



# Color Alliance

## IMAGE*maker*

Have you have ever dreamed of starting your own business  
as a color and image consultant?

That dream can now become a reality with the  
Color Alliance Certification Program.

*Now is the time to get started!*

COLOR ME BEAUTIFUL™

## Certification Training Program

### Color Alliance Color and Signia Silhouette Analysis

Color Me Beautiful introduces the Color Alliance Color Analysis Training Certification Program. This intensive three-day training is designed to get you started at a low cost and includes all the tools you need. You will have fun and use your creative potential while building a flourishing business.

You only need a few things to get started:

1. Enthusiasm and energy
2. Self-motivation and be action oriented
3. Order your Color Me Beautiful Color Alliance Imagemaker Kit
4. Set-up your three-day Color Alliance Certification Training

Color Me Beautiful is known as the trusted authority in color. They have been actively involved in promoting color to the world for over 30 years.

This Color Alliance training teaches you how to transform your client's look through a head-to-toe total image makeover. It is customized, not a general makeover that pertains to the masses. It maximizes their individual beauty potential.

You can have the joy of teaching clients how to build on their own individual beauty. No longer will they be a clone of someone else. You will show them what works for their own unique coloring, face shape, body silhouette, body proportions, makeup harmony, skin needs, personality and lifestyle. It all works together to create their maximum beauty potential.

This course was designed to teach you the concepts that will bring this total image makeover together in an exciting way for your clients. You will leave the training with the ability to start working from the moment you return home.

Read on to find out more about the individual components of the training and Imagemaker kit.

**Our Training Goal:**

To build confident, business producing consultants who help transform lives one client at a time.



"The trainer went above and beyond to make our training thorough, enjoyable, and challenging. She did everything possible to make our time as efficient and productive as possible. The training was well prepared with PowerPoints to teach each area of color analysis, Signia, wardrobing, marketing, etc.

There was a good balance of practical application with theory. I left feeling ready to start my business. There is a continual help with follow-up GoTo Meetings to review my first color consultations." – Betsy Keith



Before



After

"As a recent graduate, I found I needed a more polished look for the workplace. I had no idea how important it was to wear colors that enhanced me and styles of clothing that worked for my body shape and the professional look. It was great to see how it all came together."

- Group Property Sales Manager



## Component of Color Alliance Training: Color Alliance Color Analysis

With this training you can have the confidence of knowing you are working with the most individualized, professional color and image program available, which will give you the ability to be outstanding in your profession.

Color Alliance came into existence because it was realized that four seasons could not describe the beautiful rainbow of human coloring and their individual palettes. The next logical step in the color revolution was a computer-assisted program that began with the four seasons and further separated the seasons into 372 different classifications of seasonal names. These are eight examples from the 372 classifications.

Your Color Alliance Lifestyle Palette is custom made to your coloring from millions of color combinations. It is unique to you and almost as individual as your fingerprint. It is your personalized shopping guide for clothing, accessories and makeup.

