





THE ELEMENTS OF FOUNDATION

DID YOU KNOW THAT WOMEN WHO WEAR FOUNDATION EVERY DAY LOOK more credible and maintain younger looking skin longer? It's true. Foundation is the base for the rest of your makeup. It conceals imperfections that can be distracting and prevent people from hearing what you have to say. Unconsciously, we all do this. If the picture doesn't match the message, a little voice in our heads asks what's wrong with the picture. As we scan the person's face to figure out what is wrong we are not fully present with that person. Uneven skin tone, dark circles and redness can cause unnecessary distractions. Foundation helps to smooth out the skin tone so our attention goes directly to the person's eyes and not their flaws. The person's credibility then gets a boost and their message is heard.

When selecting a foundation for your clients, it is important to ask questions about her lifestyle and beauty habits in order to choose the best products. To follow is a brief description of each type of foundation, designed to help you determine the most appropriate choice for each client based on their skin type and needs.

Translucence Moisture tint provides the sheerest type of coverage. It is great for young skin and can be thought of as the training bra of foundations. The coverage is ideal for someone with flawless skin who wants a very natural look. It often includes a sunscreen, although not enough to protect skin that is exposed to direct sunlight. Liquid foundation provides light to medium coverage. Water based or oil-free, liquid is an especially suitable choice for people who have dark or oily skin. It provides sheer coverage without adding shine to the face. Oil based foundation works well for those with drier skin, as it has a slight barrier to hold in moisture. It also gives skin a dewy, healthy look. Liquid foundation is a sound choice for all skin types. It provides relatively favorable coverage and can look very natural if the right color is selected. ➔

BY LINDA BERTAUT

Stick foundation provides medium to full coverage for clients who want a more finished look. Stick foundation can have the consistency of camouflage or cream makeup, depending on the brand. The stick is easy to use, as it can be applied directly to the face and then blended with a sponge with little mess or fuss. It can also be used as a concealer over liquid foundations to cover dark circles and redness.

Camouflage foundation provides full coverage. When camouflage makeup is applied properly it creates a very polished and finished look. Too much of it or the wrong shade can make someone look fake or overly made-up. Camouflage on the entire face is used to cover an uneven skin tone. If the client's skin is relatively healthy, it may be used over liquid foundation as a concealer to target areas that need coverage.

After setting makeup with a translucent powder, apply a pigmented powder that matches the skin tone with a large brush to provide a smooth, finished look.



Power powders

Translucent powder and a puff is a must for any makeup. It provides a finished look that doesn't appear heavy or caked on. Sprinkle a clear or translucent (no color added) powder onto a powder puff. Work the powder completely into the puff. Fold the puff with your index finger placed inside the fold and secure it with the thumb and middle finger on either side. With a rolling motion, start working the tops of the cheekbones, nose, forehead and chin until you achieve the desired look. Wipe off excess powder with a large brush.

Pigmented powders are used to set liquids and creams, which otherwise have a tendency to move on the skin. Powders are used to set

all of the above mentioned foundations. After setting makeup with a translucent powder, apply a pigmented powder that matches the skin tone with a large brush to provide a smooth, finished look.

Mineral powders provide medium to full coverage and are an excellent alternative as a daytime makeup. They function as a foundation, concealer, powder and sunscreen in one step. Not all minerals are created equal, however. The true mineral powders have no chemical irritants added. They are great for the most sensitive of skins while providing protection from UV rays and the environment. It is important to read the ingredient list to make sure there are no talcs, chemical sunscreens or other questionable ingredients. The general rule is that the higher the SPF, the stronger the coverage.

Application is the key to a natural look. Extremely dry or oily skin does not do as well with minerals. Before applying, be sure to add enough moisturizer to dry skin and remove excess oil from oily skin. Using firm brushes is essential when applying mineral makeup, as the consistency is different from other powders.

Enhance and protect

With the multitude of options available today, you'll be able to choose the perfect foundation with which to create the look you desire. Not only will your clients look better, as foundation helps to protect skin from damaging environmental elements such as sun, air-conditioning and pollution. Choosing the right color and coverage for their skin will also even out skin tones, conceal blemishes and help it appear more healthy and vibrant. With their picture matching their message, your clients will look and feel great—and serve as walking advertisements for your business. ■

Linda Bertaut is an author, esthetician, reiki master teacher and beauty expert. Bertaut has won awards for her makeup artistry and work on inner image. She founded Bertaut Beauty, which focuses on enabling people to realize their true beauty. Contact her at 626.405.0424, Linda@BertautBeauty.com or visit www.BertautBeauty.com.

