

Applying foundation

Some problems when applying a foundation are:

A streaky appearance

Uneven coverage

Application that is heavy and caked looking

Too light an application providing little coverage and showing an uneven skin tone

By choosing the correct method of application foundation can be applied evenly and without looking too heavy and caked on

Foundation brush

A flat, soft tapered bristle, foundation brush is an ideal method for applying foundation for a perfect coverage with liquid and cream foundation. The tapered brush allows easy application even around the nose, eyes, mouth and hairline. When using liquid foundation apply a small amount to the back of the hand first. Use wide flowing strokes over cheeks, chin and forehead. Use the tapered edge of the brush to reach the smaller areas. Wash the brush after use.

You can apply your own foundation using **your fingers** but make sure they are clean before you start to prevent spreading germs on the skin. Fingers allow a certain amount of control when applying foundation but if you are too heavy handed you can rub as much foundation off as you are applying. A light touch is required to achieve an even consistency

A sponge provides a quick and easy application of foundation and is less messy than using your fingers, however some of the foundation will soak into the sponge and it is wasted. Make sure you wash your sponge thoroughly after each use to prevent bacterial infection.

Application Tips

Choose the right colour for your skin tone, if it is too dark it may look streaky and a line will be evident where the foundation ends as it is difficult to blend.

Choose the the right consistency for your skin type, liquid, cream, mousse, powder or spray.

Moisturise your skin at least ten minutes before applying foundation this allows time for the moisturiser to be absorbed into the skin, if you apply foundation immediately the skin will absorb some of the colour with the moisturiser and the overall appearance may be uneven. If you haven't applied sufficient

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moisturiser you may need to add a second application so that the foundation goes on smoothly. Remember you will need more moisturiser in the winter.

Don't use too much moisturiser, if after ten minutes the face appears greasy, wipe off the excess as the foundation will slide off the skin.

Use a foundation with an SPF factor for added protection against UV, in addition to other protection found in sun screens and moisturisers.

When using a sponge to apply foundation roll and press gently over the face and neck to ensure even, non streaky coverage.

Blend the foundation well, making sure there are no lines around the jaw and in the hairline.

Try and apply foundation in a natural light so that you don't overdo the finished result and end up with a 'caked' makeup .