

The foundations of a great complexion

Enhancing your complexion is easy when you're armed with the right tools and know-how!

coverage

Start by deciding on the kind of coverage you want. A light coverage, such as **Ideal Flawless BB Cream**, will help even skin colour. To conceal freckles and discolourations use a light to medium coverage, such as **Skin Goodness Color Corrector Cream** or **Ideal Flawless Matte Mouse Foundation**. To disguise birthmarks, hyperpigmentation or scars apply a foundation with a medium to full coverage, such as **Ideal Flawless Invisible Coverage**, **Ideal Flawless Crème-to-Powder** or **ANEW Age-Transforming Foundation**.

skin tone

Next, work out whether your skin tone is cool, warm or neutral. People with cool skin tones look good wearing pinks and pastels. Warm skin tones look good in browns, greens and orange. Those with neutral undertones look good in a range of colours.

shade perfect

Is your complexion light, medium or dark? Using the shade mapping on all of our foundations, choose a shade to match your colouring and skin tone. Test it by swiping the shade from cheekbone to jaw line. Repeat with a foundation one shade darker and one shade lighter. In natural light, check your colour swatches. The perfect shade will disappear into your skin.

seasonal hues

By this point you'll have the right shade for this time of year. However, as the seasons change, so does your skin! Repeat the 'shade perfect' test during the warmer and cooler months to ensure that you have the right colour match all year round.

hydrate

Before you apply any primer or foundation, start by cleansing and moisturising. Avon's quality **ANEW skin care regimens** are a great place to start.

prime

Use a primer, such as our colourless **MagiX Face Perfector**, to smooth the look of pores and fine lines and keep shine at bay. Apply before makeup and feel your foundation glide on!

contouring

Use a darker shade of foundation or **Avon Glow Multistyle** to create shadows and define your features. Apply broad strokes across your forehead just under the hair line, in the hollows of your cheekbones, down the sides of your nose, in the crease of your eye and under the jawline, then blend.

highlight

Apply a highlighter or a light concealer, such as **Ideal Flawless Concealer Stick**, to the frontal points of the face – cheek bones, above and under the brow bone, cupid's bow, chin and along the nose.

foundation

If using a liquid foundation, squeeze a small amount onto the back of your hand. Using a brush or your fingertips, start around your nose and work outwards. Gently pat until the foundation has blended into your skin.

conceal

Apply a concealer, such as **Ideal Flawless Concealer Stick**, under your eyes in an inverted triangle shape to disguise dark circles, then gently blend. Avoid the crow's feet area. Apply also to blemishes and redness around your nose and chin.

puff of powder

To finish, sweep a pressed or loose powder, such as **Ideal Flawless Pressed Powder** or **Skin Goodness Minerals Loose Powder** over your entire face to set your look and keep shine at bay.

● Light Pink ■ Shell ▲ Ivory ■ Natural Beige ▲ Creamy Natural ▲ Pure Beige ▲ Cream Beige ● Medium Beige ● Soft Honey ▲ Caramel

new new new new new new

LIGHT MEDIUM DEEP

Ideal Flawless Invisible Coverage Foundation shades

▲ Warm Shades ● Cool Shades ■ Neutral Shades

Our colour palette is expanding!
You asked for a broader range of foundation shades, now you've got them!

From Campaign 18 we will be featuring six new shades of foundation, giving us a shade palette to suit almost every skin colour.

The new and improved **Ideal Flawless Invisible Coverage Foundation** has four new shades, increasing its colour palette to 10, while **Ideal Flawless Crème-to-Powder Foundation** has two new shades, bringing its colour range to six. **Check out the new shades!**