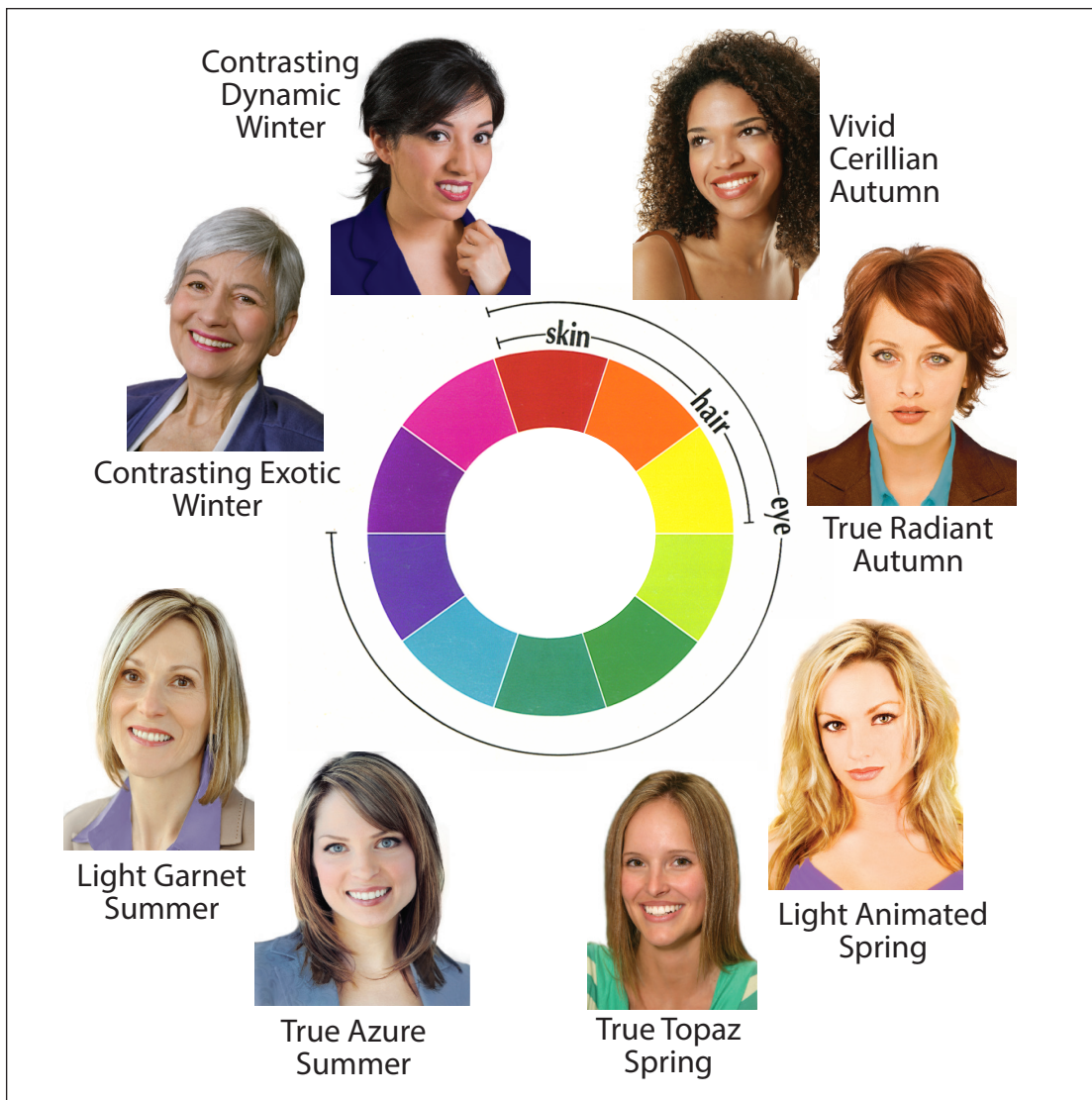


Illustration of Color Alliance Uniqueness

## Component of Color Alliance Training: Color Alliance Color Analysis



In the Color Alliance System there are many tools to assist you in doing a color analysis. The core tool of the system is the set of color coordinates. Each coordinate has a numbered code.

You, the consultant, use the color coordinates to look at the hue, value, and chroma of your client's skin, hair, and eye color, judging the colors to choose the best overall representation of his/her coloring. The coordinate numbers are entered into the computer for the seasonal name, such as True Azure Summer (shown above).

The drapes show your client the "magic of color" in the harmony of his/her individualized seasonal colors. The system has four checks and balances that assist you in providing a more accurate analysis.

With this training you can have the confidence of knowing you are working with the most individualized, professional color and image program available, which will give you the ability to be outstanding in your profession.



The first day of training you are thoroughly immersed in the concepts of this delightful system of color analysis. You will have hands-on experience working with your tools: the coordinates, hue and seasonal drapes, along with the Color Alliance Guide for the descriptions of the seasonal names.

