BEFORE YOU START

Is this guide *for you?*

This guide helps you use True Summer. It does not decide whether True Summer is yours. Read the three boxes, then decide.

IT IS FOR YOU IF

- You know your season, or half know it, and still buy shades that read wrong.
- You want a routine for an ordinary Tuesday, not a look for one night.
- You would rather start with what you own than buy a whole new bag of makeup.
- You like knowing why a rule works, with notes for fair to deep skin.

HAVE THESE READY

- A season to try. Not sure yet? The free test on the site takes about 6 minutes and needs no photo. Page 6 has the gray strip.
- A window with daylight.
- Your makeup bag and one shelf of your closet.
- Your phone, for the palette PDF.

WHAT IT DOES NOT DO

- ⌀ It does not decide your season. The free test and the gray strip do that.
- ⌀ It does not cover fit, tailoring, skin care or a dye formula.
- ⌀ It does not judge you. A season is a frame for choosing color.
- ⌀ It does not name products. Picks live on the site, by price tier.

WHEN A PERSON HELPS MORE

A tailor

For fit, hems and how a piece sits on your body. A guide cannot see you.

A colorist

For a dye formula or a big change in hair color. Page 51 helps you say what you want.

A dermatologist

For skin care, a reaction to a product, or skin that hurts or changes. This guide is about color, not skin health.

Read it and another season fits you better? You can swap for any season within 30 days, free. The note is on page 70.

BIJOU

test first. i will wait.

SECTION 2 · YOUR PALETTE

Pinks, berries and lights

Nine pinks and berries with blue in them, and five pale tints.

Pinks and berries

9 COLORS

Rose
#D4608A
RGB 212 96 138
CMYK 0 55 35 17
best accent

Raspberry
#B8336A
RGB 184 51 106
CMYK 0 72 42 28
best accent

Soft fuchsia
#C94B97
RGB 201 75 151
CMYK 0 63 25 21
best accent

Cool pink
#E79AB4
RGB 231 154 180
CMYK 0 33 22 9
best accent

Deep raspberry
#A52A5E
RGB 165 42 94
CMYK 0 75 43 35
statement

Mauve pink
#C890A8
RGB 200 144 168
CMYK 0 28 16 22
best accent

Pink orchid
#D07CB0
RGB 208 124 176
CMYK 0 40 15 18
best accent

Berry mauve
#A04A80
RGB 160 74 128
CMYK 0 54 20 37
best accent

Wine
#7A2F52
RGB 122 47 82
CMYK 0 61 33 52
statement

Lights

5 COLORS

Powder pink
#F1D2DE
RGB 241 210 222
CMYK 0 13 8 5
light

Pale lavender
#E0D7F0
RGB 224 215 240
CMYK 7 10 0 6
light

Powder blue
#D2E2F2
RGB 210 226 242
CMYK 13 7 0 5
light

Pale aqua
#CDE8E6
RGB 205 232 230
CMYK 12 0 1 9
light

Soft lilac
#ECDCEA
RGB 236 220 234
CMYK 0 7 1 7
light

DO **Wear Rose, Raspberry or Cool pink near your face. Keep Deep raspberry and Wine small.**

WHY They lean blue and stay soft, so skin keeps its own color.

TRADITION

DO **Wear a pale tint as a top or a thin layer, with a clearer color beside it.**

WHY A pale one alone near the face can fade.

TRADITION

Fair skin. Cool pink and Powder pink are gentle. If Soft fuchsia feels loud, wear it as a scarf.

Deep skin. Raspberry and Wine tend to read rich. Check Powder pink for chalk at the jaw.

SECTION 3 · NOTES BY SKIN TONE

Olive skin

Olive is an undertone, not a season. It sits between warm and cool with a little green, so it is easy to put in the wrong group.

YOUR BEST 8 COLORS

Rose	Cool green	Cool aqua	Blue-teal	Lavender	Cornflower	Plum	Cool navy
#D4608A	#5BAA8C	#6FC1BC	#3F9BA8	#A593CE	#5B84C9	#7A3A78	#34476A

LIP
Rose with a clear lean

#D4608A

BLUSH
Cool rose, clear base

#E08AA6

HIGHLIGHTER
Pink champagne

BASE: CLEAR

EYES
Rose taupe and Blue-teal

#A58E93
#3F9BA8

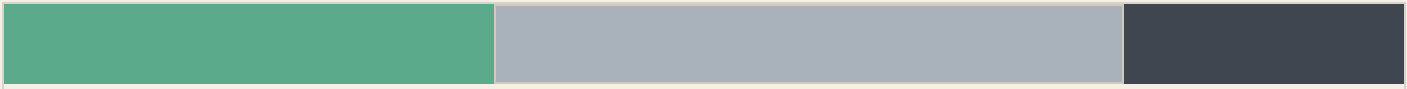
METAL
Silver, and thin pale gold can work

WHAT GOES WRONG, AND THE FIX

1	Coral and orange pull yellow-green	Pick rose or cool pink over a pink with orange in it.
2	Very gray pastels flatten the green in the skin	Try cool aqua or lavender as a scarf before a top, and stay with clear, soft colors.
3	A foundation that reads pink or orange	Look for the words “olive” or “yellow-neutral,” and test at your jaw in daylight.

SKIP Orange and warm yellow near the face, which can pull yellow-green against olive skin.

ONE OUTFIT, IN PROPORTION · COOL GREEN UP TOP



Cool green sweater | Cool gray tailored trousers | Charcoal blue boots

Cool green tends to sit well with the green in olive skin.

CHECK IT BY ASKING **Does this color make my skin look grayer or more yellow-green? If dusty, muted colors feel easier, read Soft Summer too.**

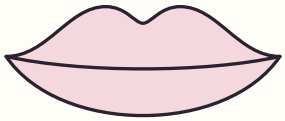
Softer or *bolder*

The same shade, two amounts. Pick the amount by the day, and the shade stays yours.

Lip

Cool pink, your everyday lip

SOFTER · SHEER

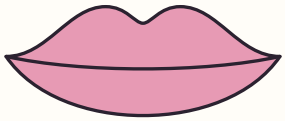


One dab, pressed in with a finger.

Blot once. Your own lip shows through, so the color reads lighter.

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

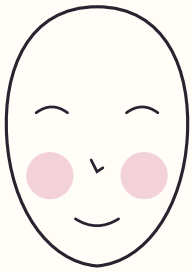
Line the lip first if you want a sharp edge. Pairs are on page 35.

Cool pink #E79AB4

Blush

Cool rose blush, your first blush

SOFTER · SHEER

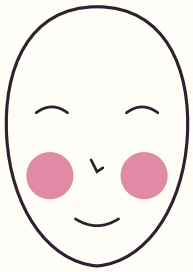


One light tap on the apples, blended out.

The color lifts the cheek and your skin shows through.

Sheer. Lower opacity.

BOLDER · FULL



Two layers, built up where the cheek rounds.

Blend the edge out so the color has no hard line.

Cool rose blush #E08AA6

DO **Start sheer. Add a layer when you want more.**

WHY Sheer lets your own color show through, so it reads softer. A full coat covers it, so the color you wear is the color on the label.

TRADITION *for the amounts.*

On a deeper lip, a sheer coat can read deeper than it looks here. Page 36 shows the math for each shade.