

Mastering Foundations

Your comprehensive guide to a
flawless base, every time.



LUST MINERALS

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Welcome to your comprehensive guide to *mastering* foundation!



Tired of foundations that don't quite match your skin-tone, offer less-than flawless finishes, or makeup that just doesn't last?

We've got your back!

In this guide, we share **SOLUTIONS** to common foundation struggles with three easy steps to help you achieve a flawless base, every time.

Understanding Your Undertone



Ever struggled to find the perfect match for your skin? The key to finding your perfect shade is understanding your **undertone**.

Are you warm, cool or neutral?

Once you know your undertone, it's much easier to narrow down your options and find the right match.

Warm



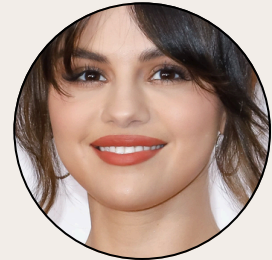
People who have warm undertones are usually a **yellow or golden skin tone**. If you look under your wrist, your veins are mostly green. Your skin usually tans easily.

Cool



People who have cool undertones usually appear to have **pink or beige skin tones**. If you look under your wrist, your veins are mostly blue. Your skin usually burns fast.

Neutral



People who have neutral undertones, can be a **mix of warm and cool tones**. If you look under your wrist, your veins are usually a mix of blue and green. Your skin usually tans, but it can also burn.

Perfecting Your Base

Whether you've experienced streaks, uneven coverage, or foundation that just doesn't last the day, there are three things you can do to **perfect your base!**

PREP YOUR SKIN



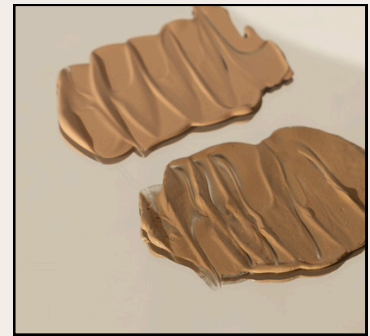
Dry skin can cause makeup to flake off or appear patchy, while oily skin can lead to makeup sliding off or breaking down more quickly. This is why effectively prepping your skin with a skincare routine is crucial.

USE THE RIGHT TOOLS



The way makeup is applied matters significantly. Improper blending techniques or using the wrong tools can result in an uneven application, which can contribute to it wearing off quicker.

KNOW YOUR FORMULA



Choosing the right foundation for your skin is crucial. Using a foundation that doesn't match your skin type can lead to issues like excessive oiliness, dryness, or patchiness, all of which can affect how long your makeup lasts.

Tip - if you're prone to touch ups throughout the day, keep a compact powder in your bag for quick, on the go fixes!

Say Goodbye To Breakouts!

Has your skin ever broken out in a rash, redness, acne, or been otherwise irritated after wearing makeup? You can absolutely prevent this.

Our top tips:



Non-comedogenic properties

Look for foundations labelled as "non-comedogenic" which means they are formulated to not clog pores, reducing the risk of breakouts.



Free from chemical ingredients

These can irritate the skin and trigger breakouts or allergic reactions in more severe cases. Ingredients like parabens and sulphates for example may disrupt the skin's natural balance and cause inflammation.



Fragrance-free

Avoid foundations with added artificial fragrances, as these can potentially irritate the skin and cause breakouts.



Lightweight textures

Select foundations with lightweight textures that allow the skin to breathe and don't feel heavy or suffocating on the skin. The heaviness of a foundation can be because of its chemical composition like silicones, fillers and waxes for example. Mineral makeup is known to be lightweight due to its formulation with finely milled natural minerals.

Ingredient *spotlight*: 3 ingredients that can benefit your skin in a foundation!



Hyaluronic Acid

A hydrating ingredient that helps attract and retain moisture in the skin, promoting hydration without clogging pores or causing breakouts.



Pomegranate Extract

Is rich in antioxidants, providing anti-inflammatory advantages, aiding in hydration and moisture retention, promoting skin brightening and supporting collagen production.



Titanium Dioxide and Zinc Oxide

Mineral based sunscreens that provide broad-spectrum protection against UV rays.

Meet The Foundation That Does It All...

The Pro Finish Liquid Foundation

1,300+
5 star
reviews



Full, weightless coverage that LASTS



Lightweight & breathable (it feels like skin on!)