It exciting to see how the colors of the coordinates emulate your client's coloring and guide you into the selection of his/her best seasonal name/Lifestyle Color Palette.

"Overall, this training was an investment of my time and money that was well spent and it helped me quickly launch a career that I truly love. I highly recommend the Color Alliance training course to anyone who wants to become an Image Consultant."  
– Blair Massey, Color Alliance Certified



## Component of Color Alliance Training: Makeup Colors/Makeover

The Color Alliance system makes selecting makeup colors a science and the way you apply them an art. We have the most personalized approach to selecting makeup on the market today.

Your client's Color Alliance Seasonal Name takes all the guesswork out of selecting just the right hue, value and chroma for her makeup. You will be able to create that "before-to-after" transformation at every consultation.

This is because you have discovered your client's color harmony according to her hue, value and chroma. Makeup selection is easy as we have charts to direct you to the best eye shadows, blushes, lipsticks and foundations. This creates a beautiful, artistic makeup palette for your client.

Through this course, you will learn to teach makeup techniques that create a classic, balanced look. This look will never look dated and enables your client to use this harmonious look through the years.

Science and art are delicately balanced in the Color Alliance Makeup presentation. Don't be surprised if you feel like an artist creating a beautiful masterpiece with makeup colors ... because you are!



Cheryl's "before to after" transformation in training

"The color alliance training was absolutely incredible. The amount of information covered prepared me to launch my own business. The cost was very affordable compared to other certification programs or college courses I have taken.

I realized the return on my investment in the first month! I would highly recommend this program to anyone who is looking to make an investment in themselves and their career." – Cheryl Russell

## Component of Color Alliance Training: Makeup Colors/Makeover/Skin Care



Benefits for your client are:

- No more frustration or wasting money when selecting their best colors
  - Takes the guesswork out of finding the perfect foundation color
  - Find eye shadows that harmonize and make their eye color pop
  - Select blush and lipstick color tailored to them
  - From artist to corporate executive, the look will fit every lifestyle
- We have outstanding Glamorous Start Collections that make it easy to sell the "total look."

Three well-known name brands of makeup/skin care give us quality products at competitive prices:

1. Color Me Beautiful
2. Flori Roberts
3. Adrien Arpel

You will find out more about the functions of the different layers of the skin. This will help you explain the solutions to skin challenges with our products. Your clients will be able to experience the products as you show the features and benefits.



Having fun in the training class with exfoliators



"Upon retiring early, I wanted something fun to do. I attended the Color Alliance training and have to say it was one of the most enjoyable "classes" that I have ever attended.

What I am doing is a positive thing that helps bring a smile to a person's face and helps them feel good about themselves. What an enjoyable experience! It has helped me realize that I missed out on so much by sitting behind a desk for 27 years."

– Beth Garrett





# Component of Color Alliance Training: Women & Men's Signia Silhouette Analysis

We have an exciting, computerized system of silhouette/figure analysis called Signia. In class, you will be your own client, as you learn how to take measurements and identify face shapes. You will learn about the Signia portfolio, a book written to you about you and your image. You will be able to order your own portfolio and discover information for your face shape, body silhouette and body challenges.

Signia teaches how to bring balance and harmony in the relationship of the body and the style in clothing, accessories and patterns.

You will use your clients' Signia portfolios to teach them how to sift through the plethora of fashion choices to find styles that flatter their figure: the prints, hairstyles, eyewear and accessories that give them their own personal style. This, in turn, helps your clients look and feel better. It makes their shopping experience more fun and saves them money.



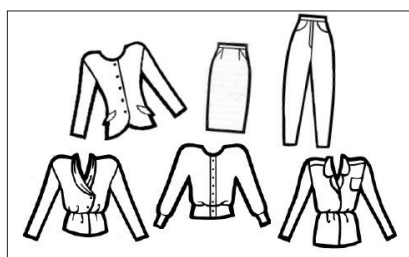
Outside Line: Three Body Types

There are three concepts that Signia has been built on: Outside Line, Inside Line and Body Proportion. For the outside line, we use the terms for the different body silhouettes: Linear, Curvilinear and Curved. You will learn how to look at the outside line of a garment and know which body silhouette it will flatter.

