

# style *notes*

*Find your*  
PERFECT  
MATCH

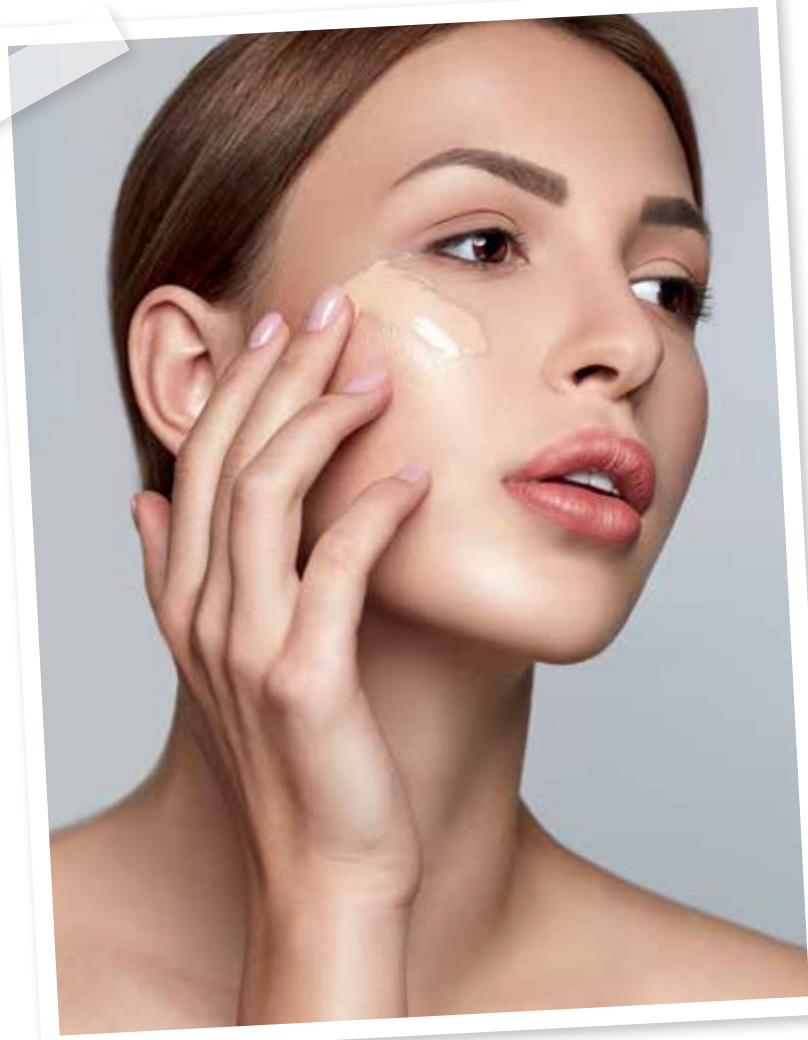
OUR FOOLPROOF GUIDE HELPS YOU SELECT  
THE BEST FOUNDATION FOR YOUR SKIN TYPE AND COLOUR →

Choosing the best foundation for your skin can be a challenge given the many shades and formulas on the market.

Whether you prefer a lightweight, luminous finish or fuller coverage, we all want a foundation that blends seamlessly to help achieve a flawless complexion.

Without the proper guidance, many of us can end up selecting the wrong shade, which can result in a mask-like appearance.

There are several factors to consider when choosing a foundation — what finish you like (matte or dewy), skin type, how much coverage you need and the right shade for your skin colour.



### FINDING THE RIGHT SHADE

When shopping for foundation, it is important to avoid buying a product based on the shade name alone. Instead, try a couple to see if one matches. The correct shade will disappear into your skin.

The best place to test your foundation shade is on your chest, Sydney make-up artist Nicola Johnson says.

"You want your face to not only match your neck but also your chest, arms and the rest of your body," Nicola says.

"This is especially important if you have a spray tan, as often people go lighter on

the face or skip tanning the face altogether."

Nicola says colour matching is the trickiest part of selecting the right foundation.

"Unfortunately, when we go to a make-up counter the artificial lighting in stores can throw off your skin colour, so what looks great in the store can look completely different in natural light," she says.

"I always recommend you have the foundation tested all over the face, not just a patch, then ask for a sample so you can test it out at home over a few days."

**DO NOT USE FOUNDATION TO GIVE YOURSELF A DARKER SKIN TONE. INSTEAD, APPLY A LIGHTWEIGHT BRONZER OVER FOUNDATION.**



### CHOOSING THE BEST FORMULA

As we move into the cooler months, liquid foundations are usually preferred over powder because they can help retain moisture, giving you a smooth and silky finish.

But the type of foundation is ultimately an individual choice based on your needs and whether you have oily, dry or combination skin, Nicola says.

