

111E.1



MAKEUP DESIGN THEORY

- Makeup Design Services
- Makeup Design Plan

111E.1 Makeup Design Theory

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PIVOT POINT

This lesson focuses on *Makeup Design Theory*:

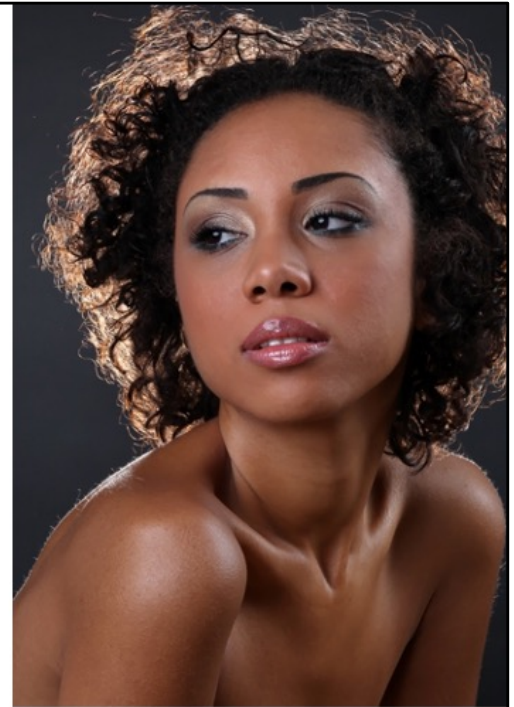
- Makeup Design Services
- Makeup Design Plan

»» EXPLORE

Why do you think clients visit the salon/spa for makeup design services?

»» INSPIRE

Makeup is a balance of creativity and knowledge. Understanding the various makeup services offered and the elements of a makeup design plan, will begin your journey to becoming a great makeup artist.



EXPLORE

Why do you think clients visit the salon/spa for makeup design services?

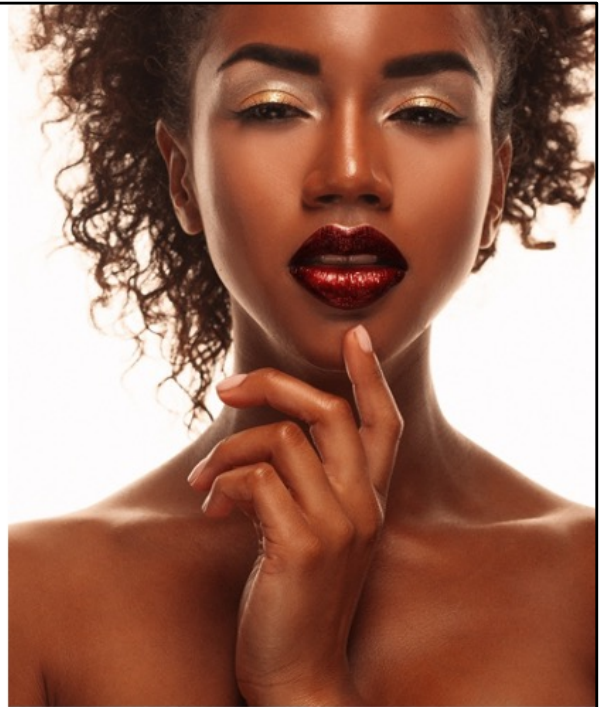
INSPIRE

Before you can learn how to apply makeup on your clients, you need to know the various makeup services offered to those clients and the elements of a makeup design plan.



What will I achieve?

- List the makeup design services available in the salon/spa
- Summarize the makeup design plan to include skin analysis, face shape and features, and color plan



Following this lesson, you'll be able to:

- List the makeup design services available in the salon/spa
- Summarize the makeup design plan to include skin analysis, face shape and features, and color plan



MAKEUP DESIGN THEORY

Opportunities in:

- Film
- Television
- Fashion shows
- Print media
- Salon/Spas
- Medical environment



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Estheticians who design makeup can find exciting and lucrative opportunities in film, television, fashion shows, print media, salons, spas and the medical environment. Wherever your career takes you, your first objective is to learn the basics.