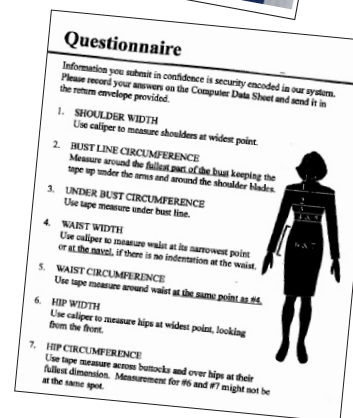
You will study about the illusion of line and body proportion. There are 25 different body proportions to observe (for example, Prominent Abdomen).

When there are body challenges, you will learn how to balance with color, line, texture, or detailing.

Have you heard about wardrobe capsules? Putting it together is as easy 1, 2, 3. Help your client build a coordinated wardrobe through capsules for their different lifestyles. They will always have something they love to wear.



- 1 jacket,
- 2 bottoms,
- 3 tops



## Component of Color Alliance Training: Women & Men's Signia Silhouette Analysis



Signia works with 10 different face shapes. Five face shapes have contour and five angles. The concept of mimic and balance of the inside line of the neckline or shape of patterns will be exciting to see and teach.

The clothes you wear communicate your self-image and your expectations for future success. But there is more to it than just dressing to look successful.

Effectively communicate the appropriate visual message, whether the message is one of authority or team player. Our men's Signia portfolio shows choices in colors, prints, and fabrics that depict the correct message.

You will learn how to identify the face shape and take measurements to determine the body silhouette for men. With the Signia's guidance, you will be able to advise your male clients on how to choose suits to enhance their physique as well as choose hairstyles, collar styles, and eyeglass frames to suit their face shapes.

Men find the coordination chart in the Signia portfolio to be one of their favorite parts of the guide. It shows how to combine fabrics and patterns for an authoritative to casual message.

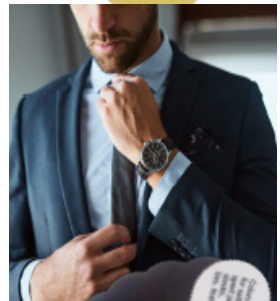
Signia was developed by the international leaders in the science of image analysis and professional image advice.



"I was looking for a certificate training program that would give me an introduction to being a personal stylist. I searched and searched and couldn't find anything that was reasonable and what I was looking for. I was having a conversation with a neighbor about my interest; she told me about Color Me Beautiful. I researched the certificate program and spoke with the international trainer who conducts the 3-day training. After our conversation, I was interested. My goal was to learn about how to be a personal shopper. When I completed the training, I learned so much more. I learned how to complete a Color Alliance color analysis, to determine what make up colors harmonize with skin and what color

looks best in your wardrobe. Determining body shape and face. I also learned about skin care. This certificate training programs covers beauty from head-to-toe.

I can't leave out the fact that I have started my own business as an image consultant. I am enjoying working with women to help them discover their personal style. This training is well worth the time and investment in starting your own business. Even when the training is over, you will still receive support and collaborate with image consultants that have been through the training and started their own business." –Tahirah Shider





## Component of Color Alliance Training: Marketing, Client Care, CMB Career Plan

Marketing is a key component to a successful business. We will identify the top ways to promote image consulting. These include presentations, newsletters, catalogs, referrals, etc.

You will gain a good working knowledge of how to enroll clients online and place orders.

Customer service is a vital part to a solid foundation for business. Guidelines will be given on client care so you learn to treat your clients like gold.

We have three ways to earn money: services (color and style consultations), sales and sponsoring.

Color Me Beautiful has developed a compensation plan for your sales as shown in the chart below.

