

Foundation Makeup

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Foundation makeup can work magic and is currently the second best selling cosmetic on the market. What is this little tub of powder really worth? Does paying more equal looking better or are the drug store varieties as good as any?

The Shopping Bags go in search of the most even coverage, at the most reasonable rates. They talk to the experts about how to choose the right coverage and test out some new looks.

What's Out There

There are a variety of foundations on the market. The secret to buying the right one is knowing what sort of coverage you are looking for.

The most common types are the sheer liquids and light coverage foundations. The liquid varieties are the most popular and user friendly – they are a quick fix that can smooth out differences in texture and colour. They are natural and good looking for the daytime hours and are almost mistake proof. They last three to six months after opening.

There are also a variety of medium and heavier coverage foundations on the market.

These come in solids, creams and stick foundations. They create a polished look but are not right for everyone. They are best for older skin, evenings or jobs that require a lot of time in front of the camera.

Many of the available foundations come with some added benefits. Some contain an SPF – make sure this protects against UVA as well as UVB and is at

least an SPF 15. Other foundations may come with alpha-hydroxy to help reduce lines and signs of aging or copper to firm the skin. There are also a variety of vitamins and moisturizers in foundation.

Buying It

Colour, texture and skin type are the most important things to consider when selecting the

right foundation. The Shopping Bags recommend shopping at a store that will let you test all the different varieties and can provide mirrors and application sponges.

Our Tests

Keep the following things in mind when selecting the colour:

- ▶ Foundation should be neutral and not add color to the face.
- ▶ Yellow-based foundations, instead of pinks and peaches, are more natural looking for most skin colors.
- ▶ You may need to combine two or three shades to get exactly the right shade for yourself.
- ▶ Usually you'll need at least two shades per year due to changes in skin color with more sun in summer months.
- ▶ Test the color by drawing a stripe along the jaw line. It is best to put a couple of colors on different spots to compare at same time.
- ▶ Blend and look at it in natural lighting; take a small mirror in your purse and go out of the store if you need to.
- ▶ Color should disappear into skin; if it is clearly visible try another shade.
- ▶ Best to wait 15 minutes before making final decision as oils and air exposure can alter. ■



WHAT TO LOOK FOR

One of the most important features to look for when purchasing a foundation are the chemicals involved. Foundations can also cause a condition known medically as cosmetic acne, characterized by very small pimples that occur intermittently; affects 1/3 of all women in their twenties through fifties at one time or another if using makeup. Foundation and other facial makeup are the third

leading cause of contact dermatitis among cosmetic users. That is because these products contain a wide range of irritants, characterized by very small pimplergens and irritants. Keep your eyes open for the following warning signs:

▶ Brands containing 2-bromo-2nitropropane-1, 3-diol or quaternium 15 could expose you to formaldehyde, a problem ingredient for a lot of people. Products

containing DEA and TEA should be avoided

- ▶ People with sensitive skin may have problems with fragrance and propylene glycol; both can sting.
- ▶ A smaller number of people have problems with triethanolamine, lanolin, padi-mate-O and parabens.
- ▶ Also check what the sunscreen agent is, if your product has one; titanium dioxide works best and is less allergenic. □