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- Current trends
- Client's personal expression
- Personal and cultural ideals of beauty

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The designs you create for your clients will vary from person to person and will be influenced by:

- Current trends
- Client's personal expression
- Personal and cultural ideals of beauty

Most common makeup services that you will perform are:

- Day makeup
- Bridal makeup
- Evening makeup

Corrective makeup and/or eye enhancement services can be incorporated into service, or they can be booked as standalone services.

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DAY MAKEUP

Applied to enhance client's natural coloring and best features



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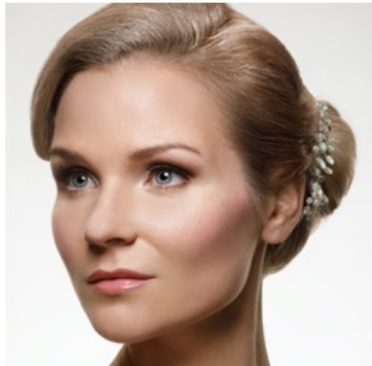
Day makeup is commonly referred to as beauty makeup or natural makeup.

- Applied to enhance client's natural coloring and best features

Day Makeup Considerations:

- Contouring and color on eyes, lips and cheeks should be subtle
- Products such as tinted moisturizers contain SPF to protect and condition skin

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BRIDAL MAKEUP

- Enhance natural beauty
- Often performed at venue with hairstylist and photographer
- Consider product durability, lighting, clothing and theme

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Bridal makeup services take careful thought and planning

- Application techniques are the same as day and evening makeup; special consideration is given to product selection

Bridal Makeup Considerations:

- Should enhance natural beauty
- Often performed at venue other than salon/spa
- Should be durable and able to withstand tears and changing weather
- Work in conjunction with a hairstylist and photographer to create an overall look
- Identify lighting where photos will be taken before designing look
- Use products that will prevent light reflection in flash photography; avoid formulations that contain titanium dioxide or iron oxides
- Take clothes and wedding color scheme into consideration

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EVENING MAKEUP

- Dramatic colors
- Application variations
- Stronger contouring



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Application similar to day makeup with variations based on lighting, which is softer and more indirect:

- Color and contrast more intense
- Colors are more dramatic
- Facial characteristics are accentuated with stronger use of contouring

Evening Makeup Considerations:

- Eye area may be enhanced with cluster or strip lashes
- Texture additions such as shine, shimmer and glitter may be used

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CORRECTIVE MAKEUP

- Neutralizing discoloration
- Camouflage makeup
- Correcting facial shapes and features

You will come across clients who either need:

- Facial shape and features modified
- Have skin issues that need to be covered up.

In any case, corrective makeup application should be considered as part of service.

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NEUTRALIZING COLORIZATION

- Dilated capillaries
- Dark under-eye circles
- Blemishes
- Uneven pigmentation
- Age spots

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If areas of discoloration are not neutralized before applying foundation or concealer, they will still be visible.

- Dilated capillaries
- Dark under-eye circles
- Blemishes
- Uneven pigmentation
- Age spots

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CAMOUFLAGE MAKEUP

- Postoperative recovery
- Scarring
- Tattoos
- Pigment loss
- Vascular lesions
- Cystic acne

As you develop your makeup skills, camouflaging is a way to help minimize stronger facial imperfections.

- Postoperative recovery
- Scarring
- Tattoos
- Skin conditions such as hyperpigmentation and melasma
- Congenital disorders such as port-wine stains and vitiligo
- Pigment loss
- Vascular lesions
- Cystic acne

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CORRECTING FACIAL SHAPES AND FEATURES

- Application of light and shade
- Contouring and highlighting products
- Techniques to alter and balance face shapes

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Alter and balance face shapes with contouring and highlighting products and techniques.

Use colors lighter than skin shade to:

- Emphasize areas
- Make areas more visible
- Make areas look larger

Use colors darker than skin shade to:

- Create depth
- Make areas less visible
- Make areas smaller

Shade areas vertically for a narrower appearance.