"Foundation consistency is all down to personal preference and skin type," she says, adding we are lucky to have such a wide variety of foundation textures and formulations to choose from.

"Foundation sticks are creamy and hydrating, making them excellent for dry skin," Nicola says. "They also give


excellent coverage, and are handy for travel and quick touch-ups on the go."

Liquid foundations tend to be silicone, water or oil-based.

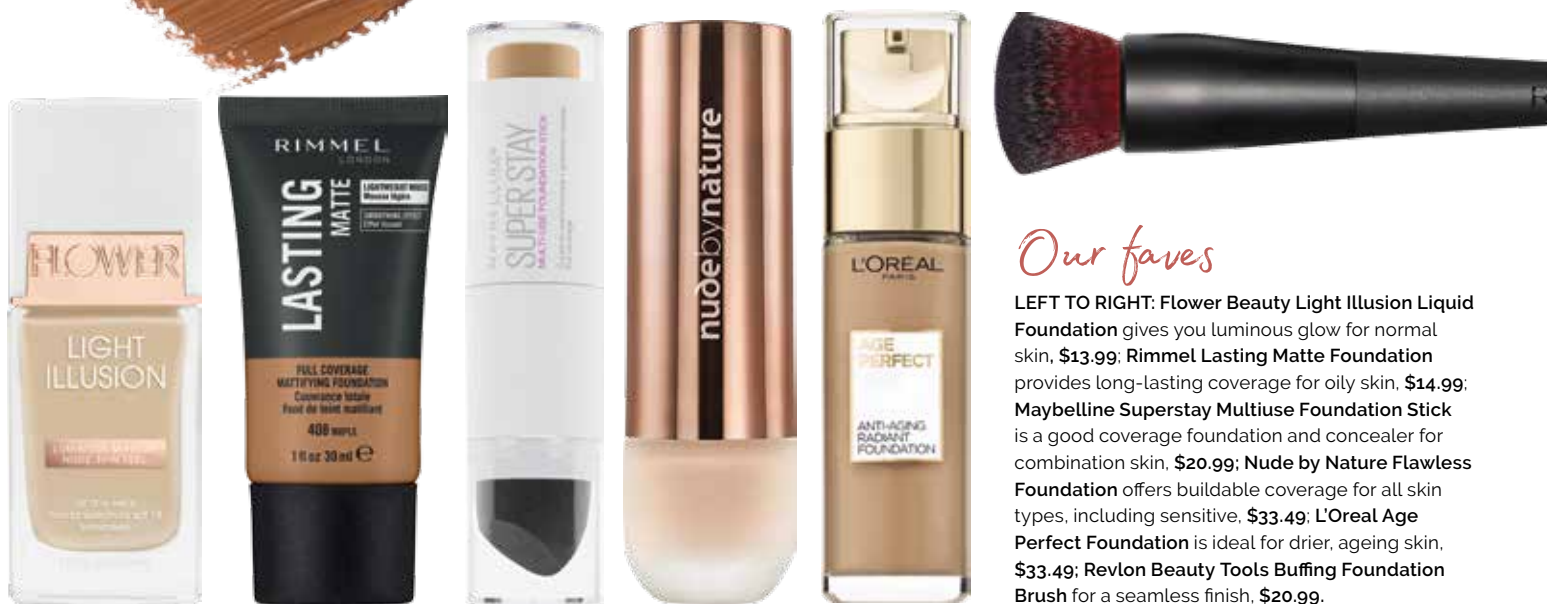
Oil-free and water-based foundations are ideal for acne-prone skin types, while those with dry skin are better off with an oil-based foundation that will help nourish the skin without leaving it looking greasy or shiny.

"Your foundation should be treated like a base coat," Nicola says.

"It's designed to even out your skin tone and give you a better version of your own skin.

"Then use concealer sparingly; go in and cover any blemishes or pigmentation." 

**IN COOLER WEATHER, SKIN MAY FEEL UNCOMFORTABLE DUE TO MOISTURE LOSS. ADD A SMALL AMOUNT OF MOISTURISER TO FOUNDATION FOR EXTRA GLOW AND SKIP POWDER AS IT WILL DEHYDRATE SKIN FURTHER.**



### Our faves

**LEFT TO RIGHT:** Flower Beauty Light Illusion Liquid Foundation gives you luminous glow for normal skin, \$13.99; Rimmel Lasting Matte Foundation provides long-lasting coverage for oily skin, \$14.99; Maybelline Superstay Multiuse Foundation Stick is a good coverage foundation and concealer for combination skin, \$20.99; Nude by Nature Flawless Foundation offers buildable coverage for all skin types, including sensitive, \$33.49; L'Oréal Age Perfect Foundation is ideal for drier, ageing skin, \$33.49; Revlon Beauty Tools Buffing Foundation Brush for a seamless finish, \$20.99.