Sweatproof & SPF20



Infused with Hyaluronic Acid & Superfoods

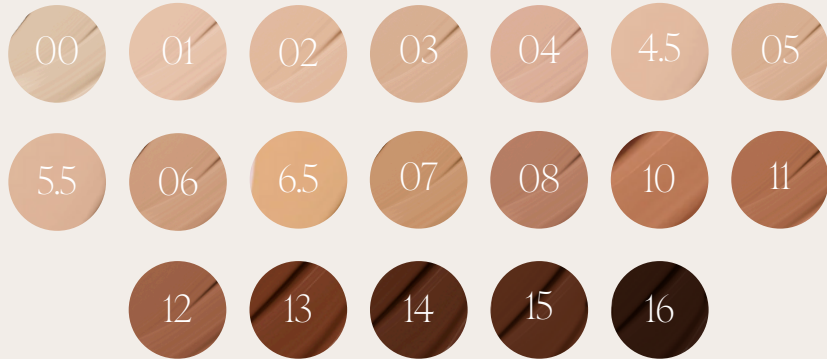


Supports breakouts with soothing & healing properties



— before WHERE MAKEUP MEETS SKINCARE.

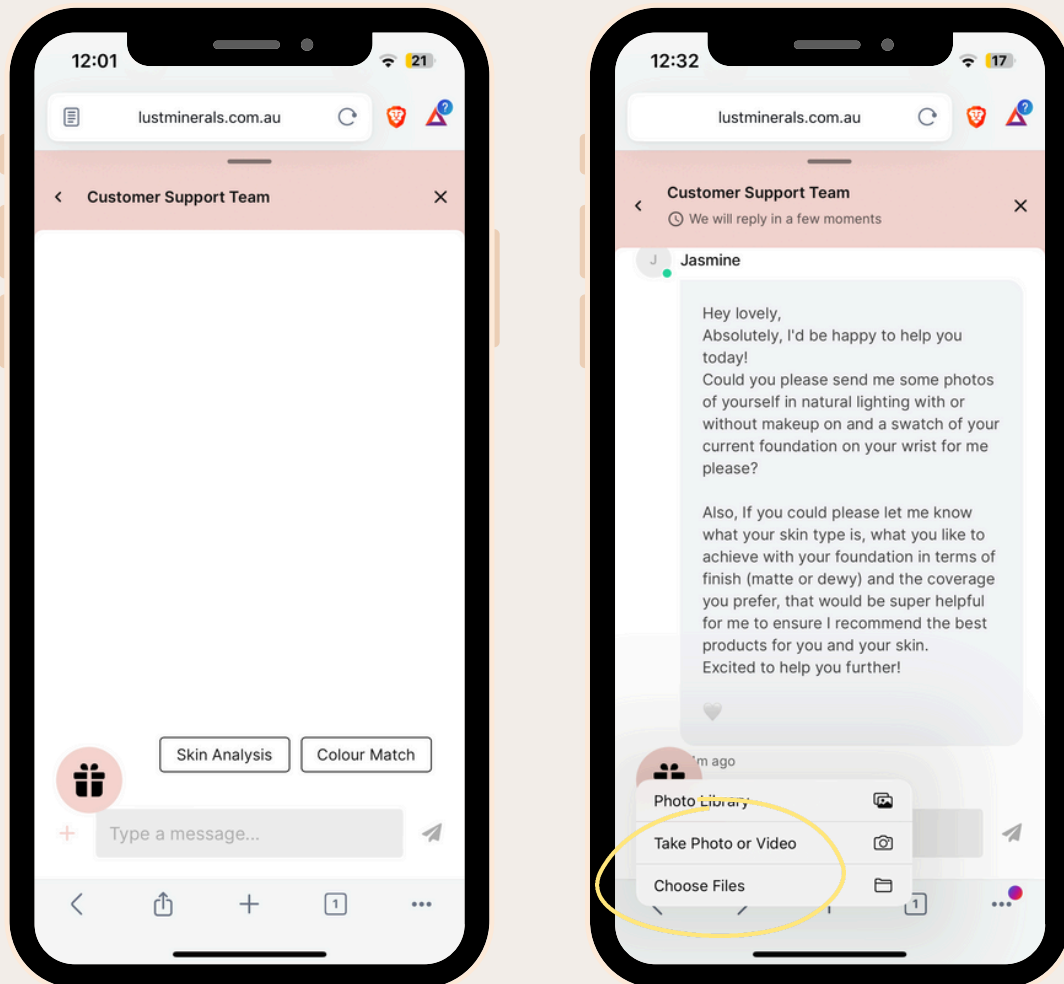
Available in 19 shades.



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LIVE CHAT AVAILABLE 7:00AM - 10:00PM DAILY
WITH A 99% ACCURACY RATE**



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