Shade areas horizontally for a wider appearance.

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EYE ENHANCEMENT SERVICES

- Create illusion of thicker lashes and brows for a dramatic look

- Eye enhancement services are additional services that create illusion of thicker lashes and brows for a dramatic look.
- Some services may require additional training

Guidelines:

- Determine allergic reaction by performing a patch test behind client's ear 24-48 hours before service
- Check for contraindications
- Check to ensure you can provide these services within your scope of practice with your regulatory agency

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ARTIFICIAL EYELASHES

- Uses
- Removal
- Types

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Temporary artificial eyelashes are used to:

- Enhance eyes by adding volume, length and dramatic effects
- Applied with adhesive
- Placed along natural lashline

A special solvent may be needed to remove the semi-permanent adhesive

Two types:

- Strip
- Clusters



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STRIP (BAND LASHES)



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- Eyelash hairs attached along a band
- Length of strip may need to be trimmed to fit eye correctly
- Typically worn throughout day and removed
- Create dramatic effect



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CLUSTERS (FLARES OR TABS)



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- Small bundle of 3-5 hairs
- Application technique is commonly referred to as “tabbing”
- May be left on for a few days if appropriate glue used and proper aftercare
- Create a subtle, natural effect, but can be stacked for more dramatic effect
- Made for single-use

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EYELASH EXTENSIONS

- Last 6-8 weeks
- Increase natural eyelash length and volume
- Different lengths, thickness, curl patterns and colors
- Natural, synthetic and mink hair fibers

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Eyelash extensions are semi-permanent eyelash enhancements. When compared to artificial eyelashes, they are:

- Lighter weight and feel more natural
- Longer lasting
- Clients only return to the salon/spa to fill in the lost eyelashes when they fall out
- Application times: 1½, 2½, hours; depends on the natural eyelash condition and density

Benefits:

- Last 6-8 weeks
- Increase natural eyelash length and volume
- Hair fibers: natural, synthetic and mink
- Clients don't have to wear mascara or curl lashes

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EYELASH LIFTING AND PERMING

- Longer appearance
- Lasts up to 6 weeks
- Ideal for stubborn eyelashes
- No need for eyelash curler

Eyelash lifting/perming is a semi-permanent service; eyelashes are lifted or curled upward.

Benefits:

- Eyelashes look longer because they are lifted from the base
- Lasts up to 6 weeks
- Ideal for clients who have stubborn eyelashes that stick straight out or downward
- Can have curled eyelashes without using eyelash curler

Considerations:

- If the client is receiving an eyelash lift and eyelash tint, perform eyelash lift first
- Size of pad used is determined by client's eyelash condition and length
- Shape of pad used is determined by desired size of curl

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EYELASH AND EYEBROW TINTING

- Definition
- Replace lost pigment
- Lasts 4-6 weeks
- Add-on service

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Eyelashes and eyebrows are darkened using a semi-permanent tint that is specially formulated for the eye area.

Benefits:

- Brows and lashes are more defined
- Ideal for clients who are losing pigment
- Lasts 4-6 weeks
- Can be an add-on service for facials or hair removal

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To achieve predictable results for your makeup designs, you'll need a systematic approach.

Key Elements of a Makeup Design Plan:

1. Facial Shape and Features
 - Identify facial shape and which features to correct or enhance
 - Identify where highlighting and contouring will be used
2. Skin Preparation
 - Creating conditions for flawless results
3. Color Plan
 - Identify colors that are most flattering for the service and client's coloring
 - Determine which colors are needed to cover imperfections

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FACE SHAPE AND FEATURES



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When determining your client's facial shape, it's helpful to take a step back to analyze face and take shape of hairline into consideration.

