

Welcome to Christiane Dowling Makeup Artistry's first Beauty Editorial for Foremost magazine.

Over future editions I'll be sharing a mix of makeup hints, common mistakes, some of my favourite products and makeup-related editorials.

The cosmetics industry is colossal, with social media, YouTube and Instagram influencers affecting consumers' buying decisions more than ever before.

Makeup can be an expensive business but spending money on a trending new eyeshadow palette that isn't right for your colouring or skin tone or where you'll only ever use two or three of the shades (unless you're a Makeup Artist) is a poor investment.

All the major brands compete fiercely to convince us that their products are the best, particularly at Christmas which is probably the easiest time of year to buy on impulse. Each week during Makeup Lessons I meet several new clients whose makeup bags can contain quite costly products which are gorgeous, but not flattering for them personally. Try to resist the temptation of being drawn in by hype, fancy packaging or clever marketing.

Today, I'm focussing on one of the questions that I'm most commonly asked during lessons, **"How do I find the perfect Foundation?"** Getting your foundation right is so important because if the colour,

tone or finish is wrong for your skin it will be very obvious. Remember, the perfect foundation shouldn't be heavy or noticeable, but should disappear without a trace. The aim is for people to notice your flawless skin, not the product.

There are several factors to consider when looking for your foundation, including:

- **Your skin colour and undertone**, your **skin type** (dry, oily or combination), the **coverage and finish** (full, matte, dewy) that you would like.
- **The type of foundation** that works best for your skin - Liquid, Cream, Foundation Stick, Tinted Moisturiser, BB (Blemish Balm) or CC (Colour Correcting) creams.
- **No one cosmetics brand is perfect for all skin types.** As a Makeup Artist, I need to have a wide selection of different foundation brands and ranges in my kit to accommodate everyone. Just because a foundation looks fabulous on your friend, it doesn't mean that it will be right for you. Try several before making a decision.



Christiane

- A good department store will have an advisor who can help you find the correct foundation for your skin type and the right shade from their particular range. Even then, **never buy a foundation straight away** or judge the colour by how it looks when it's first put on. Wait for at least an hour then take a good look at your face in natural daylight or under bright light. Is the colour and coverage right? How does the texture feel on your skin?

- **Ideally, ask for a small tester sample** to take away and try at home to see how it lasts. Many department stores will be happy to do this for you.

Application: There are lots of ways to apply your foundation, but for an even finish and control over coverage my own preference is a Buffing Brush.

Don't forget that it's very important to regularly clean your brushes to prolong their life, to remove old product and to eliminate bacteria which could cause skin problems.

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