

ADDICTED COSMETICS

LONDON

THE TRIUMPH OF FOUNDATION?

For the past two years, sales of foundation have increased by 15% and 23.5% annually; implying that women are seeking to treat themselves with a new mixture or formula of foundation, rather than going for the traditional option of a racy new shade of lipstick. Despite the fact that it was during the era of the second “big recession” (second-only to the Great Depression, if you ask some people), foundation products seem to have bucked the trend and withstood the economic crisis as women turned to cosmetics as an affordable indulgence during the economic downturn.

So what is behind this foundation boom?

Women have rediscovered foundation as an essential part of their daily make up collection. These days, cosmetics companies can provide foundation products that offer consumers a greater degree of choice than ever before. The days when the sole purpose of a foundation was merely to cover skin imperfections and even out skin tone are well and truly over.

In recent years, countless developments in the foundation market have led to the creation of foundation products that contain ingredients (antioxidants), designed to enhance and protect the skin. These ingredients assist your body to defend the skin against the ravages of a modern lifestyle, or the inevitable consequence of the passage of time, by reducing the visible signs of ageing.

For many years, women have recognised that certain foundation mixtures and formulas may have skin caring qualities. A relatively recent trend is for women to seek out foundations which only contain ‘natural’ ingredients (e.g. mineral-based foundation), which are free of synthetic (man-made) substances. Whilst this is still a niche market, year on year, foundation mixtures and formulas that provide particular benefits to assist with the promotion of healthy skin, are growing in popularity and generating increased sales. Make up composed of minerals and ingredients that should not cause skin irritation are becoming increasingly popular as their lack of synthetic ingredients is proving to be particularly suitable for individuals with sensitive or acne-prone skin.

Finding the right foundation for you

Finding the right type and shade of foundation and knowing how to apply it properly has always been extremely challenging for many women and particularly younger women. Studies have shown that around 23% of the money spent by women on cosmetics is spent on foundation. Unfortunately, this essential purchase often ends up languishing in some obscure bedroom drawer or in a corner of the bathroom as an embarrassing reminder of an erroneous decision at the point of purchase.

Such an error may not entirely have been your fault. It could have been caused by not knowing how to test the foundation effectively. Unless you are a vampire, trying out a new foundation mixture or formula during daylight hours should not be “life”-threatening, and is

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actually a basic but sensible tip. A lack of (or completely incorrect) advice from a sales representative can often lead to the purchase of foundation that is unsuitable for your skin tone and type. Women have been known to lavish vast sums of money trying out six, seven or even eight different foundation mixtures or formulas before finding “the one”; and some 40% of women choose to avoid foundation entirely, as they succumb to their fear of failing to find the perfect foundation product for them. If this is you, Addicted Cosmetics would like to gently coax you back into the fold...

So with all the hassle and expense involved, why should we care about using foundation at all?

Foundation should be an essential part of your daily application of make up. It literally forms the base upon which all the other elements of the make up process combine to provide the desired look, and should not be ignored if you are keen to achieve a flawless and natural appearance. Making correct use of foundation, and ensuring that it is applied properly, will not only even out your skin tone and conceal any quirky little blemishes you may have, it will also leave your skin looking healthier, fresher and radiating a natural glow. These days, many foundation mixtures and formulas are infused with hydrating agents, provide a degree of sun protection, or contain other skin enhancing substances that help to protect and nourish your skin.

Which types of foundation are out there?

Liquid Foundation

Probably the most loved, and certainly the most used, type of foundation is liquid foundation. If you are looking for a light, medium or strong coverage, liquid foundation is available in various different textures. You have the choice between oil-free or moisturising formulas such as Addicted Cosmetics' Essential and Oil-Free Foundation formulas, and most of them are enriched with skin-conditioning ingredients. The benefit of liquid foundation is that it applies smoothly and offers you whatever level coverage you wish. Liquid Foundation will be absorbed gently by your skin, investing it with a smooth and natural finish. It helps to even out and camouflage imperfections and leaves a youthful matte or radiant finish.

Powder Foundation

As an alternative to liquid foundation, some women prefer the lighter - more powdery texture that a powder foundation can provide. Like liquid foundation, many contain skin-conditioning ingredients. Powder foundation is particularly suitable for women who have oily or combination skin (i.e. skin that is characterised by dry and oily areas), as the powder subtly absorbs the natural excess oil, to prevent any hint of a greasy appearance.

In contrast to liquid foundation, powder foundation will “*sit on top*” of your skin and as a result may not be absorbed by your skin as readily. This characteristic may make it liable to wipe off on your (or someone else's) clothes during the day, plus in addition, if applied too

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generously, powder foundation can leave you with a caked appearance, so a light and careful application is essential. Notwithstanding the previous sentence, powder foundation remains a convenient and versatile alternative to liquid foundation.

There are three types of powder foundation:

Cream-to-powder foundation

This represents a convenient and commonly-used alternative to liquid foundation. It is a mix between a liquid foundation and a pressed powder, has a creamy appearance, and usually comes in a hand-held compact. It is applied as a semi-liquid/creamy formula that dries to a powder. Most types of cream-to-powder foundation will also be enriched with skin caring emollients and skin improving substances - providing medium to full coverage in both an oil-free or moisture-based mixture.

Pressed-powder foundation

Similar to the cream-to-powder foundation, pressed-powder foundation will be housed in a hand-held compact. It offers a lighter coverage, won't clog your pores, and is extremely easy to apply and blend. There are some powders, such as Addicted Cosmetics' Prestige Powder, which can be applied both wet and dry. Such versatility allows you to apply a lighter coverage when applied dry and a stronger coverage when applied wet.

Liquid-to-powder foundation

Liquid to powder foundation will change its consistency in a fashion that is similar to the cream-to-powder foundation when applied to your skin. It is a water-based foundation and as such should allow for a smooth and easy application. Liquid-to-powder foundation should feel extremely light on your skin, and will leave a semi-matte finish for long lasting wear.

Mineral Foundation

Beside the traditional types of foundation, there is also a range of powder and liquid-based foundations available that are composed of minerals and ingredients that should not cause skin irritation. Such mineral make up products are particularly suitable for individuals with sensitive skin or for individuals with particular skin complications; as their composition of non-synthetic ingredients should lessen the likelihood of an adverse reaction.

Foundation Sticks

A foundation stick is a portable alternative to liquid foundation that offers convenient application and replenishable coverage. It can be applied extremely easily, either all over

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your face or only in those areas of your face where a touch-up is required. A foundation stick offers the coverage of a foundation but with the precision of a concealer, and therefore makes it ideal for covering little blemishes and imperfections on the go.

Tinted Moisturizer

This lightweight foundation is perfect for women who prefer a light coverage. A tinted moisturizer combines two products in one – a light covering of foundation and a moisturizer. As well as evening-out your skin tone, a tinted moisturizer will leave a hint of colour, whilst hydrating and nourishing your skin.

Mousse Foundation

Mousse foundation is a combination of liquid foundation and powder. It is created by whipping both elements with air, thus giving it its gentle mousse texture, to achieve one of the lightest foundations available. It is easy to apply and control, as you can apply it in thin layers, helping you ensure your skin does not appear caked – which would occur if you applied the foundation too liberally. Mousse Foundation is extremely easy to blend and will leave a matte finish.

* * *

With all the various and differing benefits and choices of foundation out there, you would be excused for being a little daunted ahead of your next hunt for new foundation. However, choosing the correct foundation for you is easier than you might think if you know what to look for.

Don't miss the next two Addicted Cosmetics Web Articles, "***The Perfect Match – Foundation and Skin***", and "***The Foundation of Application***", which 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.

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