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SEVEN BASIC FACE SHAPES



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OVAL

- Rounded, long, narrow

ROUND

- Short and wide

SQUARE

- Angular; forehead, cheekbones and jawline same width

RECTANGLE (OBLONG)

- Angular; long and narrow

TRAPEZOID (PEAR)

- Wide jawline, narrow forehead

TRIANGLE (HEART)

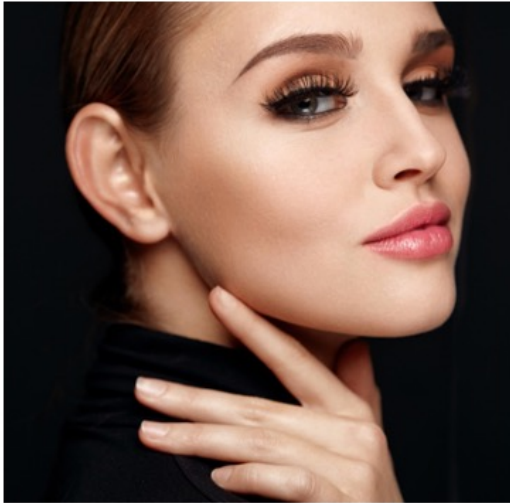
- Narrow jaw and chin

DIAMOND

- Narrow forehead and jaw/chin, wide cheekbones

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FACIAL FEATURES



- Eyes (including eyebrows)
- Lips
- Forehead
- Nose
- Cheeks
- Jawline

Placement of light and dark colors allow you to create symmetry and balance the client's facial features.

Key features to look at are:

- Eyes (including eyebrows)
- Lips
- Forehead
- Nose
- Cheeks
- Jawline

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Eye Shape and Size



Almond/Upturned

Downturned

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ALMOND/UPTURNED

- Rounded at top and bottom

DOWNTURNED

- Outside corners droop downward

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Eye Shape and Size



Prominent/Protruding

Deep-Set

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PROMINENT/PROTRUDING

- Very pronounced eyelids
- Dominate facial features

DEEP-SET

- Eyelid crease set back
- Area from base of lashes to brow bone seems hidden or recessed

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Eye Shape and Size



Monolid

Hooded

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MONOLID

- Very little or no crease

HOODED

- Crease is hidden
- Fold of skin from brow bone overlaps crease of eye

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Eye Shape and Size



Wide-set

Close-set

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WIDE-SET

- Large space between eyes

CLOSE-SET

- Small space between eyes

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Eye Shape and Size



Small

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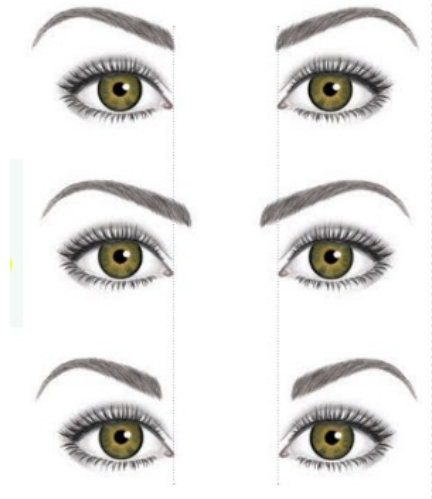
PIVOT POINT

SMALL

- Proportionately smaller in comparison to other facial features

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Eyebrows



Eyes visually appear:

- Balanced
- Closer
- Further Apart

Eyebrows help frame the face and eyes, and makeup can be used to balance features and create the most flattering shape.

Eyebrows can also visually alter the position of the eyes on the face:

- Balanced – Eyebrows begin at inside corner of eyes
- Closer – Eyebrows extended beyond inside corner of eyes
- Further – Distance between brows is further apart

Temporary hair removal should not be done before makeup application

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LIP SHAPE AND SIZE

- Frontal View
- Side View

Common for clients to have lips that are out of proportion or asymmetrical and require some correction to achieve good balance.

Frontal view:

- Bottom lip slightly fuller than top lip
- Total shape and size create balance and harmony

Side view:

- Indentation above upper and bottom lip is apparent
- Top lip, bottom lip and chin extend forward almost equally

Avoid placing emphasis on both eyes and lips at the same time with makeup.