Consultant Inventory Discounts	
Inventory Purchases	Discount
\$1 to \$299.00	30%
\$300 to \$499.99	40%
\$500 to \$999.99	52%
\$1,000 to \$1,999.99	54%
\$2,000 to 2,999.99	56%
\$3,000 and above	60%
Consultant orders less than \$500 can also be placed on brand sites. The discounts will be the specials as offered with the promo code which will be no less than 25% and can go as high as 40%.	
Commissions will be paid on client orders.	
\$1,000 <	30%
\$1,000 >	40%

If you want another income stream, the Career Plan with a residual income program is available. Share your enthusiasm about your business with another person who expresses interest in working with color, enroll them in CMB/FR and you will earn an override on their sales.

Percentages vary from 4% to 10% on Personally Enrolled Consultants and 3-15% on Group Wholesale Volume.

Requirements: *All Consultants Active	Consultant	Senior Consultant	Exec Consultant	Manager	Senior Manager	Exec Manager
<b>Personal Volume</b> Consultant Volume	N/A	\$200	\$200	\$400	\$400	\$400
<b>Group Volume</b> CV 50% of Retail	N/A	N/A	N/A	\$1000	\$2000	\$3000
<b>Personally Enrolled* Consultants</b>	0	1	3	5	7	10
<b>Group Consultants*</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Bonuses:</b>						
<b>Personally Enrolled %</b>	N/A	4%	5%	5%	6%	7%
<b>Group Commission %</b>	N/A	0%	3%	3%	4%	4%
<b>Developmental Bonus</b> Personal Consultants Sell Minimal of \$500 First Month	N/A	N/A	N/A	\$50	\$50	\$50

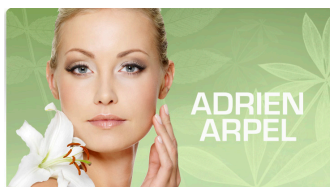
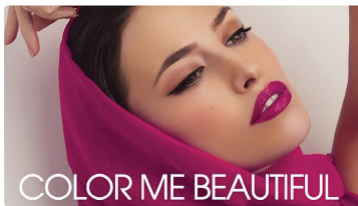


## Certification Training Program

### Real Value of Enrolling in Training/Color Alliance Kit

Besides the great tangible value of the Imagemaker Kit, there are intangible benefits of greater value when you enroll with Color Me Beautiful. We refer to this as the real value of the kit.

- Training kits plus drapes (ImageMaker Kit CMB #1863 or Flori Roberts #1864). The kit/drapes will be approximately \$665. Retail value is over \$1300.
- By signing the independent representative agreement, you are in business for yourself, but not by yourself.
- Although you are 100 percent responsible for your results, you have selected a successful company (Color Me Beautiful) to be your business partner.
- You are effectively running a small business with all the resources of a large one. This in turn allows you to run a business with relatively low overhead.
- Products are easily ordered from Color Me Beautiful, so you not need to keep on hand large pools of inventory.
- CMB does the market research and development on all products and trends.
- The promotional materials such as catalogs and brochures are available at a small cost to you, saving you time and money.



- Your customers can shop with you 24/7! Consultants need to use their own free customized affiliate link. This affiliate link can be shared anywhere and allows customers to shop easily. As the Consultant, you receive 30% or 40% commission. The affiliate link is designed to track to you for sales credit. Be sure the client uses this link to assure your credit. Upon enrolling, you will receive your free affiliate link.
- You have the tax benefits of a home office, business expenses, even such things as fashion books/magazines and convention trips. Specialized training in color and image is available. There is optional ongoing training throughout the year, usually at no cost. Your sponsor will be your mentor to encourage and advise you.
- You will be making new friends and have the camaraderie of other like-minded professional women who are interested in color, style, fashion, etc.
- You will have the flexibility to choose your own hours and place of business, such as your home.



