



Module 7 : Skin Tone: Foundation Selection and Application

- Knowing how to choose the right foundation
- Know about tinted moisturisers
- Identify what other products you will need
- Applying the foundation

What you will learn:

- How to choose the right foundation
- When to use tinted moisturizers
- Identify what other products you will need
- How to apply foundation
- Common mistakes to avoid when applying foundation

7.1 Introduction

 **You will know when you have found the right foundation because it feels light on your skin and it looks natural.** You should not see the foundation on your skin. It is important to consider what you need the foundation for. Is it for everyday use or for a night on the town? This module will help you choose the right foundation for your clients.

Keep in mind that each client will have different skin complexions, textures and types.

What will work on one client may not work on the next. Which is why you need a firm understanding

of foundations and application methods to ensure you achieve the desired results each and every time.

7.2 Benefits of Foundation

✖ **There are a number of benefits to using a foundation.** Foundations these days are more advanced and can provide an improved skin appearance. In addition to this, foundation can add an essential protective layer for this skin. It can help balance dryness and oily skin, while providing essential anti-aging benefits. Furthermore, you will find that foundation can protect against the harmful rays of the sun, protecting the skin on a daily basis.

Types of Base Formulas

- Tinted Moisturizer
- Gel-Based Tinted Moisturizer
- Liquid Foundation
- High-Pigmented Cream Base
- Mousse Foundation
- Stick Foundation
- Cream-Powder Foundation
- Mineral Powder Base
- Compact Powder Foundation

A liquid foundation is great for use during the day and can provide light coverage. A cream liquid foundation is great for totally covering the skin and provides medium coverage. It is used mostly for night wear or when coverage is important. A cream powder compact is perfect for touching up the make-up. A stick is used for handy application because you can apply the make-up right from the stick. A high-pigment base gives the most coverage, but is heavy for use every day.

7.3 Tinted Moisturizer

Tinted moisturizers give the most natural look. They will not cover imperfections very well, however, you would just apply a concealer first and then use the tinted moisturizer afterwards.

Tinted moisturizers can be used instead of your normal moisturizer to simplify your skin care and makeup routine. Tinted moisturizers are a good choice if you want a light, natural coverage. If you are looking for heavier coverage then a foundation is the best bet.

7.4 Applying Foundation

Here are the steps that you will use to apply the foundation.

Remember, the goal of using foundation is to create a smooth-looking surface and provide an even skin tone.

1. Clean the area before starting the process.
2. Apply a moisturizer, sunblock, and primer.
3. Pour a drop of foundation into your palm and use the triangle sponge or brush and touch it to the foundation.
4. Spread the foundation all over the face. Try to spread it evenly.
5. Blend it in well.
6. Fade it into your neck by applying a layer to your jawline and pulling it down.

Once you have followed these steps, it may be time to add a concealer. It is important to make sure that you cover any blemishes or dark circles around the eyes. Concealer will be used to lighten the dark circles, or you can use a light-reflecting pencil. Make sure to just use your fingertip to apply the concealer to the top of the blemish. If you apply too much, it can make the blemish easier to see. Blend the concealer in well. Use some loose powder to complete the base.

7.5 Common Mistakes

It is very easy to make basic mistakes when it comes to applying foundation. Applying in a hurry, not taking careful note of what you are doing, or choosing the wrong color can all have a very negative effect.

Here is a list of the most common mistakes you should avoid at all costs when applying foundation for a client.

- Applying too much foundation is one of the biggest mistakes you can make. Remember, you want a smooth and seamless complexion; applying too much is just going to leave a very flaky appearance which is going to look fake.
- It is very easy to make a mistake and use the wrong foundation based on your client's skin

tone. It is essential that the foundation you use works with the client's skin tone. Foundations for oily skin should have non pore-clogging properties; when applying to sensitive skin, you should always use mineral-based foundations; dry skin will benefit from a creamy moisturizing foundation that will hydrate the skin.