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SKIN PREPARATION

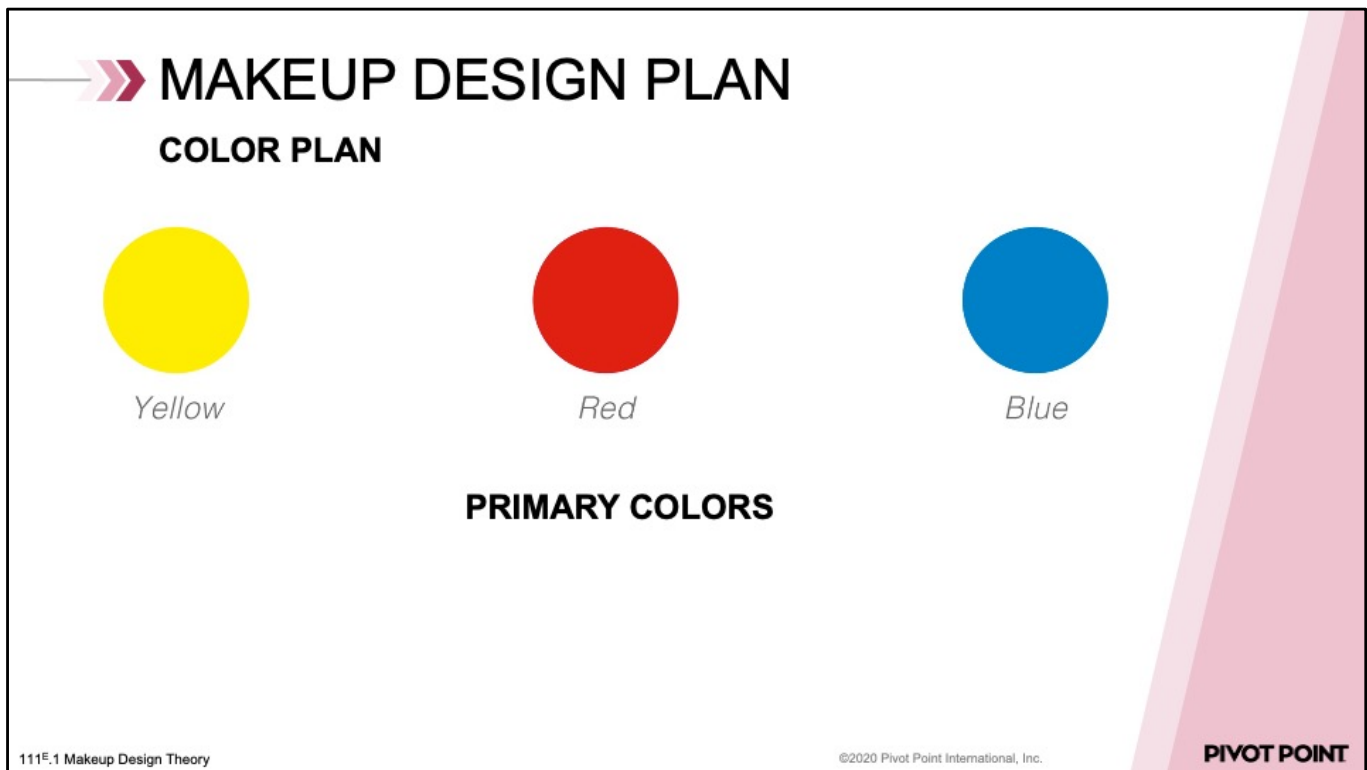
- Even makeup application
- Makeup lasts longer

Skin preparation involves:

- Cleansing
- Toning
- Moisturizing
- Priming

Skin preparation helps achieve:

- Even application
- Longer-lasting makeup



Choosing the correct colors to use will complete your makeup design plan.

Three primary colors:

The law of color states that out of all the colors in the universe, only three are pure.

