

Makeup: Find The Perfect Foundation

Finding the perfect foundation is the most important and the most difficult part of buying cosmetics. There is no room for error here. You have to buy foundation that is a perfect match to your skin tone and type. The foundation creates the background on which to accentuate this or that feature of your face: your eyes, your lips, or your cheekbones. Getting it wrong will have disastrous consequences for your appearance, as a face that is made up imperfectly can overwhelm all other efforts to enhance ones looks.

Steps in using foundation: Find one suited to your skin type - oily, dry or combination. Pick a colour that is as much a perfect match to your skin tone as possible. Foundation should match the colour of your neck rather than the face. Be sure to test under natural light as artificial lights can distort the appearance of colour. Moisturiser, if any, should be used about 10 minutes before application to let the skin absorb it. Use a primer to fill in lines and pores, and smoothe the skin's surface. Tinted primers can correct excessive redness, paleness or yellowness in the skin's natural colour tone. Smooth on concealer over problem areas. Apply foundation on clean, dry skin with fingers in little dots and blend downwards using a damp sponge or brush. Blot the face with a clean tissue to remove any excess. The foundation may be diluted for a sheer, natural look, which is more appropriate for day use than a thick, heavily made up look. Set with finishing powder. Remove excess with a thick, soft powder brush using downward strokes to prevent powder from getting caught in facial hair.

Some popular brands of Foundation that have been rated highly by consumers are:

- The Maybelline Dream Matte Mousse:** A light foundation that glides on and blends easily without clogging pores. It comes in a tub with a screw-on lid, which makes it easy to get just the right amount at a time, thereby minimising wastage. It is available in eight shades to suit most skin tones - from very fair to very dark.
- Max Factor Age Renew Foundation:** This lightweight foundation comes with an advanced skincare complex containing amino peptides, vitamins B3, B5, E, and green tree extract. The unique translucent light-reflecting particles in the foundation illuminate the skin, mimicking the effect of soft light on the face. There are six shades to choose from, and the attractive 30 ml pump action bottle is convenient to carry in a purse.
- Clinique Supermoisture Makeup:** This ultra-moisturising, long wearing foundation is ideal for dry and sensitive skin. Its creamy but lightweight formula provides sheer to moderate coverage leaving the skin looking natural, dewy and radiant. It has options for two skin types: very dry to dry, and dry to combination; and is available in a whopping 17 shades.
- Lancome Teint Idole Ultra Foundation:** This oil-free foundation provides up to 14 hours of flawless coverage, and comes in an attractive bottle with a pump. There are 20 shades to choose from, making it easy to find the perfect match for your skin.
- YSL Perfect Touch:** This light, moisturizing, non-comedogenic foundation is suitable for all skin types, and is available in 14 shades. The foundation comes with an applicator brush, which makes touch-ups on the go easy.
- Chanel Innocence Compact:** This foundation is light, sheer and moisturizing, and gives skin a luminous glow. Coverage is buildable, so heavier coverage can be achieved by adding layers. Being a compact, it is easy to take along in a purse, and comes with a compartment for the applicator sponge.
- Estee Lauder Resilience Lift Makeup:** Estee Lauder's richly moisturising Resilience Lift Makeup smoothes the appearance of lines and wrinkles to give the skin a taut, firm look. It delivers a flawless, professional looking but natural finish, and is available in 12 shades.
- Revlon Bare it All Lustrous Lotion:** This limited edition collection is a blend of ultra refined pearls with a hint of colour which adds a luminous glow to the skin. It can be used either on its own or to compliment foundation.

About the Author

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