

Fresh face

As the seasons (and years!) roll by, we need different things from our foundation. Use these MUA-approved tricks to get more from your favourite formula.

Foundation might not seem as exciting as glistening eyeshadows and candlelit highlighters, but it's the unsung hero behind a fresh face. It can instantly pull a look together and fool the world into thinking we've had a great night's sleep.

But finding the right product can be tricky. First, there's the task of picking the right shade. Then there's the formula – a satin, matte or luminous finish? Or perhaps a tinted moisturiser or BB cream? And what about SPF? It's no wonder that, to many, the makeup counter can feel like a minefield.

When we do eventually find the right base (after much trial and error), it's understandable we might be reluctant to switch things up. But, as we age, our skincare and makeup needs change. The matte foundation stick we swore by in our thirties may no longer be the best option. In fact, makeup artist Tilly Ferrari (tillyferrari.com) recommends seeking out rich, moisturising products for more mature skin: 'Anything that gives moisture and hydration. Look for foundations containing hyaluronic acid and, if you have rosacea (which older skins are more prone to), it's also great to look out for calming ingredients such as centella asiatica.' ►



Mix 'n' match

It's not just our skin that changes. The passing seasons can also have an impact on how products perform. From a summer holiday spent in the sun to a long winter hibernation – there's never going to be a one-size-fits-all foundation. But we don't necessarily have to shell out on a selection of different products. 'It's a myth that you need to buy multiple shades of foundation a year,' reassures makeup artist Jennifer Oliver (jenniferolivermakeup.com). 'But our skin tones can change so much throughout the year, that having the right tools to adapt your foundation is key.'

Jennifer recommends buying a foundation that suits your 'base' colour (i.e. your natural skin tone during the spring and autumn) and adapting it with gradual face tanner throughout the winter, and tinted bronzing gel in the summer.

We might also need to adjust the texture of our favoured foundation as the seasons change. This can be done by simply switching up our application technique or mixing in other products. Skin tends to be drier during winter, for example, so a richer, hydrating foundation may suit our needs best. However, as the weather gets warmer, a heavy base can be more of a hindrance. The solution? A few drops of moisturiser mixed in with a pea-sized amount of base will sheer out any formula. Applying this with a stippling brush (rather than a traditional foundation brush) can also help deliver a lighter, airbrush-like application.

Similarly, if we want to cheat the luminous glow of a tinted moisturiser on an evening out, we can add a few drops of liquid illumination to a long-wear foundation. That way, our base will stay in place while also giving off a subtle radiance. And if healthy, glowing skin is really what you're after, try mixing a few drops of face oil into your foundation.


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Troubleshooting

Even with the most flawless shade and formula match, it's not uncommon to run into occasional issues with application along the way. And even beauty industry veterans have days where their foundation just isn't behaving as it should. It might settle into fine lines or pill up into little balls on the face. These are just some of the mishaps that can turn a flawless base into a disaster.

Tilly recommends making sure skin is prepped properly. 'A mild exfoliator (my secret weapon is Nars Light Reflecting Multi-Action Treatment Lotion) is an amazing pre-makeup routine,' she explains. Regularly incorporating AHA and BHA acids into our skincare routine can also help to ensure we have a smooth canvas when it comes to applying foundation. 'Applying plenty of moisturiser to the areas where fine lines tend to be most visible also prevents foundation gathering there,' she continues.

Application is key too. 'Rather than applying thick layers of product (popular on social media), apply foundation first to the back of your hand and in thin layers to your face – building coverage slowly,' Tilly adds. 'Then set foundation in place with a setting powder of your choice. To avoid this looking powdery or cakey, I like to apply some setting spray to a fluffy brush, then press and roll this over the area.' 

Our five favourites

All about the base

A helping hand to the best skin ever.



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1 Ciaté London Dewy Bronze Glossy Cheek Tint

Warm up your foundation for summer with this buildable bronze gel. *£19, ciatelondon.com*

2 RMS Beauty Un Cover-up Cream Foundation

Oh-so creamy but not lacking in coverage, this foundation glides over fine lines. *£59, spacenk.com*

3 Catrice Cosmetics True Skin Hydrating Foundation

A full-coverage foundation that nourishes skin with hyaluronic acid and watermelon seed extract. *£6.95, justmylook.com*

4 ELF Hydrating Primer Serum

This skincare-infused serum delivers glow and preps the face for a flawless finish. *£10, elfcosmetics.co.uk*

5 Sculpted by Aimee Velvet Veil

Lock down your look with this featherlight finishing powder. *£19, sculptedbyaimee.co.uk*



2



5