- Yellow
- Red
- Blue

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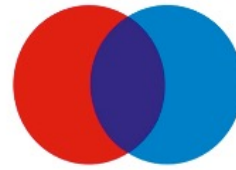
COLOR PLAN



Orange



Green



Violet

SECONDARY COLORS

Mixing two primaries in varying proportions creates the **three secondary colors**:

- Orange
- Green
- Violet

MAKEUP DESIGN PLAN

COLOR PLAN



Yellow-Orange



Red-Orange



Red-Violet



Blue-Violet



Blue-Green



Yellow-Green

TERTIARY COLORS

Mixing primary and secondary colors in varying proportions creates **tertiary colors**.

- Yellow-Orange
- Yellow-Green
- Red-Orange
- Red-Violet
- Blue-Violet
- Blue-Green

Mixing primary, secondary and tertiary colors in varying proportions makes colors such as brown and gray.



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COLOR PLAN



COLOR WHEEL

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A color wheel is a tool in which:

- 12 colors (three primary, three secondary and six tertiary) are positioned in a circle.
- Their position on wheel illustrates relationship of each color to primary colors.

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COLOR PLAN



WARM AND COOL COLORS

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Warm, cool or neutral can be used to describe colors, skin undertones and cosmetics. Knowing the temperature of color is important when determining which makeup colors will look best on your client's skin.

Warm Colors

- Contain red, orange or yellow
- Categorized in the orange and red half of the color wheel

Cool Colors

- Contain blue, violet or green
- Categorized in the blue and green half of the color wheel

Neutral Colors

- Contain colors that are neither warm nor cool
- Examples are black, white, gray and brown

Yellow-green and red-violet can be considered either warm or cool, depending on whether there's more pigment from the cool side or the warm side of the color wheel.

» MAKEUP DESIGN PLAN

COLOR PLAN: Skin Undertone



WARM



COOL



NEUTRAL

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Skin tones are classified as light, medium or dark.

Skin undertones are classified as:

- Warm undertone – Contains red or yellow undertones
- Cool undertone – Contains blue undertones
- Neutral undertone – Undertones that are neither warm nor cool

When choosing makeup products, a healthy appearance is created by:

- Using warm colors on warm skin undertones
- Using cool colors on cool skin undertones

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COLOR PLAN



COMPLEMENTARY COLORS

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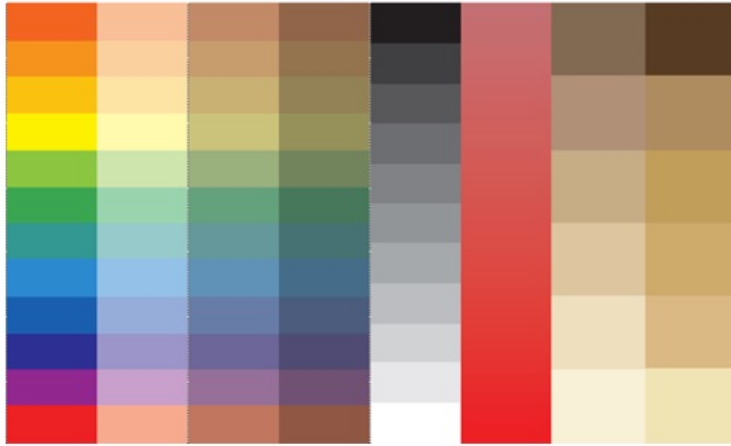
PIVOT POINT

Colors opposite each other on color wheel are called complementary colors.

- Neutralize each other when mixed together:
 - Yellow is complementary of violet
 - Red is complementary of green
 - Blue is complementary of orange
- When placed next to each other, colors stand out from one another

You will incorporate this knowledge into your makeup design decisions while choosing corrective concealers and/or selecting cosmetic colors to enhance your client's eye color.

