BEFORE YOU START

Is this guide *for you?*

This guide helps you use True Winter. It does not decide whether True Winter 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 50 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 69.

BIJOU

test first. i will wait.

Reds and pinks

Twelve reds and pinks that lean blue, from True red to Burgundy.

Reds and pinks

12 COLORS

True red
#D01B35
RGB 208 27 53
CMYK 0 87 75 18
best accent

Raspberry
#C2185B
RGB 194 24 91
CMYK 0 88 53 24
best accent

Fuchsia
#D1308F
RGB 209 48 143
CMYK 0 77 32 18
best accent

Pure red
#DF3746
RGB 223 55 70
CMYK 0 75 69 13
statement

Shocking pink
#E639A3
RGB 230 57 163
CMYK 0 75 29 10
statement

Cherry
#C8123E
RGB 200 18 62
CMYK 0 91 69 22
best accent

Crimson
#B3123D
RGB 179 18 61
CMYK 0 90 66 30
best accent

Rose
#CC4A7C
RGB 204 74 124
CMYK 0 64 39 20
best accent

Cool pink
#E4639F
RGB 228 99 159
CMYK 0 57 30 11
best accent

Cool rose
#D4588A
RGB 212 88 138
CMYK 0 58 35 17
best accent

Pink orchid
#D95FB4
RGB 217 95 180
CMYK 0 56 17 15
best accent

Burgundy
#7A1536
RGB 122 21 54
CMYK 0 83 56 52
best accent

DO **Wear one red or pink near your face, and keep the rest of the outfit quiet.**

WHY These lean blue, so your skin keeps its own color instead of picking up orange.

TRADITION

DO **Keep Pure red and Shocking pink to one small piece, such as a bag or a scarf.**

WHY They are your boldest reds and pinks, and a small area lets your face stay first.

TRADITION

Deep skin. Cherry, Crimson and Raspberry tend to read rich and clear. Check any pale pink for chalk before you buy.

Fair skin. True red and Fuchsia near the face are strong. If they feel heavy, try Cool rose or Burgundy, which are a little quieter.

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. True Winter tends to fit when blue-based color looks cleaner on you than yellow-green.

YOUR BEST 8 COLORS

Emerald	Teal	Royal purple	True red	Raspberry	Navy	Pure white	Icy pink
#0A8A5C	#0E7B80	#6B2E9E	#D01B35	#C2185B	#17284F	#FFFFFF	#F4C8DC

LIP
Blue-red, not orange-red

#C0123F

BLUSH
Clear pink, not coral

#E26AA0

HIGHLIGHTER
Pink champagne

BASE: CLEAR

EYES
Teal and navy

#0E7B80
#17284F

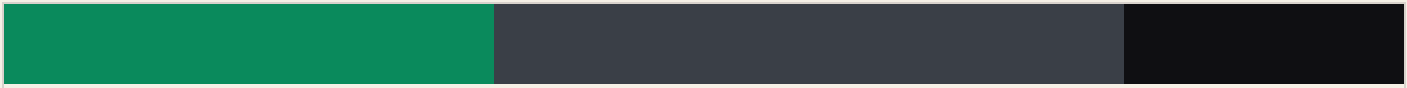
METAL
Silver or white gold

WHAT GOES WRONG, AND THE FIX

1	Orange-based colors pull orange	→	Pick raspberry or a blue-red over coral, and a blue-red over an orange-red.
2	Cool pastels flatten the green and read gray	→	Try icy pink as a scarf before a top, and stay with clear, saturated color near the face.
3	A foundation that reads pink or orange	→	Look for the words “olive” or “neutral olive,” and test at your jaw in daylight.

SKIP Orange bronzer and very warm golden tones, which can pull yellow against olive skin.

ONE OUTFIT, IN PROPORTION · EMERALD UP TOP



Emerald sweater | Charcoal tailored trousers | Black boots

Emerald 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 camel or olive bring you back to life, check temperature again with the gray strip.**

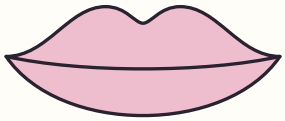
Softer or *bolder*

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

Lip

Cool rose, your everyday lip

SOFTER · SHEER

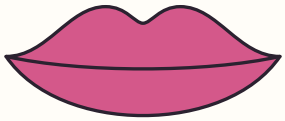


One dab, pressed in with a finger.

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

Sheer. Lower opacity.

BOLDER · FULL



A full coat.

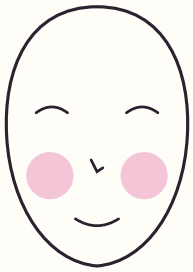
Line the lip first if you want a sharp edge. Pairs are on page 34.

Cool rose #D4588A

Blush

Clear pink blush, your first blush

SOFTER · SHEER

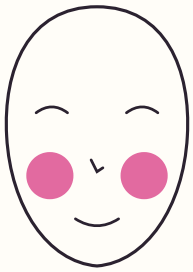


One light tap on the apples, blended out.

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.

Clear pink blush #E26AA0

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 35 shows the math for each shade.