QUESTION GUIDE

SOME CONSUMERS DON'T ALWAYS KNOW HOW TO DESCRIBE THEIR IDEAL FOUNDATION IN TERMS OF FINISH AND COVERAGE, LEAVING THEIR BEAUTY ADVISOR TO READ BETWEEN THE LINES. TRY ASKING THESE QUESTIONS IF YOU FIND YOURSELF IN THAT SITUATION!

DRY, OILY, NORMAL, OR COMBINATION SKIN? THIS HELPS DETERMINE THE RIGHT FINISH. THE GENERAL RULE IS:

Dry skin = dewy finish **SUPER STAY UP TO 24HR SKIN TINT WITH VITAMIN C**

Oily skin = matte finish **FIT ME MATTE + PORELESS**

Normal/combo skin = natural finish **INSTANT AGE REWIND ERASER**

WHAT'S THE OCCASION?

For a night out or to create a bold makeup look, recommend **SUPER STAY** for an everyday foundation, recommend **FIT ME** or **INSTANT AGE REWIND ERASER**. If they're going to wear it out all day in the hot sun, recommend **SUPER STAY UP TO 24HR SKIN TINT WITH VITAMIN C**.

ARE YOU NEW TO MAKEUP?

For a consumer that's new to makeup, recommend they start off with **FIT ME** since it's our entry level price point and offers a medium coverage that's easy to apply. For a more experienced consumer that's willing to try something bolder, recommend **SUPER STAY**.

WHAT'S AN UNDERTONE?

An undertone is the color beneath the surface of your skin that affects your overall hue. There are three undertones: cool, warm, and neutral. A cool undertone has hints of blue, pink, or red, while a warm undertone is more peachy, golden, or yellow. Neutral means you have either both or neither.

HOW TO FIND YOUR UNDERTONE

JEWELRY TEST: Do you look better in gold or silver jewelry? If it is gold, you most likely have warm undertones. If it is silver, your skin is inclined to have cool undertones.

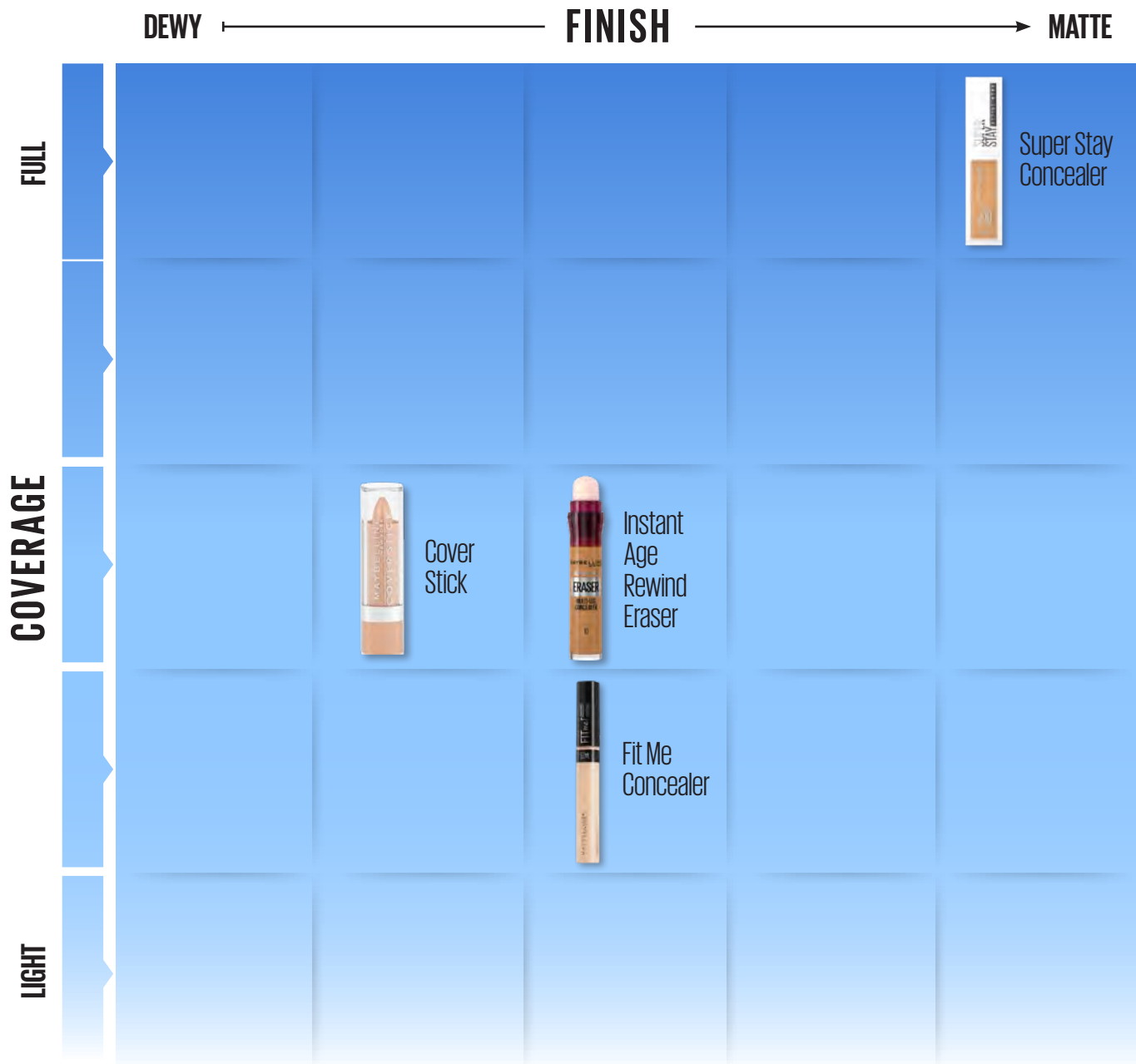
VEIN TEST: Look at the veins on your forearm. If they have a green tinge to them, they likely run warm. If they have a bluish tinge to them, your tones probably run cool. If you have mixed answers, you probably have neutral undertones!