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CHARACTERISTICS OF COLOR

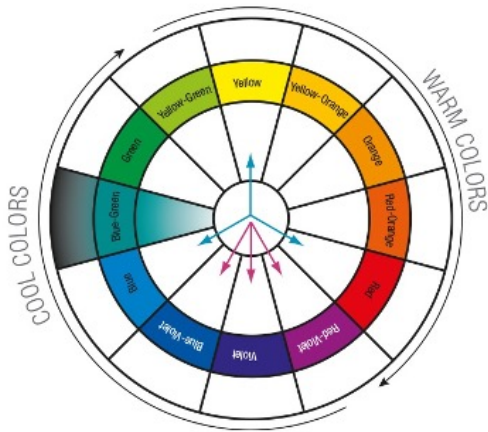
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- Hue is another term for color.
- Tint is a hue with white added.
- Tone is a hue with gray added.
- Shade is a hue with black added.
- Value is the lightness or darkness of a color.
- Intensity or saturation refers to the vibrancy of a color.
- Undertone refers to the warmth or coolness of a color and/or skin tone.

MAKEUP DESIGN PLAN



COLOR PLAN

COLOR SCHEMES

- Monochromatic
- Analogous
- Triadic

Color Scheme: Combination or arrangement of colors that work well together for different effects:

Monochromatic

- Same color with variations in value and intensity
- Often used to create a color harmony

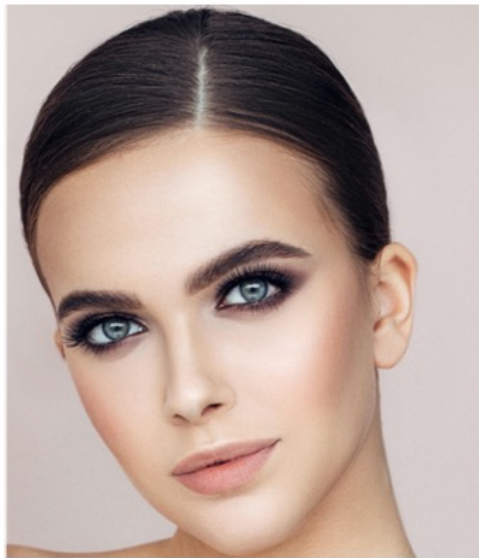
Analogous

- Three colors that are adjacent to each other on color wheel
- Often used for daytime makeup designs

Triadic

- Three colors located in a triangular position on color wheel
- Dramatic; used for more vibrant effects

» MAKEUP DESIGN PLAN



COLOR PLAN

HIGHLIGHTING AND CONTOURING PRINCIPLES

- Lighter Colors/Shine
- Darker Colors/Matte

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Makeup design is about creating illusions

- Chiaroscuro is used by makeup artists to visually alter facial shapes and features while working with different values

LIGHTER COLORS/SHINE:

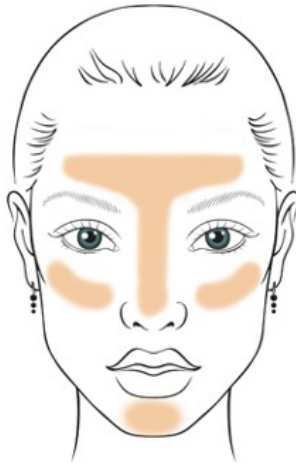
- Reflect light
- Stand out
- Accentuate
- Highlight attractive features
- Emphasize areas that need to be "brought out"

DARKER COLORS/MATTE:

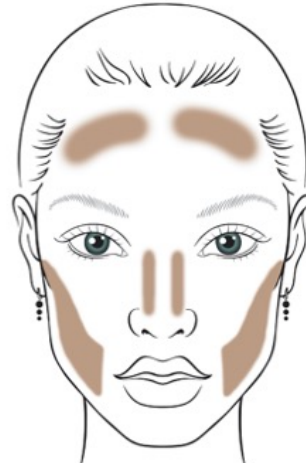
- Absorb light
- Recede
- Minimize
- Diminish less attractive features
- Shadow areas that you want to minimize

MAKEUP DESIGN PLAN

COLOR PLAN



HIGHLIGHTING



CONTOURING (SHADING)

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Highlighting and contouring create illusion of increased dimension on face.

HIGHLIGHTING

Uses lighter colors and/or shine to:

- Accentuate or emphasize appearance of features or areas.

CONTOURING (SHADING)

Uses darker, matte colors to:

- Recede, define or diminish appearance of features or areas.



