

## Primer

This item of makeup is a relatively new product that has become very popular as it provides a protective base for foundation and other cosmetics and it is used to ensure that makeup lasts longer. It is a clear gel or lotion that is generally made from waxes, polymers and silicones that bond well with other cosmetics. When applied under lipstick it helps to prevent the lipstick spreading into the fine lines around the mouth and when applied under eye shadow it prevents creasing. Primers are made for face eyes and lips as well as a one for all areas. A good primer will provide an invisible barrier between skin and foundation, mask imperfections and fine lines in the skin, leaving it feeling soft and smooth allowing foundation to be applied with ease for a longer lasting result.

Primers may be formulated with added benefits such as; shine reduction and pore minimiser, to illuminate and brighten a dull skin or to neutralise redness and calm the skin.

When applying a primer, spread evenly over the face and add a little extra on the fine lines, open pores or oilier areas. Make sure it is dry before applying foundation or powder.

For a natural look apply primer directly under powder or a mineral foundation and when applying spray on makeup as this looks more even and minimises pores.