

# DEMI

## HOW IT WORKS

Demi Correctors are based off color science so you will be using complimentary colors: colors opposite on the color wheel to neutralize distractions.

**RED** = **GREEN**

**ORANGE** = **BLUE**

**YELLOW** = **PURPLE**



# DEMI

## APPLICATION STEPS

### **STEP 1: BALANCE THE SKIN TONE**

Add color to the light areas of your face first using your bronzer shade or NR. This will even the skin + minimize distractions. Then tone redness if needed with a yellow/orange.

### **STEP 2: ADD DEFINITION**

Contour/sculpt is not needed but can be used to add more depth and dimension to your bone structure.

### **STEP 3: ADD BLUSH**

Use blush as a tint and to add flush to the skin.

Need more color/saturation to your cheeks: use pink/reds.

Age/dark spots: use peach/pinks

### **STEP 4: FILTER DISTRACTIONS**

Now that you've finished the steps above, you'll find you don't have as much to cover as you think you do. Under eyes, dark spots, acne.

THE GOAL OF DEMI IS BALANCE - NOT FOUNDATION COVERAGE

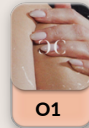
# DEMI

## COLORS USED MOST OFTEN + WHERE TO USE



### BELLA BRONZER/NR

- Use to add to the light areas of the face
- For light-med/deep skin tones
- Use for light pockets around dark spots
- Use for light areas underneath the eyes



O1

### O1: BLUE O3: DARKER BLUE

- Used mostly on light-med skin tones
- Shadow/veins under eyes
- Shadows around acne or fading acne spots
- Acne scars
- Under eye bag lines



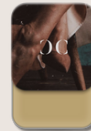
O3



YO1

### YO1: PURPLE/BLUE

- Most versatile Demi shade
- Use under eyes - usually inner corner
- Use on broken capillaries, excess red, around nose
- Healing acne
- Light freckle spots



### NY-1: VIOLETS/RED

- Used on inner corners of eyes where it's more violet
- Also good for overall toning red areas



O5

### O5/O7: DARKEST BLUE

- Used mainly as a toner or on deep skin tones on darkest spots



OY1

### OY1: BLUE/PURPLE

- Used more on med-deep skin tones
- Under eyes - inner corner usually
- Dark freckle spots
- Healing acne
- Deeper excess red looking areas



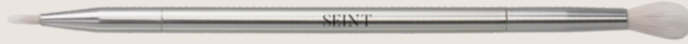
RO1

### RO1: GREEN/BLUE

- Lighter freckles
- Lighter Melasma areas

# DEMI

## TOOLS/BRUSHES



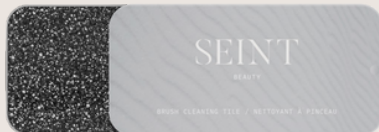
SPOT BRUSH

- Acne/blemishes
- Under eyes
- Freckles
- Small dark spots
- Veins
- Broken Capillaries
- Filtering general areas



SHAPE BRUSH

- Overall skin toning
- Bronzer/contour
- Blush



BRUSH CLEANING TILE

- Clean brushes between colors to prevent color mixing