CHECK WHAT YOU KNOW

1. True / False Day makeup is also referred to as beauty makeup.
2. True / False A patch test is performed right before makeup application.
3. The method of applying cluster eyelashes is known as _____.
4. Eyelash perming is also known as _____.
5. The facial shape that is easily divided into equal with evenly spaced eyes is _____.

Check What You Know questions help affirm understanding of key points.



CHECK WHAT YOU KNOW

6. The law of color states that, out of all the colors in the universe, only three colors are _____.
7. Skin undertones that contain blue undertones are considered _____.
8. Colors opposite each other on the color wheel are called _____.
9. Color schemes that use the same color with variations in value and intensity throughout the makeup design are known as _____.
10. The art of arranging light and dark to produce the illusion of three-dimensional shapes is called _____.

Check What You Know questions help affirm understanding of key points.



CHECK WHAT YOU KNOW

1. **True** / False Day makeup is also referred to as beauty makeup.
Page 4
2. True / **False** A patch test is performed right before makeup application. **Page 7**
3. The method of applying cluster eyelashes is known as **tabbing**.
Page 8
4. Eyelash perming is also known as **eyelash lifting**. **Page 9**
5. The facial shape that is easily divided into equal with evenly spaced eyes is **oval**. **Page 13**

Check What You Know questions help affirm understanding of key points.



CHECK WHAT YOU KNOW

6. The law of color states that, out of all the colors in the universe, only three colors are **pure**. **Page 16**
7. Skin undertones that contain blue undertones are considered **cool**. **Page 18**
8. Colors opposite each other on the color wheel are called **complementary**. **Page 18**
9. Color schemes that use the same color with variations in value and intensity throughout the makeup design are known as **monochromatic**. **Page 20**
10. The art of arranging light and dark to produce the illusion of three-dimensional shapes is called **chiaroscuro**. **Page 20**

Check What You Know questions help affirm understanding of key points.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN SERVICES

Makeup design services available in the salon/spa today include:

- Day makeup
- Evening makeup
- Bridal makeup
- Corrective makeup
- Eyelash enhancement services

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN

A summary of the makeup design plan includes:

- Face shape and features – Use color, highlighting and contouring to create balance and symmetry and/or enhance your client's natural beauty

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN (CONT'D)

- The seven basic face shapes are oval, round, square, rectangle, trapezoid, triangle and diamond.
- The key facial features to look at when creating a makeup design are the eyes (including eyebrows) and the lips.
- Other features like the forehead, nose, cheeks and jawline are also considered when creating overall balance.

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN (CONT'D)

A summary of the makeup design plan includes:

- Skin preparation – Involves selecting the proper products to cleanse, tone, moisturize and prime the client's skin.
- Color Plan – Identify the client's skin undertone, makeup product colors to be used, color scheme and characteristics such as hue or tint.

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN (CONT'D)

Color Plan:

- The three primary colors (yellow, red and blue) and secondary colors (violet, green and orange) are mixed in varying proportions to create tertiary colors.
- The color wheel is a tool in which the 12 colors and their relationship to each other are illustrated.

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN (CONT'D)

Color Plan:

- Skin undertones and the cosmetics we use are classified as warm, cool and neutral.
- Use warm colors (red, orange and yellow) on warm skin undertones; use cool colors (green, blue and violet) on cool skin undertones.
- Colors opposite each other on the color wheel are called complementary colors, which will neutralize each other when they are mixed.

Validate learning by celebrating what has been learned.



111^E.1 MAKEUP DESIGN THEORY REVIEW

MAKEUP DESIGN PLAN (CONT'D)

Color Plan:

- When referring to colors, artists and designers use universal terms to describe their characteristics.
- A color scheme is the combination or arrangement of colors that work well together for different effects.
- Highlighting uses lighter colors to accentuate or emphasize the appearance of features or areas; contouring uses darker colors to recede, define or diminish the appearance of features or areas.

Validate learning by celebrating what has been learned.

» PIVOT POINT FUNDAMENTALS: ESTHETICS

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