

ADDICTED COSMETICS

LONDON

THE FOUNDATION OF APPLICATION

This is the final web article in our series of three covering the important topic of the selection and purchase of foundation products for women. If you've not read "*The Triumph of Foundation?*" or "*The Perfect Match – Foundation and Skin*", complete the picture by reading or downloading both web articles from the Infotheque page of our website.

As the item of make up which is often applied to the skin first (after cleansing and moisturising), it is extremely important that the foundation product chosen and applied by a woman acts as an effective and appropriate base for all the other colour make up products that you will use to complete your daily look. This article is intended to help you choose the correct shade of foundation that will match your complexion and enhance your natural beauty, and also provides practical step-by-step advice on exactly how to apply different types of foundation products.

How to test a foundation shade

Step One - Select three or four different foundation shades which you think match your natural skin tone closest.

Addicted Cosmetics offer sample jars for each of our Essential Foundation and Matte Cover Oil-Free Foundation (both liquid foundations), to allow you to colour match in the comfort of your own home.

Step Two - Foundation should not add colour to your skin, but should blend into your skin naturally. Try to avoid foundation shades that are too light or too dark.

Addicted Cosmetics provide useful Foundation Guides for our Essential Foundation, our Matte Cover Oil-Free Foundation and our Prestige Powder which describe the different complexions and undertones women may have, and match them with our foundation products. You can view these by visiting the product pages for Essential Foundation, Matte Cover Oil-Free Foundation and Prestige Powder on our website or by visiting the Infotheque page.

Step Three - First try each shade on the palm side of your wrist to decide which ones match best and discard the ones that are clearly outside your required colour range. Before you purchase a foundation product always test it on your face and neck. Make sure your skin is clean and not covered with any foundation, powder or blush.

Step Four - Apply a couple of dots from the remaining foundation shades along your jaw line (between your chin and your jaw, below your cheek), and on your neck.

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Step Five - Identify the foundation shade that matches and blends in with the skin tone of your neck, not your face, the best. Matching with your neck avoids the pitfall of selecting a foundation shade that is too dark, and will clash with the complexion of your neck. If you are unsure which shade to pick, choose a shade that is slightly lighter than your facial skin.

Step Six - Give the foundation about a minute to settle into your jaw line. The undertones in the foundation shade will begin to interact with your skin. As any red pigments in the foundation shade will develop first, the foundation shade may appear pink at the beginning.

Step Seven - If you are in a shop, try to view the foundation shade on your skin near an outside window, or ask a sales assistant to step outside with you to have a close look at your face in natural daylight conditions. Choose the foundation shade which you feel blends in best with your complexion and leaves you with a healthy, natural appearance.

How to apply your foundation

Now you have selected the perfect shade of foundation for your skin successfully, you can move on to applying it to the whole of your face.

Bear in mind that during the summer months your complexion is likely to change, and you might need to select a darker foundation shade for this season. Women often use two slightly different shades of foundation throughout the year, depending on the time of year.

Step One - Cleanse your face

Always clean your face with a mild facial cleanser, or exfoliate with a gentle face peel which is suitable for your skin, before applying your foundation. If you have spots, take advantage of the antibacterial properties of a blemish drying serum for cleansing the affected areas.

Step Two - Moisturise your skin

Moisturising your skin is as important as cleansing your skin before applying foundation. Use a moisturiser that is suitable for your skin type (if necessary use an oil-free product). The moisturiser will protect your skin by keeping it hydrated throughout the day, and will prevent your skin soaking in too much of your foundation. It is much easier to apply foundation on hydrated skin, and the use of moisturiser will leave your foundation with a smoother appearance.

Give the moisturiser time to set (about 15 minutes), before applying your foundation. To make your foundation last longer, and to help achieve an even application (for example for women with oilier skin types); you can use a facial primer after your moisturiser has been absorbed.

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A facial primer is extremely light, invisible after application, and can cater for a variety of skin types by coming in oil-free or sun protecting formulations that have no impact on the colour of your foundation. Facial primers should help to improve the longevity of your liquid or powder foundation throughout the day and leave your face looking healthy and smooth.

Step Three - Applying your foundation

Depending on the type of foundation you use, there are different application techniques that can be adopted.

Liquid Foundation

Liquid Foundation can be applied with either a foundation brush, a make up sponge or by using your fingertips.

The benefit of using a foundation brush such as *Addicted Cosmetics Foundation Brush*, is that you can apply your foundation more precisely than you can with a make up sponge (for example in the areas around your eyes), and will allow you to achieve an even application of foundation whilst leaving your fingers clean. Make sure you take care to avoid putting too much foundation on the foundation brush before application. You must remember to clean and dry your foundation brush thoroughly after every use.

Using a make up sponge is a convenient and easy alternative to using a foundation brush. However, as a sponge, it will soak in unused foundation each time you use it. The benefit is that a sponge will allow you to achieve a smooth and even application and (unlike using your fingertips), will provide a lighter application. Remember to wash the sponge with warm water and soap (or mild shampoo), after each use and store away from dust and grime.

Many women prefer to apply their foundation with their fingertips. With practice, you can achieve a flawless appearance by applying your foundation with your fingertips. Using your fingertips will enable you to reach areas of your face that cannot be reached easily when using a sponge or a brush. Alternatively you could start with a sponge or a foundation brush, and then apply the finishing touches with your fingers.