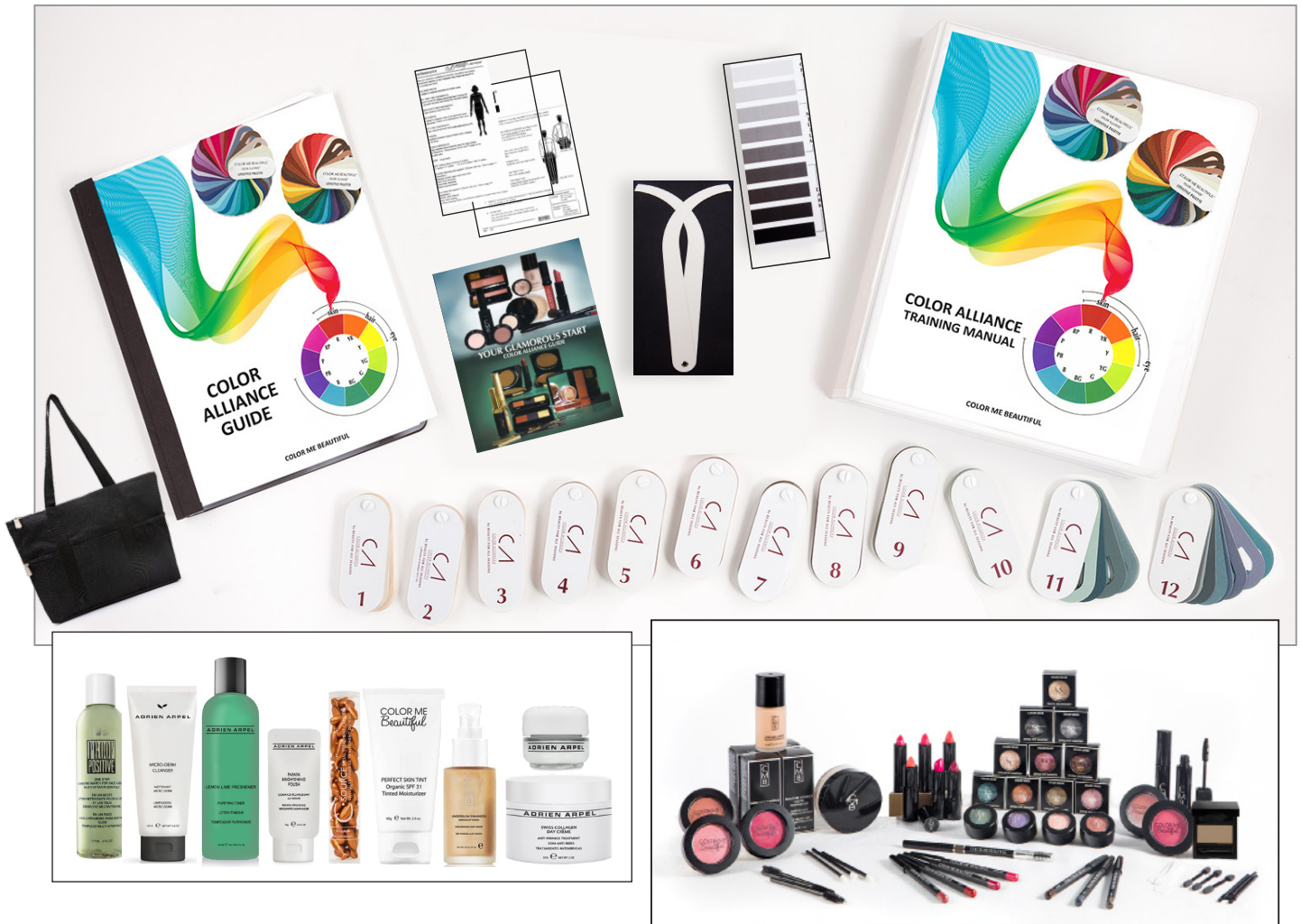
## Component of Color Alliance Training: CMB AA Color Alliance ImageMaker Kit

Get started now in this exciting business!

These are the tools required for Color Alliance Image Certification Training:

CMB Color Alliance Imagemaker Kit, 4 Sets of Hue Level Drapes, 4 Sets of Seasonal Drapes, and White Cape.

