



Shade Matching Tips & Tricks

1. Look at the chest, neck, jawline, and face when shade matching. You DO NOT want to only match the face because the majority of us have a lighter or darker face than our necks and chest. If you only match the face it is going to look very unnatural — always take a look at the full picture.
2. If you are able to shade match your Clients in person: The back of the jawline and down the side of the neck is an excellent place to test your Clients. It will pull undertones from both the face and neck and help you see which shade or shades blend seamlessly. Make sure they are makeup free before doing a color swatch.
3. Foundation should even out the skin tone and cover minor flaws and imperfections. You still want to be able to see some of your skin through the foundation. Apply less to start and add more as needed! For blemishes, you can always spot conceal with your concealer or a tiny bit of extra foundation. If you have one blemish, you may not need additional coverage over your entire face.
4. ALWAYS match foundation shades to the chest, neck, jaw, and face. It should look blended and uniform.
5. Shade match foundation in natural daylight! If your Client provides a photo make sure they are not using filters or artificial light. Standing in front of a window is usually best.
6. Skin tones and foundation shade needs may change throughout the year based on many factors. An example of this would be sun exposure. Be sure to reassess their shade matching needs — especially if your Client feels their foundation isn't quite right or is looking "off" compared to what they usually prefer. Don't be afraid to have them mix shades! This will give them the customization they need for a perfect match all year round.
7. Your Clients may need to mix especially as the transition from winter into summer or vice versa. I can't stress this enough! Clients may feel hesitant to purchase two shades, but mixing is needed for everyone during different seasons and this is how we get the most accurate and seamless match.
8. Apply less foundation to start (½ pump to 1 pump) and only add more as needed! Start by applying to the areas where you need more coverage. Example, I start on my cheeks where I have redness and acne scars and then blend outward to the areas that do not need as full of coverage. Foundation should never appear as if someone is wearing a mask! Applying less and then building will also help achieve a seamless look.