CONCEALER

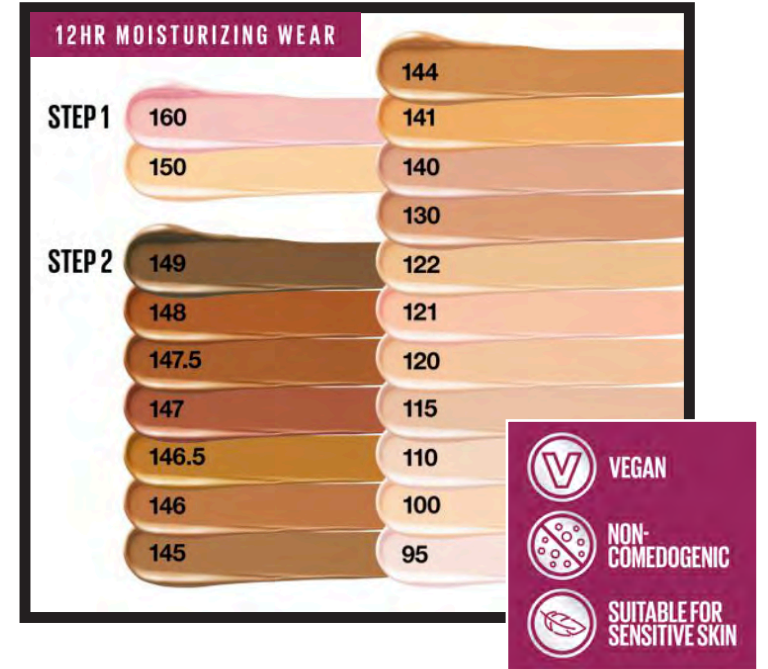
MAP

FIND YOUR RIGHT CONCEALER

Choose your ideal coverage, starting from our lightest coverage at the bottom to our fullest coverage at the top, and your ideal finish, starting from our dewiest formulas on the left to our most matte formulas on the right.

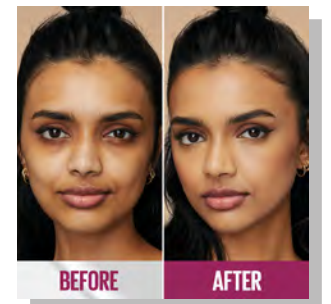
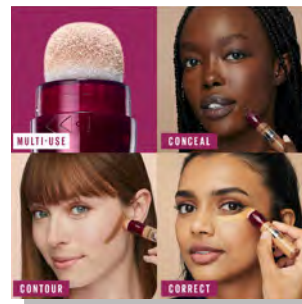