#1863 - \$400 includes shipping (Contents subject to change)



### Kit Contents:

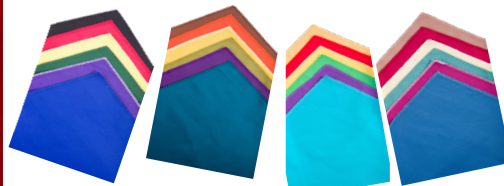
One Step 3 in 1 Cleansing Water, 1 Microderm Cleanser, 1 Lemon Lime Freshener, 1 Papaya Brightening Polish, 1 C-Source Capsules, 2 Perfect Skin Tints, 1 Underglow, 1 Eye Perfect Crème, 1 Swiss Collagen Day Cream, 2 Pressed Powder Foundations, 5 Liquid Foundations, 1 Miraculous Concealer/Eyeshadow Base, 1 Concealer Wheel, 7 Color Pro Blush, 10 Color Pro Eyeshadows, 4 Automatic Eye Pencils, 2 Sensitive Eyes Mascaras, 2 Brow Pencils, 12 Lipsticks, 1 Lip Lift, 7 Lip Pencils, Disposable Lip Gloss Applicators, Set of 12 Coordinates, 1 Color Alliance Guide, 1 Color Alliance Training Manual, Skincare Guides, Value Scale, Glamorous Start Guides, and 1 Tote Bag

Required for training, to be ordered separately:

4 Sets of Hue Level Drapes  
- 3 drapes per set

4 Sets of Seasonal Drapes  
- 6 drapes per set

Approximate total cost of drapes \$258



White Cape \$10

## Component of Color Alliance Training: Flori Roberts Color Alliance Imagemaker Kit

Get started now in this exciting business!

These are the tools required for Color Alliance Image Certification Training:

FR Color Alliance Imagemaker Kit, 4 Sets of Hue Level Drapes, 4 Sets of Seasonal Drapes, and White Cape.

#1864 - \$400 includes shipping (Contents subject to change)



### Kit Contents:

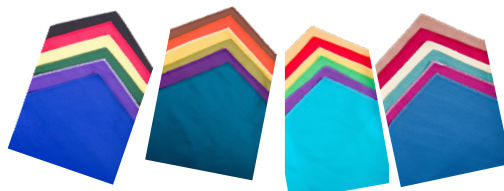
1 One Step 3 in 1 Cleansing Water, 1 Ultimate C Cleanser, 1 Ultimate C Toner, 1 Eye Perfection Crème, 1 My Everything Crème, 1 Exfoliating Facial Scrub, 1 Perfect Skin Tint, 1 Oil Free Hydrating Gel, 1 Shine Away Oil Blotting Primer, 1 Underglow, 1 Ultimate C Capsules, 1 CTP Foundation, 13 CTP Pans, 2 Bronzer Pans, 5 Luxury Oil Blotting Pressed Powders Pans, 2 Concealers, 3 Color Pro Blush, 7 Lipsticks, 5 Lip Pencils, 1 Brow Pencil, 5 Lip Lacquers, 1 Eye Pencil, 4 Throw'in Shade Eyeshadows, Disposable Lip Gloss Applicators, Set of 12 Coordinates, Color Alliance Guide, Color Alliance Training Manual, Skincare Guides, Value Scale, Glamorous Start Guides, and 1 Tote Bag

Required for training, to be ordered separately:

4 Sets of Hue Level Drapes  
- 3 drapes per set

4 Sets of Seasonal Drapes  
- 6 drapes per set

Approximate total cost of drapes \$258



White Cape \$10



# Component of Color Alliance Training: Training Agenda and Ongoing Support

## DAY 1:

### Introduction to concepts of the Color Alliance

- Hands-on practice working with the tools (Color Coordinates, Hue Level Drapes, Computer Input, and Seasonal Drapes)
- You will experience your own color analysis.
- Introduction of the art and science in the selection of makeup colors for your client.
- Overview of the CMB career plan.



