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### MAKEUP

## 8 Mistakes You Might Be Making With Your Foundation

A lot can go wrong when applying foundation.

By Allie Hogan, Associate Beauty Editor · Mar 7, 2023

Applying foundation is an acquired skill. There are so many small **little missteps** that can lead to cakey, patchy or otherwise poorly applied foundation. Makeup artist and product development manager of **Crunchi Cosmetics** Kristen Fortier says a myriad of factors “can make or break how your foundation applies and looks on the skin.” We heard from makeup artists about the biggest mistakes you’re likely making when applying foundation.

“When looking for a **primer**, you need to consider what performance and benefits you are looking for to meet your specific needs. With any primer, always look for one that will create a beautiful even base for makeup application and help your products stay in place,” says Fortier. She recommends **Smart Primer** (\$50). “It meets not only all the performance needs but also has a variety of skin-nourishing ingredients to **hydrate the skin** and provide a youthful, natural glow.”

#### Not knowing how to apply foundation

There are a handful of ways you can apply foundation, so do a bit of trial and error of what works best for your skin. To start, Fortier recommends “putting the foundation on the back of the hand and then applying it with a dense round foundation brush like **No. 1 Flat Top Brush** (\$46). Start by applying the foundation by stippling or pressing it into the skin and then using gentle circular motions to create an even, **airbrushed finish**,” suggests Fortier. She recommends starting with less foundation and adding as needed.

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