

COMPLEXION

FOUNDATION TYPES



Oil and grease based

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Water based

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Alcohol based

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Silicone based

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Powder based

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Pan-Cake

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Mineral

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TEXTURES AND COMPOSITION

Mousse

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Cream

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Liquid

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Powder

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Air Brush

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WAYS YOUR CLIENTS MAY DESCRIBE THE COMPLEXION

Dewy –

Matt –

Velvet –

High shine –

COVERAGE

This scale indicates the opacity of each foundation type referring to the percentage of pigments in the finished formula. Remember that some foundation may be buildable and may fit across different coverage bands.

Sheer

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Light

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Medium

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High

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Full

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CONCEALOR

Liquids before powders

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Judge what needs concealing

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Conceal with the right colour

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Red tones

Conceal with

Green tones

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Blue tones

Conceal with

Orange tones

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TECHNIQUE

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