Applying liquid foundation

Before applying liquid foundation, try to warm up the foundation a little with the gentle warmth of your palms. This should allow you to apply the formula more easily, and will help to leave a smoother finish. Now pour the liquid foundation onto your foundation brush, make up sponge or fingertips carefully.

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Blending liquid foundation

Dot a bit of foundation on your chin, cheeks, forehead and the top of your nose, then start blending the foundation into your face. If you prefer, you can start by applying foundation to those areas that need coverage the most.

Make sure you apply and stroke the foundation outwards and downwards (especially on your cheeks), to avoid applying the foundation against the direction of growth of your facial hair as this might highlight them and the pores of your skin.

Don't forget to apply foundation onto your eyelids, eye crease and around your mouth. Make sure you blend the foundation right up to your jaw line and also right up to the edges of your hairline.

Setting liquid foundation

After applying your liquid foundation, you can fix the foundation using loose powder. Loose powder will help the liquid foundation stay in place for longer and should fix your foundation for the rest of the day. Use a powder brush to dust the loose powder all over your face, starting with the centre of your face, your forehead and your chin.

Addicted Cosmetics offer a range of Professional Loose Powder shades which are designed to work well with either of our liquid Essential Foundation or our Matte Cover Oil-Free Foundation products.

Powder Foundation

Most powder foundation products come in a compact and include a sponge applicator. You apply the powder by wiping the sponge onto the powder foundation before smoothing it all over your face gently. You should smooth the powder foundation onto your face with downward movements, in the growth direction of your facial hair. Be careful that you do not leave patches or hard lines on your face.

Check the label on the powder compact for further useful tips or details; for example, some powder foundation products can be applied both dry and wet (to achieve extra coverage). You should never use your fingers to apply powder foundation.

Addicted Cosmetics offer Prestige Powder, a pressed powder, in a range of shades. Prestige Powder is extremely versatile as it can be used either dry or wet depending on the level of coverage required.

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Foundation Stick

A foundation stick is extremely easy to apply. Just use the foundation stick to dot foundation directly onto those areas of your face that need coverage (e.g. around your nose, your chin and your forehead), then blend in the foundation with your fingertips. To cover blemishes, you can dot additional foundation over specific areas of your face after you have finished applying and blending your main coverage.

Mousse Foundation

Mousse foundation is applied with your fingertips. You should dot the mousse foundation on those areas of your face that need coverage, then start blending the first layer of foundation into those areas before moving on to the rest of your face. Mousse foundation has a soft and light texture, which can only be applied in thin layers. To achieve a thicker coverage, you will need to add additional layers which will take more time; however, this will give you more control of the level of coverage you wish to achieve.

Tinted Moisturiser

Whilst not strictly speaking a foundation product, tinted moisturiser can be used by women whose complexions are flawless enough to require only a light coverage with a small degree of tint. The application of tinted moisturiser is extremely easy and will leave a smooth finish. You can warm the tinted moisturiser in your palms first, or just apply it directly to your face as a replacement for your usual daily moisturiser. After applying, ensure you have blended it into all the areas of your face, up to the line of your hair and beyond your jaw line into your neck.

Using a concealer

If you have small spots on your face, facial blemishes, dark under eye circles or other small facial imperfections, you can use a concealer to cover them.

You can apply concealer using a concealer brush, dot it on with your fingertips or dot it on directly if it comes as a stick. You can apply concealer either before or after you have applied your foundation, though there are benefits and drawbacks associated with either technique.

Before - This is a useful technique as your foundation shade will cover the concealer, leaving a smaller chance of the concealer showing through. The drawback is that, as you blend your foundation, you are likely to rub some of the concealer away. To combat this you may need to leave a thicker application of concealer.

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After - The advantage of this technique is that some minor flaws will be covered by your foundation so there will be no need to use a concealer over them. You will only know, of course, which minor flaws will be covered by your foundation after applying the foundation. The disadvantage of this technique is that, when you use concealer after applying your foundation, it is a bit more difficult to blend the concealer into your foundation.

The solution may be to use concealer before applying your foundation to cover major facial blemishes; whilst for minor facial blemishes that are still visible after applying your foundation, you can use the concealer again and blend it in.

Final Thoughts...

After you have finished applying your favoured foundation product, if possible, try to stand near a window in the daylight to assess whether it looks natural. Double check your hair line to ensure your foundation goes right up to the line, and your jaw line to ensure your foundation blends in well with your neck.

To create a natural and healthy glow, you can apply some bronzing powder to your face, neck and décolleté (when you use liquid foundation).

If the tone and type of your skin changes throughout the year (e.g. during the summer months), don't be afraid to change the shade of your liquid foundation or move to a powder foundation during that period.

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Addicted Cosmetics' Web Articles, "***The Perfect Match - Foundation and Skin***", and "***The Triumph of Foundation?***", can be viewed and downloaded from the Infotheque page of our website.

Addicted Cosmetics offers a range of make up and cosmetics products for both private individuals and professional make up artists, including a variety of foundation products.

Visit us at <http://www.addictedcosmetics.co.uk>, or contact us at info@addictedcosmetics.co.uk if you would like to know more about Addicted Cosmetics and our beauty products.

Feed your addiction...

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