INSTANT AGE REWIND ERASER CONCEALER



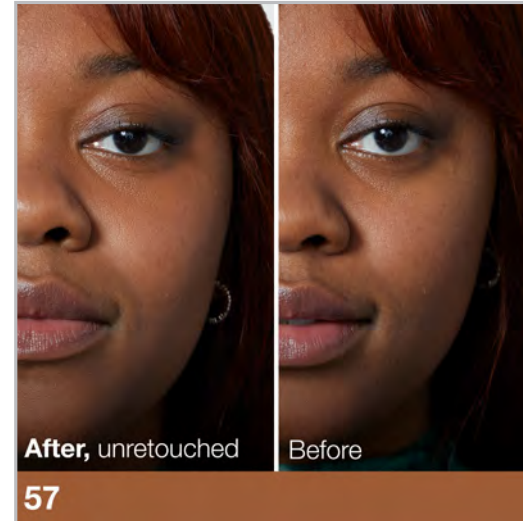
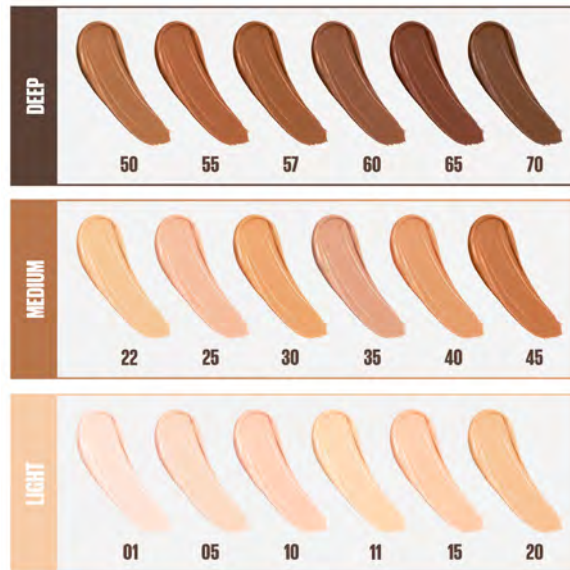
18
SHADES

OUR DO-IT-ALL CONCEALER
Conceal. Correct. Contour.



