



module 1

find out
about
you

lesson
108

choose
the right
found-
ation
for your
skin tone

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create a flawless makeup look

Now that you know your skin tone (lesson 102 `What Skin Tone Are You` module 1 Find Out About You) you can go straight to the beauty counter or shop online to find the right shade that you know matches your undertones.

Choosing a foundation that matches your undertone is the key to buying the right foundation shade and creating a flawless makeup look.

I recommend people to pick two foundations, one that suits your skin in winter and one a shade darker for summer. This way, you're set for both winter and summer and in between you can mix the two for your perfect shade.

The best way to test a foundation is to try it on your jawline. Foundation shouldn't look like another layer of makeup, it should be undetectable and blend into your skin. If you're in a store try to go outside or stand near a window so you can see it in natural light, this way you can see if you have the best match for your skin. Store lights are usually harsh fluorescents or low light globes which won't show you the true shade you're trying out.

If you're having difficulty in matching, you can always do a little mixing yourself. Your skin is as unique as you are, so don't get discouraged if it takes more than one try to get it right.

Remember it's your undertone that you're matching which represents your skin tone, Your tone is something that never changes no matter how tanned you are or how much exposure you have had to the sun.

cool or warm foundations

Foundations are either yellow-based for warm undertones or blue-based for cool undertones. Some make-up lines actually have words like "cool beige" or "warm honey" on their labels to indicate the tone it was made for.



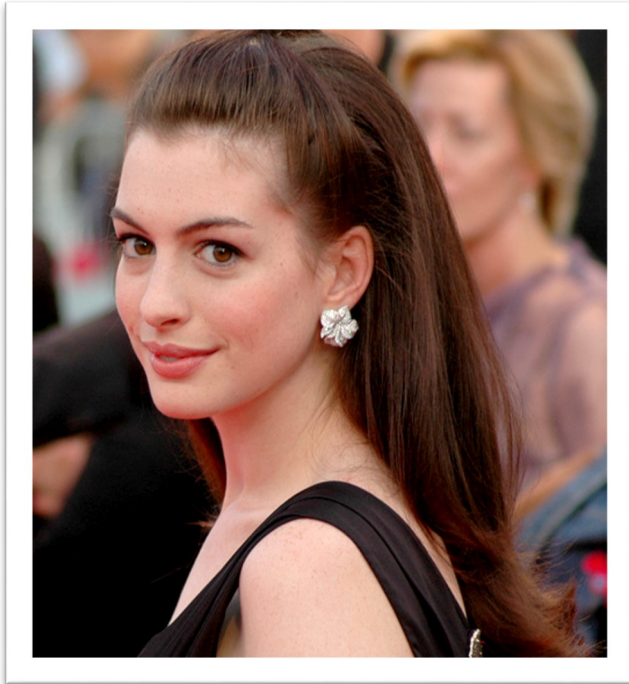
blue/pink based - cool



yellow/beige based - warm

cool undertones

If you have cool undertones, the foundation should have pink base and often are labelled porcelain, rose, sable etc. Anne Hathaway and Amanda Seyfried have this cool undertone.



Ann Hathaway 2007 by Caspian blu CC Wikipedia



Amanda Seyfried by sneksays CC Wikipedia

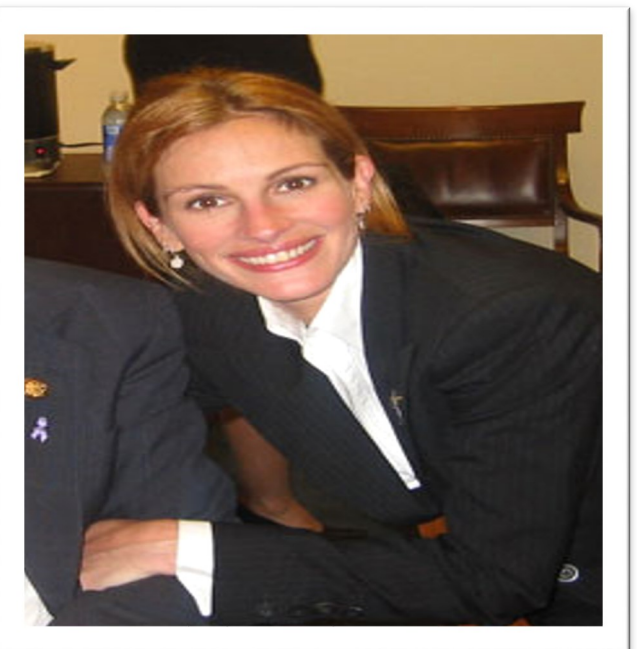
warm undertones

If your undertone is warm, then the foundation shade should have is a subtle yellow or golden tone Warm shades are often labelled beige, golden, tan, caramel, and chestnut.

