1

FOUNDATION IS MORE THAN *LIGHT OR DARK.*



The perfect match comes from understanding

UNDERTONE + CONTRAST

One tells you the direction your skin leans.
The other tells you the level of contrast your face can carry.

@THE_CURATEDEYE

2

FIND YOUR UNDERTONE

The subtle colour beneath the surface of your skin.

COOL
pink, rosy, bluish or red-based

WARM
golden, peach, yellow or olive-based

NEUTRAL
a balance of warm + cool

Your surface skin can change with the seasons.
Your undertone generally doesn't.

3

3 SIMPLE AT-HOME TESTS



JEWELLERY TEST
Silver suits you → cool
Gold suits you → warm
Both → potentially neutral



VEIN TEST
Blue / Purple → cool
Green → warm
Mix of Blue + Green → neutral



WHITE VS CREAM TEST
Pure white suits you → cool
Cream / ivory suits you → warm
Both → neutral

ALWAYS TEST IN NATURAL DAYLIGHT

4

THE BEST TEST: FOUNDATION SWATCHING

- ✓ Apply stripes on your cheek, down your jaw and onto your neck.
- ✓ Don't test on your hand.
- ✓ Step into natural daylight.
- ✓ The right shade disappears into your skin.
- ✓ Wait a few minutes before deciding.



Let your skin be the guide.

5

UNDERSTAND YOUR *FACIAL CONTRAST*

The difference between the depth of your HAIR + EYES + SKIN.
This is your natural level of contrast.
Low → Medium → High



LOW CONTRAST
Hair, eyes and skin are similar in depth.
The overall look is blended and soft.

MEDIUM CONTRAST
Noticeable difference between features and skin.
Definition without drama.

HIGH CONTRAST
Strong difference between hair and/or eyes and skin.
Bold, striking definition.

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WHY IT MATTERS

UNDERTONE
chooses the colour DIRECTION of your foundation.

CONTRAST
guides the visual INTENSITY your complexion needs.

Foundation should support your face, not compete with it.

7

THE CURATED EYE APPROACH

Ask these 3 questions, not just
"Am I beige, ivory, tan or medium?"

WHAT IS MY UNDERTONE?
Cool, warm or neutral?

WHAT IS MY SKIN DEPTH?
Fair, light, medium, tan or deep?

WHAT IS MY CONTRAST?
Low, medium or high?

Understand these three elements and choosing your foundation becomes intuitive.



Beauty begins with understanding your own colouring.

Save this post for your next foundation search.