FIT ME

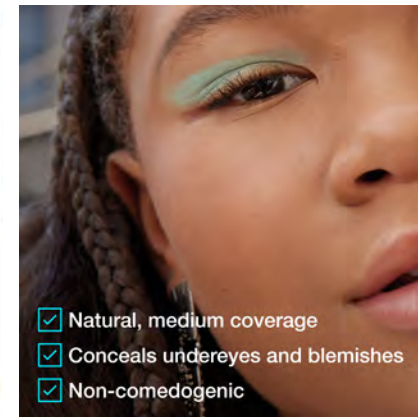
CONCEALER



PRECISE APPLICATION

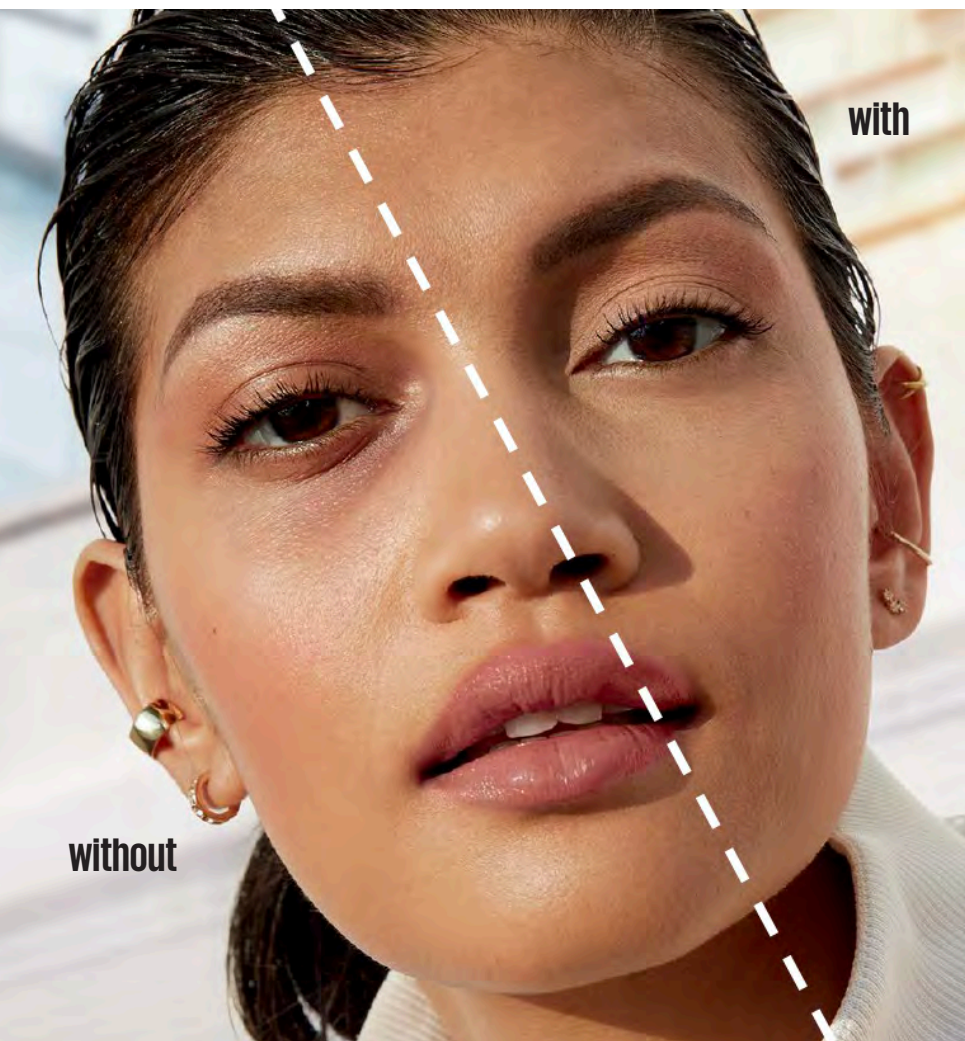
18
SHADES

FOR FLAWLESS SPOT CORRECTING



SUPER STAY

UP TO 30HR CONCEALER



New Pack + High
Performance Formula



30HR CREASE-RESISTANT FORMULA
Flex comfort curve applicator

16
SHADES





CONCEALER PORTFOLIO

4 WAYS TO CONCEAL



COVER DARK CIRCLES



SPOT CORRECT



FULL COVERAGE



CONTOUR

CONCEALER

COVERAGE

FINISH

BENEFIT

SHADES

FIT ME

Light to Medium

Natural

Spot corrector, precise applicator

18

INSTANT ERASER

Medium to Full

Natural

Multi-use: Conceal under eyes, correct spots and contour

18

COVERSTICK

Medium to Full

Natural

Multi-use, color correction

6

SUPER STAY 30HR

Full

Matte

Under-eyes, longwear, full coverage

16

POWDER MAP

FIND YOUR RIGHT POWDER

Choose your ideal coverage, starting from our lightest coverage at the bottom to our fullest coverage at the top, and your ideal finish, starting from our dewiest formulas on the left to our most matte formulas on the right.



