



# THE 10 COMMANDMENTS OF FOUNDATION



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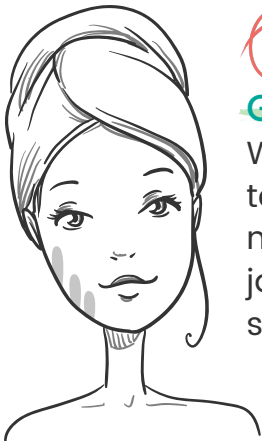
## START WITH HYDRATED SKIN

Be sure to cleanse, exfoliate and hydrate for the most even results.

2

## KNOW YOUR SKIN TYPE

Seek out formulas that will complement your skin type. Oil-free formulas are best for acne-prone or oily skin, and hydrating formulas are best for normal to dry skin. Those with sensitive skin should look for noncomedogenic or hypoallergenic formulas.



3

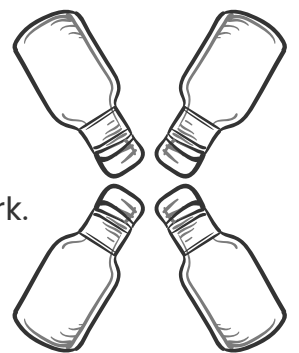
## GET MATCHY-MATCHY

When looking for a new foundation, don't try to find the color by testing it on the back of your hand. Swipe the shade you think matches, along with the next lightest and darkest hues, on your jawline. Walk into natural light and check out your reflection. The shade that disappears is the winner.

4

## CHANGE WITH THE SEASONS

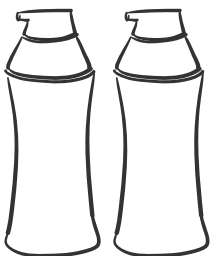
Your skin tone gets lighter and darker from season to season and can sometimes change with age. Upgrade your foundation color regularly so it never looks too light or too dark.



5

## PRIME FOR A PERFECT COMPLEXION

If you have scars or marks, use primer to smooth out your complexion. A green-based primer can also be used to counteract redness, while a lavender-based one can brighten dull, lifeless-looking skin.





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6

## APPLY CONCEALER

You can use less foundation by adding concealer where needed and blending it well.



7

## ADD FOUNDATION

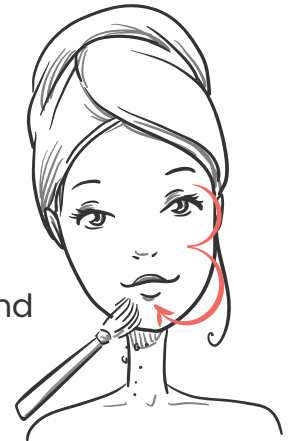
Drop foundation onto the back of your clean hand or onto a makeup palette. Using the tip of a foundation brush, lightly pat the foundation onto your skin. Work your way around your face and all down your neck. Be sure to include your ears. Then blend with the brush for a flawless finish.



8

## LEARN TO CONTOUR

Adding a slightly darker powder where you wish to create shadows can help define your face. Using a smaller angled powder brush, sweep the powder along the hairline and around the curve of the cheekbone near the side of your face and underneath the jawline in the shape of a number 3. Blend.



9

## BELIEVE IN BRONZER

Bronzer can give you a beautiful glow regardless of the season. Using a larger bronzer or powder brush, sweep a small amount wherever the sun would naturally hit: your forehead, around your cheekbones, down the center of your nose and along the sides of your face. Blend.



10

## LIGHTS. CAMERA. ACTION!

Highlighter adds instant soft lighting where you need it most. Apply a small swipe down the center of your nose and along the top of the brow bone underneath the eyebrow for an instant lift. Blend well and you're ready for your close-up!

and here

here

and also here

