

WHO WHAT WEAR

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TikTok's "Cloud Skin" Trend Is Reviving This Love-It-or-Hate-It Foundation

by KAITLYN MCLINTOCK



If the thought of reviving your long-abandoned matte foundations fills you with fear, know that this take on matte skin is different; it's modernized. According to [Kristen Fortier](#), Makeup Artist & Product Innovation Lead for [Crunchi Cosmetics](#), "The goal is a 'no filter' needed look." It's not about heavy, cakey-looking coverage. It's about something in between true matte and radiant. (Call it a conscious response to the super dewy trend of recent years...it just goes to show how cyclical beauty trends really are).



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