## DAY 2:

### Skincare and makeup application techniques and introduction of the palettes

- Hands on experience with the skincare and makeup selection/application techniques
- Observation of a total Color Alliance color analysis consultation from start to finish.
- The Color Alliance Lifestyle Palette is the star of the show and will be covered in detail. Included: how it is set up, explanation of enhancer and intensifier colors, best basics, how to use the palette when shopping and putting together combinations for your wardrobe and accessories.
- The men's image market is growing. Find out how to work with men's color consultations.
- Incorporate the psychology of color into the message projected.



## DAY 3:

### Signia concepts and administrative processes

- Introduction to Signia concepts while doing your own silhouette analysis. It is all-encompassing, with measurements, face shape and body proportion analysis to create harmony and balance.
- Learn about the outside/inside line and how necklines, patterns, eyewear, hair styles, and accessories all work together.
- Learn how to conduct a men's Signia consultation.
- Guidance will be given on how to place orders for palettes, Signia and other products.
- Marketing and client care will be interspersed between the segments throughout the training.



The training does not stop after the three days; you will continue to get great support and training. We have online trainings through your upline Directors that will be easily accessed online each week.

Corporate FaceBook live trainings are available online.

## Calling All Business-Minded Women

The profession of a color and image consultant can be richly rewarding; both financially and emotionally. This training is designed to help you advance as quickly as you want in this successful career path.

Benefits include:

- Start your own business with a minimum investment: approximately \$665 for the Color Tools Kit/Drapes plus \$500 for the Color Alliance Certification Training.
- Earn extra income to save for retirement, travel to exciting places or whatever you dream.
- Start part time and build your business into a full-time career.

Decide to start your business today. Earn as you learn, at the helm of your own low-risk, high-reward business...a business where you get to decide how your time is spent and with whom you will spend it.

It will be the beginning of an exciting career as well as a great personal growth and self-improvement course. You will improve your overall image while helping others improve theirs.

Complete the Color Me Beautiful training to become Certified in the Color Alliance theory of color analysis, the Signia silhouette analysis, wardrobe advice, personalized makeup and skincare.

This course is 24 hours of training, offered as a three day hands on class or in an online format. It is best to attend in person the three day course; although we have many successful consultants who have taken it online.

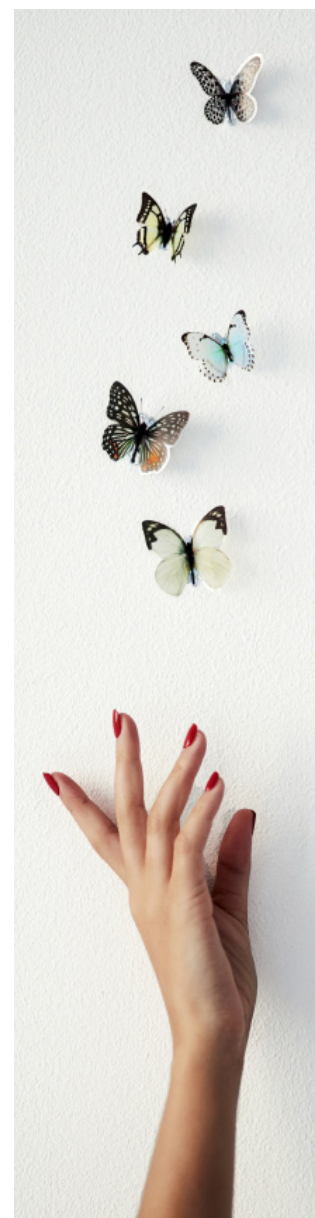
Join us now to start this new adventure with Color Me Beautiful Color Alliance Certification Training. Contact the person who shared this with you.



"Taking the Color Alliance online training course was the best decision I could have made. The quality of the training was superior. I was supplied a great deal of well-written material and visual aids along with a detailed explanation and in-depth demonstration of the concepts used in this industry.

Each subject was covered thoroughly and my questions were all answered. When I was done I felt confident to go out and begin my image consulting business."

– Blair Massey, CA



Contact: