

Understanding YOURSELF

Finding Your True Foundation Match May Be Easier Than You Think

(NAPSA)—What does today's woman want when it comes to makeup? Because she considers herself an individual and not just a carbon copy, today's woman wants makeup that doesn't mask who she is but rather brings out what's individually beautiful about her own skin.

"Women want to create a flawless complexion. The good news is that women's skin is in the best shape ever these days—from good habits, using sunscreen, good skin care. Everyone can use just a hint of coverage—from covering blemishes, to covering dark circles," said Mary MacLean, executive beauty editor, *Glamour Magazine*.

Enter products such as those found in Individualist Natural Finish Makeup line developed by Estée Lauder. Ideal Match, the key technology in this line, allows foundation to automatically adjust to all skin types.

The technology uses a new type of titanium that is unlike the white, chalky titanium used in other foundations. This technology captures natural skin color while evening skin tone. Shades have been custom-designed so that every skin tone will have a perfect match.

"Before this technology became available, foundations were made using black pigment, which made skin look ashy. The black pigment has been eliminated and replaced by a blue reflective pigment to create more natural shades with peach, beige and golden undertones," said Anne Carullo, senior vice president, global innovation, Estée Lauder.

So how do you know which formula is best for your skin type? Oily skin should use a powdery



New technology is making it easier to match a foundation to skin tone—whether it's yellow, olive, peachy or darker.

foundation to help absorb oil.

Stick foundations are best for spot coverage and liquids are good for light, sheer all over coverage.

While new technologies make finding your true match easier, application is still key for a flawless, natural look. Try these tips for a smooth finish:

- **Concealer:** Your first line of defense. Always use a concealer prior to applying foundation. First, use a concealer to brighten darker areas like under the eyes, at the corners of your mouth and around the nose area. Then follow with your foundation.

- **It's all about the match.** Your foundation should be a true match to the natural skin tone on your face. Match foundation tones on the neck area to ensure the perfect match.

- **Sun-kissed glow.** If you like a bronzed look, use a powder or creme bronzer to achieve a bronzed glow after you have applied your foundation.

- **Work with the professionals.** Go to a cosmetics counter and get educated about what foundation formulas are right for you. A Beauty Advisor is your best ally to find the perfect match.