FIT ME

MATTE + PORELESS POWDER AND LOOSE FINISHING POWDER



MATTE + PORELESS POWDER



AMERICA'S
BEST
SELLING
POWDER

- ✓ 12HR WEAR
- ✓ REDUCES LOOK OF PORES
- ✓ MATTIFIES
- ✓ NON-COMEDOGENIC



24
SHADES

LOOSE FINISHING POWDER

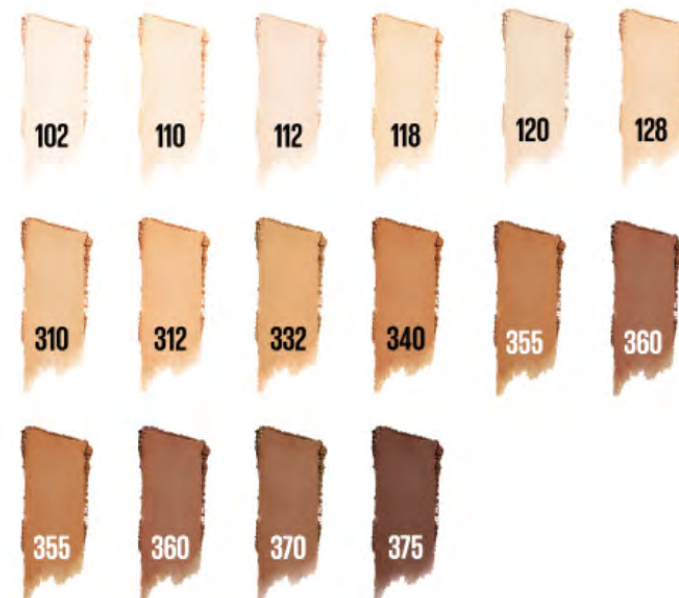


8
SHADES

- ✓ CONTROLS SHINE
- ✓ SMOOTHS SKIN
- ✓ 12HR WEAR
- ✓ USE TO SET OR BAKE

SUPER STAY

UP TO 24HR HYBRID
POWDER-FOUNDATION



16
SHADES

**MEDIUM-TO-FULL
SOFT MATTE COVERAGE**
Up to 24HR power



LASTING FIX

BANANA SETTING POWDER



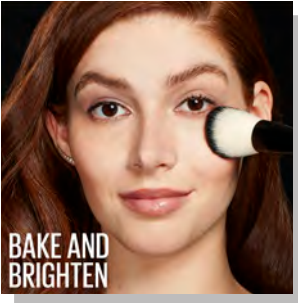
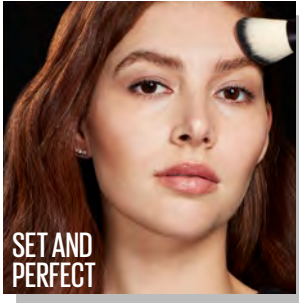


ALL DAY WEAR

- ☒ **INSTANTLY BLURS PORES**
- ☒ **BLENDS EASILY ON SKIN**
- ☒ **UNDETECTABLE FINISH**

BRIGHTENING BANANA SHADE

PREP, SET, ACHIEVE A MATTE FINISH
Can be used alone or on top of makeup.



LASTING FIX All Day Matte Setting Powder			
FINISH	dewy	natural	matte
COVERAGE	translucent light	medium	full
SKIN TYPE	normal/dry	oily	all

POWDER PORTFOLIO

POWDER

COVERAGE

FINISH

BENEFIT

SHADES



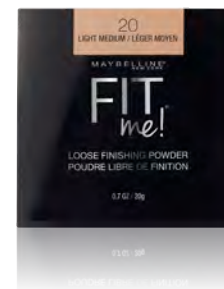
LASTING FIX BANANA

Translucent

Illuminating Matte

Brightens complexion & blurs pores. Bake, set & perfect for all day wear

1



FIT ME LOOSE

Light

Matte

Provides the perfect finishing touch to your makeup base

8



FIT ME MATTE + PORELESS

Buildable

Matte

Mattifies and leaves a poreless-looking finish with long-lasting shine control

24



SUPER STAY 24HR HYBRID POWDER- FOUNDATION

Medium to full

Matte

Super resistant hybrid technology that defies sweat, water & transfer

16

Powder comes either pressed or loose. Loose tends to be more lightweight. The pigments are finer, so they're more blendable. If you want full coverage, go with a pressed powder compact. If you take your makeup on the go, then a pressed compact is a smart choice as loose powder can get messy.

BAKING 101

POWDER PRO TIP



STEP 1: Apply your base

Apply your favorite foundation and concealer to brighten the under eye and t-zone area. We recommend *Fit Me Foundation and Concealer* for best results.



STEP 2: Set and bake with powder

Take your loose setting powder (we recommend *Lasting Fix Banana Powder*) and apply a generous layer on top of your under eye concealer. Let this powder sit and “bake” under your eyes for 5 to 10 minutes. For a smoothing effect, apply a thin layer of powder over your foundation.



STEP 3: Look flawless all day

Using a large powder brush, sweep away the excess product. Make sure that no patches of powder are left behind. Now, your makeup is ready to look flawless, shine-free, fresh, and brightened all day!

FACE BRONZERS, BLUSH AND HIGHLIGHTERS



HIGHLIGHTER KITS AND BRONZERS

CHEEK HEAT

LIQUID GEL-CREAM BLUSH

FIT ME

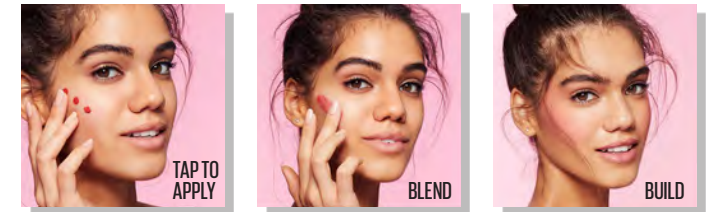
LIGHTWEIGHT POWDER BLUSH



6
SHADES



Buildable + natural looking water-based gel-cream blush



10
SHADES



Natural all-day color

LASTING FIX SETTING SPRAY

YOUR LOOK: LOCKED IN. UP TO 16HR.



