
The complete

Foundation Match Guide

How to Choose, Test
and Wear Foundation
Like a Professional.



Welcome

Choosing the right foundation is one of the biggest challenges in makeup. Many people purchase a shade that looks perfect in the store, only to discover later that it looks completely different outside.

The good news is that this doesn't happen by chance. Once you understand how lighting, undertones, oxidation and application work together, finding your perfect foundation becomes much easier.

This guide will walk you through the exact process professionals use to achieve a seamless, natural-looking complexion every time.





CHAPTER 1

Why Lighting Changes Your Makeup



Artificial lighting often hides imperfections and changes how colours appear.



Natural daylight reveals your makeup exactly as everyone else sees it.



This is why professional makeup artists always recommend checking your foundation in daylight before finalizing your look.



CHAPTER 2

Understanding Skin Undertones

Your skin tone and undertone are two different things.



WARM UNDERTONES

Yellow, golden or peach hues



COOL UNDERTONES

Pink, red or blue hues



NEUTRAL UNDERTONES

A mix of warm and cool hues



OLIVE UNDERTONES

Greenish or grey-green hues



Learning the difference will completely change how you shop for foundation.



CHAPTER 3

What Is Oxidation?

Oxidation happens when foundation reacts with your skin's natural oils or the air.



This can cause the foundation to change shade, often looking darker, warmer or more orange.



Instead of matching immediately after application, allow your foundation to sit for 5–10 minutes before making a final decision.

PRO TIP



Always test in natural daylight and give your foundation time to settle before you decide if it's your perfect match.



JUST APPLIED

AFTER OXIDATION
(5–10 MINUTES)



CHAPTER 4

Where To Test Foundation Correctly

AVOID TESTING ON:



✗ Your hand



✗ Your wrist

INSTEAD:



Test along your jawline and blend into your neck.

★ Your foundation should *disappear naturally* into your skin.



★ WHY THIS WORKS

The jawline and neck area have a mix of your face and body tones, giving you the most accurate match.



CHAPTER 5

Foundation Matching Tips From Professionals

These are the exact steps professional makeup artists follow to ensure a flawless, natural-looking match.



PREP YOUR SKIN FIRST.

Cleanse, moisturize and apply sunscreen. A smooth base helps foundation sit better and look more natural.



**ALWAYS CHECK IN
NATURAL LIGHT.**

Natural daylight shows the true shade and finish.



**MATCH YOUR NECK,
NOT JUST YOUR FACE.**

Your foundation should blend seamlessly from face to neck.



**DON'T RUSH
YOUR DECISION.**

Wait, observe and compare before you commit.



**UNDERSTAND YOUR SKIN
TYPE BEFORE CHOOSING
A FORMULA.**

Different formulas perform differently on different skin types.



FINAL THOUGHTS

Beautiful Makeup Begins with the Right Foundation



- ◆ When your shade truly matches your skin, every other makeup product blends more beautifully.



- ◆ Take your time, trust the process, and don't be afraid to test more than one shade.



- ◆ Perfect foundation isn't about being flawless—it's about enhancing your natural beauty.



- ◆ Makeup should enhance your confidence, not mask who you are.