- Using the wrong color can have disastrous effects, especially under bright lights or on film. It is imperative that the face and neck are the same color. If they don't match, it will be easily noticed by everyone in a photograph or if the person is speaking on stage under heavy lights. This will also be picked up on camera during filming.
- Applying foundation with your fingers. In addition to this being completely unhygienic, you will only find a streaky outcome if you use your fingers rather than a sponge or brush when applying foundation.
- You don't blend the foundation down the neck. Remember, the neck is always slightly lighter in color than the face, you want the color to blend evenly from the face into the neck.
- One of the biggest mistakes you can make when applying foundation in a hurry is not waiting for the moisturizer to dry. You need to wait those few minutes and be patient, ensuring the moisturizer is completely dry before applying the foundation for the best end result.

7.6 Additional Products for the Base

These are the products that you will use along with the foundation to create a base.

Primers

Primers are used to make the skin look and feel smoother. They are a barrier between the foundation and the skin. Primer is added after the moisturizer has had time to absorb into the skin. It is used to create a clean canvas for your makeup masterpiece. Think of the primer that is used to prepare a wall for a paint job. It is used prior to painting the walls to create a smooth canvas for your painting. The primers for your face are very similar and are used in the same fashion. The primer will fill in those tiny lines and create a smooth surface. It also makes the pores disappear, creates a matte look, and creates silky-looking skin. Many makeup therapists use this on their clients that are over thirty because it creates a much younger-looking face.

Use a primer that has an SPF of fifteen to twenty and you will be saving your client's face from sun damage. If your primer does not offer any sun protection, a sunscreen should be used under the primer. This is especially important for clients who will be outdoors. For example, if they are on an outdoor photo shoot. There is a line of primers that are used to even out skin tone. There are green primers that work to eliminate the redness in the face. This is great for those sunny days when your client has burnt themselves in the sunshine. However, there are many people who just have redder skin and these green primers create an even tone to start off with. If the client experiences discoloration on their face, an apricot colored primer is key. If your client is experiencing dull or

lifeless skin, a lavender primer can be used to brighten it up.

A good primer will also offer a host of benefits that you need to be aware of, in addition to helping makeup stay on for longer.

The benefits of a good primer include its ability to seal pores, soften the skin and give it a smooth appearance. In addition to this, most primers also come with anti-aging properties, which are always welcome at any age. Further, primers are very lightweight and yet very easy to apply. They can be used on all skin types and on all complexions. They can also help in reducing redness and will not cause unwelcome irritation.

Concealers

Concealers serve several purposes. The first is to cover up the dark circles under the eyes. The skin in this area of the body is the thinnest and therefore is usually darker than other areas of the body and face. A concealer can be used to lighten up this area. It also works well in covering up any blemishes or redness in the skin. It should be used after the foundation has been applied. That is mostly because the need for a concealer is lessened if you apply a good base.

The least amount of makeup is the best, so if you can avoid using a primer, foundation, and then a concealer, that is better. Plus, it allows you to use less of the concealer because some of the areas are covered with the foundation. It is good for keeping supply costs down.

If you choose a good concealer, it won't dry out the skin and can cover blemishes very well. Silicone concealers glide along the skin and are an excellent choice. When applying a concealer on someone with fair skin, you should use a warmer peach-toned concealer. For skin tones that are deeper, you will need to use an orange to yellow concealer.

Tip: Put the concealer in the palm of your hand and then rub your fingers round and round a bit to warm it up. It will blend in with the skin faster and better.

Concealers will provide you with a host of benefits to complete the perfect finish for your client. Concealers help you achieve a flawless finish by hiding unwelcome imperfections. Imperfections can be redness, blemishes and even birth marks that you want to hide to create that smooth and silky finish. Concealer can also lighten dark circles, offering an instant glow and youthful appearance. In addition to this, a concealer can be used to highlight features and to hide puffiness under the eyes. Ultimately, you should choose concealer based on what you are most comfortable using. They come in paste, liquid and powder form. It is important to use the right color based on your client's complexion.

7.7 Light-Reflecting Pencils

 **A great tool to have is a light-reflecting pencil.** It works well for the under-eye dark circles. It adds light to the area under the eye and lifts the area up a bit. It is great for people over the age of forty.

