

ADDICTED COSMETICS

LONDON

THE PERFECT MATCH – FOUNDATION AND SKIN

We have already explored the reasons behind the recent increase in the sales of foundation products in the beauty industry, in Addicted Cosmetics' web article, "*The Triumph of Foundation*". As women have recognised the skin caring qualities that can be enjoyed by choosing different types of foundation products, the importance of ensuring that the correct foundation for a woman's individual skin type is chosen has taken on a greater significance.

Which skin type do you have?

There are four basic skin types. Every woman will have skin which falls into one of the four categories below. Often, you will hear about sensitive skin or skin with particular conditions such as acne being described as a skin type, however, whether skin is sensitive or has acne, it will still fall into one of the four types below. Women with sensitive skin or skin with particular conditions should seek specialist advice on how to protect or treat their skin.

The skin types

Oily Skin

Oily skin is caused by the skin's sebaceous (oil-producing) glands excreting too much sebum – a natural oily substance. Sebum is most likely to make the skin look shiny and oily in the 't-zone' (the areas of the forehead, the nose and the chin), and sometimes all over the face. Often the pores of oily skin are enlarged and are susceptible to becoming clogged (making the skin prone to pimples and acne).

Dry skin

Dry skin occurs where the skin does not produce sufficient quantities of sebum to hydrate and moisturise the skin naturally. Dry skin may feel itchy if it hasn't been moisturised for some time, or feel particularly dry after washing or during the winter months when the weather is windy and cold. This type of skin may flake easily compared with other skin types and may look textured, with tiny expression lines as a result.

Normal skin

Normal skin can be described as 'balanced' (i.e. not too oily and not too dry). It's comfortable water content level leaves it looking smooth and evenly-toned, with tiny pores.

Combination skin

Combination skin is extremely common. This skin type combines the characteristics of two of the skin types mentioned above. For example, the 't-zone' may look shiny and oily whilst the areas around the eyes, cheeks and mouth remain dry.

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Which foundation product is suitable for your skin?

Oily skin

If your skin is oily, you should select an oil-free foundation. Make sure you look out for foundations that are described as 'oil-free' or which leave you with a 'matte' complexion. Powder foundation products are particularly suitable for women who have oily skin.

To assist women with oily skin, Addicted Cosmetics offer *Matte-Cover Oil-Free Foundation* and *Prestige Powder* (a pressed powder foundation) within our current range of foundation products. To help reduce shine and to set your foundation, we recommend using our *Professional Loose Powder*.

Dry skin

If you have dry skin, you will require a foundation that provides extra hydration to moisturise your skin. Foundation products which are suitable for women with dry skin may be described as 'hydrating' or 'moisturising'. Most standard liquid foundation products and most moisturisers (including tinted moisturisers), should be suitable for women with dry skin.

Our *Essential Foundation* is a moisturising liquid foundation that is enriched with skin caring Aloe-Vera, and is perfect for rehydrating and protecting the skin. For women with particularly dry skin, Addicted Cosmetics' *Essential Foundation* should only be applied after preparing the skin with an extra nourishing moisturiser.

Normal skin

If you have normal skin, you will have the luxury of being able to choose a foundation product that is neither enriched with extra hydrating qualities nor oil-free. Most standard foundation products will be suitable for you.

Each of Addicted Cosmetics' *Essential Foundation* or Addicted Cosmetics' *Prestige Powder* can be used by women with normal skin types depending on your preference, the season and/or your complexion.

Combination Skin

If you have combination skin, which might include oilier and drier areas, you may need two different foundation types. Generally, powder-based foundation products are ideal for the oilier areas of combination skin types. The drier areas of combination skin types will benefit from cream or liquid foundation products, as their moisturising qualities will help to rehydrate your skin as well as creating a smooth and healthy appearance.

Addicted Cosmetics' *Essential Foundation*, *Matte Cover Oil-Free Foundation*, *Prestige Powder* and *Professional Loose Powder* are all specially formulated to work individually or in combination with each other, as required, to help you achieve the best possible result after

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you have considered your individual skin type and selected a foundation product that best represents your perfect match.

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If you haven't read Addicted Cosmetics' Web Article, "***The Triumph of Foundation?***", it can be viewed and downloaded from the Infotheque page of our website. Don't miss the next Addicted Cosmetics Web Article, "***The Foundation of Application***", which will provide useful hints and tips on how to select the appropriate shade of foundation to match your complexion and practical advice on how to apply foundation.

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.

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