HOW TO APPLY:

Lock in your makeup look!

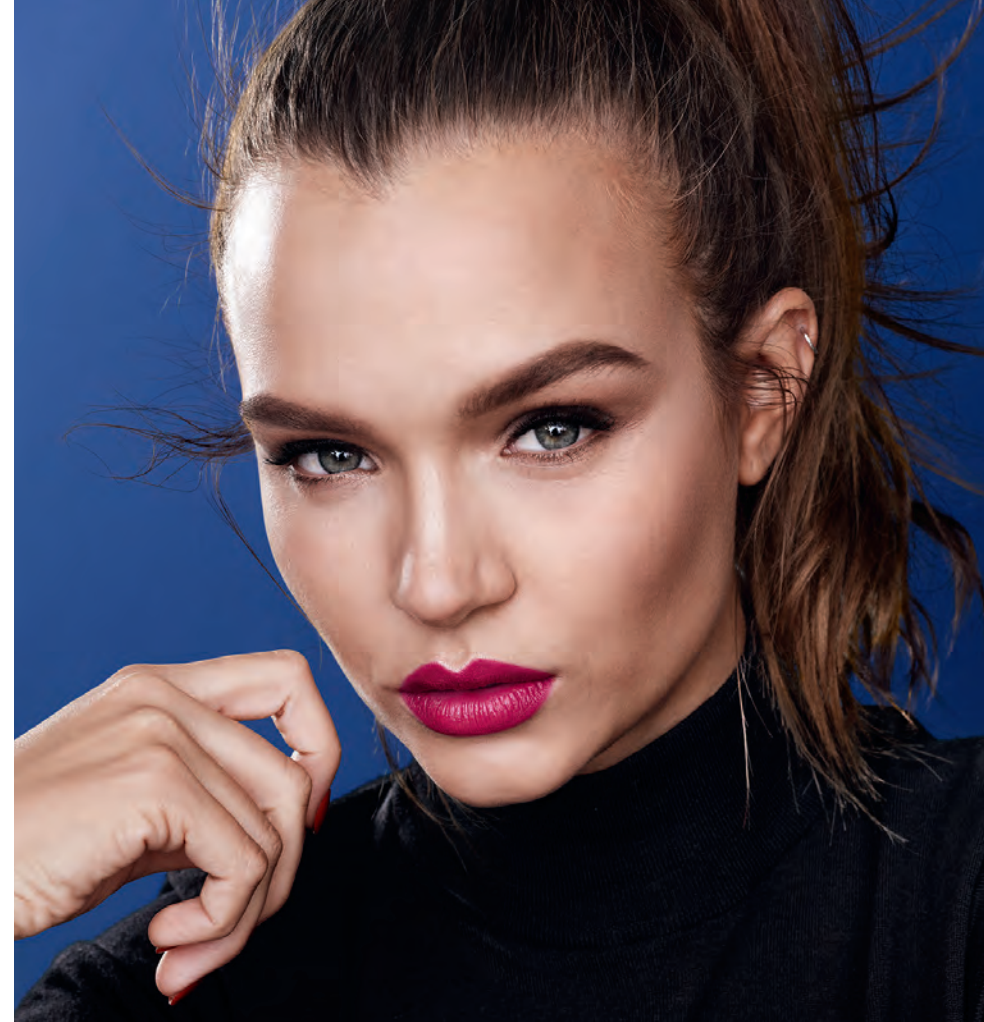
Step 1. Shake the bottle well.

Step 2. Hold 8-10" away from the face and ensure your eyes are closed.

Step 3. Spray 4-6 times around your face. Avoid spraying directly into eyes and lips.

**SETTING YOUR MAKEUP
IS THE SECRET TO KEEP
MAKEUP LOOKING
FRESH ALL DAY.**

A translucent setting spray that locks in makeup and prevents color fading for up to 16 hours.



Resists melting and fading and keeps makeup looking matte and just-applied.