It can be applied right on top of a tinted moisturizer or foundation. Be sure to blend it in well. You can use your smaller blending brush to make sure that it blends in properly. Use twirling motions until the harsh lines are buffed away. A cotton bud can also be used to blend it effectively. A light powder can be applied to the face to make sure that it isn't too oily or shiny.

Light-reflecting pencils can help brighten and widen eyes. It is also highly effective in giving eyes an

essential lift during the day.

7.8 Powders

 **Powder is one of the highest-selling cosmetic items on the market and is one of the oldest beauty products out there.** That is because it creates a matte finish and allows the rest of the makeup to settle nicely on the face. It is also perfect for those who have oily or combination skin. The most important aspect is that the right color is chosen. You want to find a powder that matches your client's skin tone almost perfectly. That means that you should have a wide selection of various shades to make the perfect match. The powder should match the foundation. If you are dealing with a client with dry skin, just use a liquid foundation and hardly any powder. When clients have oilier skin in the T-Zone, this is the area where the powder should be used. Clients with oily skin will need it applied to the entire face. Oily skin looks dirty in most cases and therefore, the use of powder is so important.

For women over the age of forty, you will need to watch applying the powder to the drier areas of the face like around the eyes. Too much powder will accentuate the fine lines and wrinkles instead of masking them.

When applying powder, you can use a powder puff because it allows you to really push the powder into the skin. Some powders come right with the puff for application. However, to properly apply the powder, you will need to take some powder and then put it in your hand. Swirl the brush tip around in it and then tap it to release the excess powder. Then, tap it all over the face. This should be done lightly so that just small amounts of powder are kept on the face. This technique works perfectly with dry skin.

The key to successfully applying your base is to match the client's skin tone.

If you choose a foundation, concealer, or powder that is too dark or too light, it will be so much easier to see that the client is wearing makeup and that defeats the purpose. You want a natural look for the base or canvas. If you are unsure which one to use, apply the closest foundations on the cheeks in a streak. That way you can see which one is the closest to the right color. Then match the foundation with the powder. Make sure to clean the face after this procedure. Select the foundation before starting anything. If you can't tell just by looking, use the method above as your first step. The client won't think anything of it, and you can make sure that you are choosing the right foundation before you have already cleansed the face and applied the primer. It is just less corrective work that way. You will be able to create a seamless process that works well and ensures that you choose the foundation color that matches the client's skin tone the best.

Make sure to mark your client's consultation card with the right color foundation, so that you don't have to test it every time. The same applies for the concealer and primer.

It is a good idea to note these so that you can just get down to business. Plus, if your client realizes what you are doing, they may wonder why you are doing it so often. However, if you only see this client every few months or only once and a while, this method should be done every time. In this case, start by applying the one noted on your card and then use a shade up or down if it doesn't look right. You will be able to know your makeup and the various skin tones well enough in time just by looking at them.

Powders can be exceptionally beneficial and can provide a clean finish when applying makeup.

Powders are known to absorb oils, thereby reducing that shine that many people with oily skin

experience. These also offer protective properties and can help protect the skin from the sun's harmful rays. In addition to this, powder helps in hiding discoloration and blemishes, while being a long-lasting solution that doesn't clog the pores, which results in its own set of issues. The final benefit you will find when it comes to using powder on your client is that it can hide the signs of aging, reducing the appearance of fine lines and wrinkles.

Foundation Selection and Application Tutorial - 17min 57sec

In this video Olivia will guide you through foundation selection and application.

Go and Practise

Estimated time: 60 minutes Find two friends or family members and practise applying foundation to them using the step-by-step instructions as set out in this module. Once completed come back and continue the course.

Module Summary

This module concentrated on choosing the right foundation and base application to match your client's skin tone. You also learned more about foundations and the right application techniques. You also gained an insight into additional products you can use to create the best base for your client, providing them with a smooth skin tone free of blemishes. The module also discussed the benefits associated with various foundation products to help you select the ones you feel are going to match your client's needs the best. In addition to this, you should now know the most common mistakes when applying foundation that you must avoid at all times.

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