Choose yellow-toned foundation for a warm skin tone. Earthy shades such as beige, gold, and caramel tend to complement warm skin tones, Some celebrities with warm undertones: Jennifer Lopez and Julia Roberts



Jennifer Lopez by dvs ross Wikipedia CC

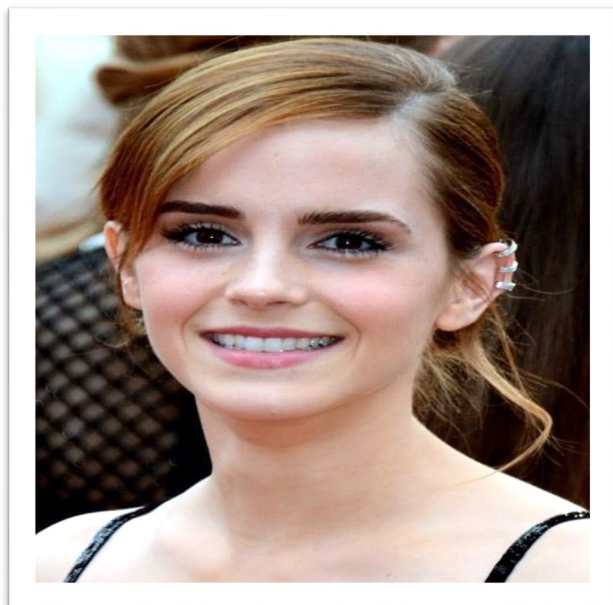


Julia Roberts Wikipedia CC No attribution required

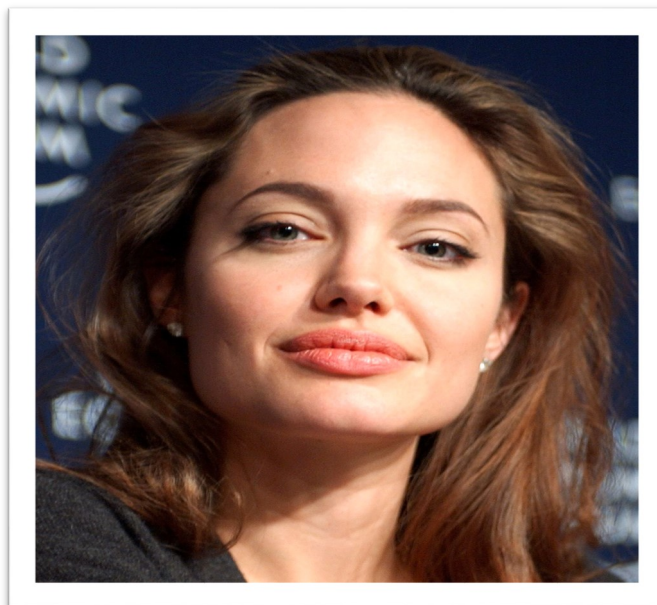
neutral undertones

Find foundations that have a slightly gold tone to warm up the "green" undertone in your skin. Neutral shades are often labelled ivory, buff, nude, and praline. If you're neutral — you can basically wear *any* shade and get away with it !! Lucky you!

Some neutral celebrities: Emma Watson and Angelina Jolie.



Emma Watson y Georges Biard Wikipedia CC



Angelina Jolie by Remy Steinegger Wikipedia

pro tips -some additional advice

#1 If you choose the wrong undertone of foundation for your skin, it will clash with your natural colour and you will look `off`.

A too warm a colour on a cool or neutral undertone might turn it to an orange or pink. A cool foundation on a warm undertone, can turn it grey or ashen. It's what you will learn about in colour correcting and the colour wheel - if you have opposing colours on the colour wheel on top of each other they will neutralise each other out.

#2 If you tan over the summer, choose a new, deeper shade with the same undertone. Don't just pick the next foundation in the shade range. Many cosmetic companies don't divide their foundations by undertone in their range, so if you just pick the next one in the series, chances are you're picking one with the wrong undertone.

#3 Determining your undertone is not an exact science, sometimes there isn't a clear choice as there are so many variations in the range of tones. In some magazines and websites Angelina Jolie and Emma Watson are labelled as warm, but on others they are cool.

This is because of different seasons and they may have a tan, or not. Most of the time it's the light in which the photo's are taken or the photographers flash. You've most probably noticed the difference in your face colour yourself when taking selfies on your smartphone.

All different light sources will show your skin in a different colour or tone so don't worry about it too much. Choose the closest match while looking in natural daylight and you will get the best match for you.

contact

If you have any queries, please get in touch, I'm happy to answer all and any questions.



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