

COLOR PLAY

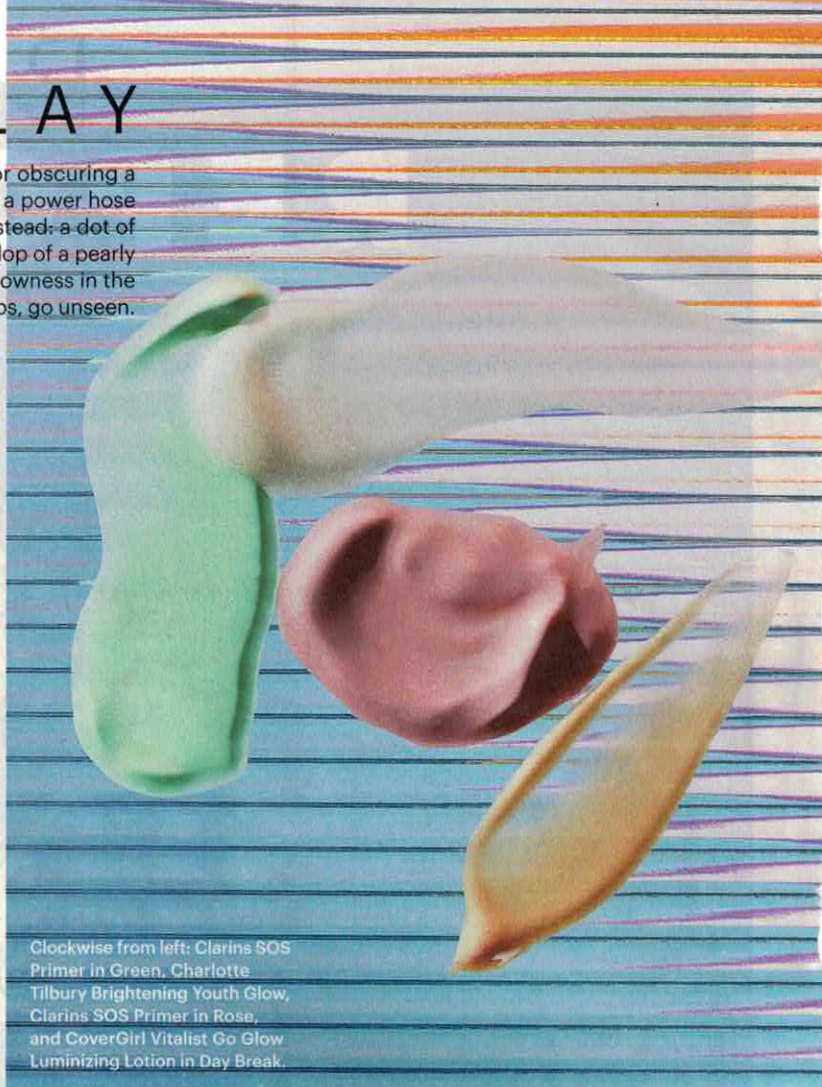
Concealer is in the business of masking—perfect for obscuring a zit, but using it on a little bit of redness is like using a power hose to fill a water glass. Fine-tune with a tinted primer instead: a dot of seafoam to temper pinkness around the nose, a dollop of a pearly neutral to brighten all over, a swipe of rose to lift sallowness in the cheeks. They really work—and, like the best cover-ups, go unseen.



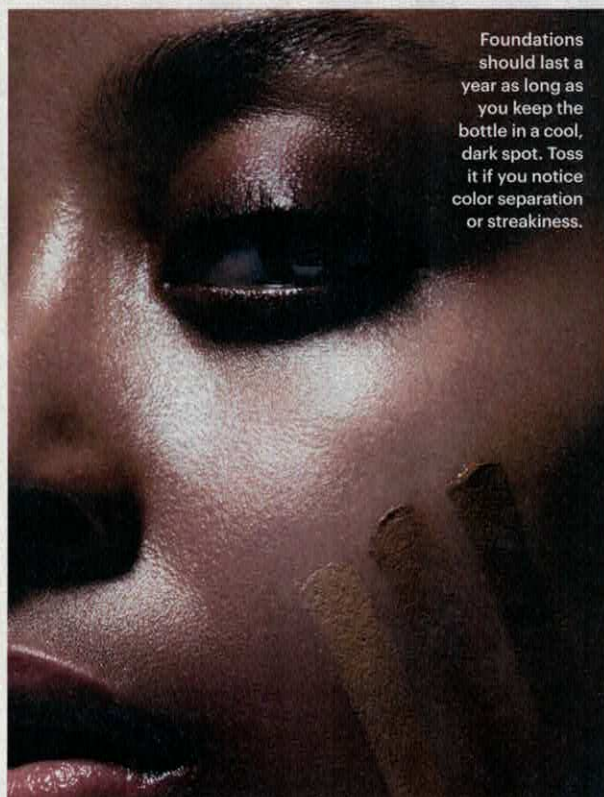
From left:
Moda Spa Facial
Brush and
YourGoodSkin
Softening
Facial Brush.

SOFT SELL

Next up in a beauty game we like to call Do I Need This?: new low-tech face-cleansing brushes that feel softer than a chinchilla's belly. Can something so plush—and so unplugged—actually do anything for my skin? you might wonder. In short: yes. "When you use a cleansing brush, you're getting everything off—makeup, oil, dirt," says New York City dermatologist Melissa Doft. "Mechanized ones can be abrasive if you use them daily, but these allow you to apply controlled pressure and are gentle enough for sensitive skin." —BRENNAN KILBANE



Clockwise from left: Clarins SOS
Primer in Green, Charlotte
Tilbury Brightening Youth Glow,
Clarins SOS Primer in Rose,
and CoverGirl Vitalist Go Glow
Luminizing Lotion in Day Break.



Foundations
should last a
year as long as
you keep the
bottle in a cool,
dark spot. Toss
it if you notice
color separation
or streakiness.

BUYING GUIDE

Foundation

Sure, there are now plenty of algorithms to lead you to the perfect match. But sometimes you need the Luddite's approach—and the right expert advice.

If you keep picking the wrong shade: Wait 20 minutes. "Foundation colors tend to change with your body's heat in that time," says makeup artist Stephanie Flor. She recommends swatching new formulas not only on your jawline but also on the inside of your wrist—the thin skin in this spot is similar in tone to your undereye area.

If you have problem skin: Try a different texture. Creamy and liquid formulas are better for dry skin, while powders are better for oily skin. (If you love liquid formulas but tend to get shiny, dust on translucent powder afterward.) And you don't have to put on pancake makeup to get a decent level of coverage. The newest generation of full-coverage liquid foundations look densely pigmented but feel thin. Try Bobbi Brown Skin Long-Wear Weightless Foundation or Giorgio Armani Face Fabric.

If foundation makes your skin look worse: Read the ingredient list. If your skin is sensitive, look for a fragrance-free formula. The chemicals that make up fragrance, like citronellol and linalool, are known allergens, says cosmetic chemist Ni'Kita Wilson. And if foundation makes you break out, avoid formulas with ingredients such as mica or synthetic fluorophlogopite. "Foundations with smaller shimmer particles give skin a dewy appearance, but they can clog pores," she says. Try Alima Pure Liquid Silk Foundation or W3ll People Narcissist Foundation Stick, which are free of both fragrance and potentially congesting shimmer particles. —JESA MARIE CALAOR