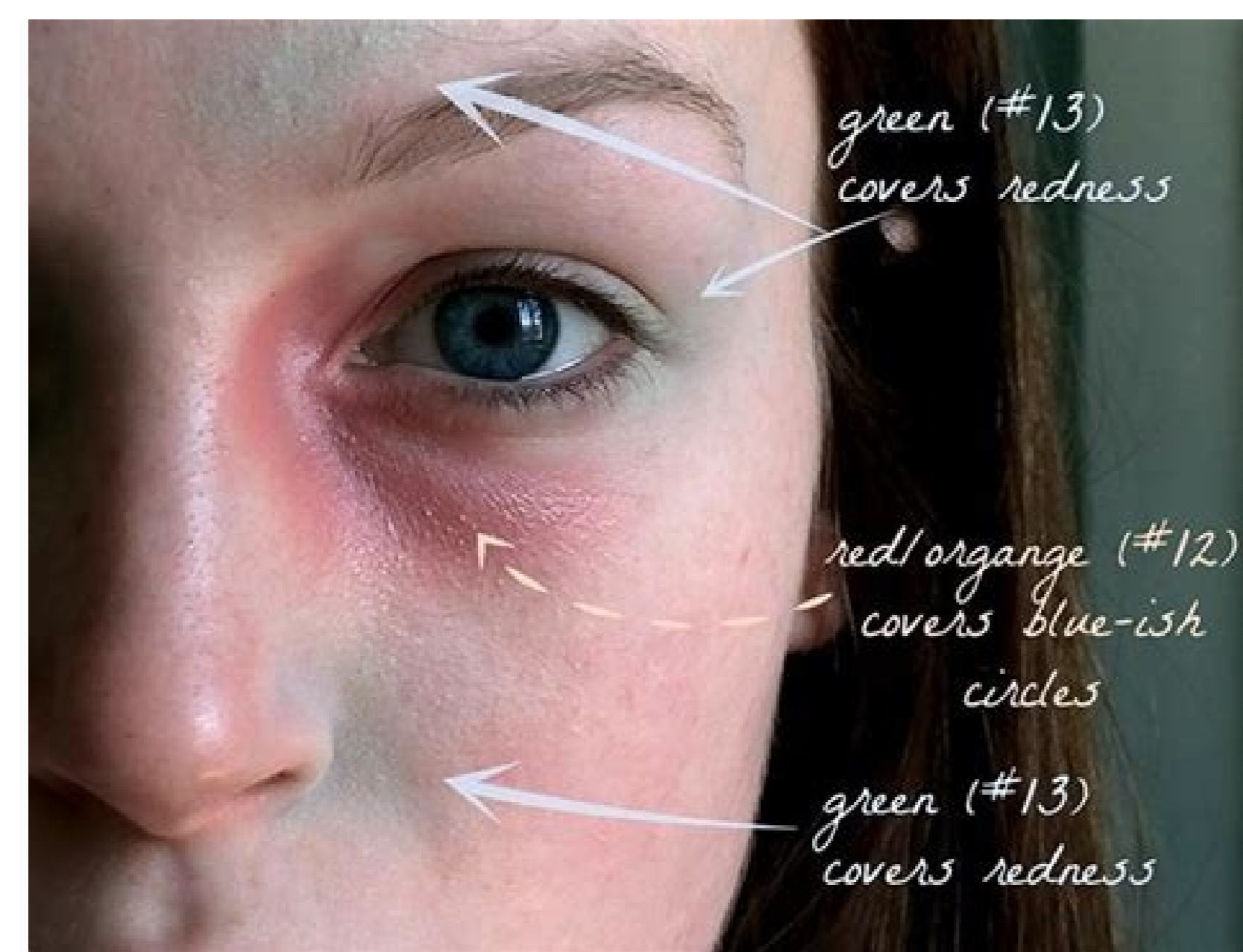


Concealer colors guide

I'm not robot!



Truth: putting green concealer on your zits can do wonders. If you follow makeup artists on Instagram or turn the pages of any beauty magazine, chances are you'll find a tutorial on color correcting, a much buzzed about new trend that involves wearing concealer in every shade of the rainbow. Turns out putting purple concealer on your face isn't an act of madness but rather an ingenious way to hide blemishes. Here's how to apply color correcting concealer to hide your perfectly cute imperfections. What is color correcting? Color correcting is a concealer technique that professional makeup artists have used for years and that went mainstream after social media got wind of the trend. Here, the color wheel determines which color of concealer will work best on your blemish. Colors that are opposite of one another on the color wheel cancel each other out. Green concealer cancels out red zits, purple concealer minimizes yellow spots, and orange concealer takes care of blue dark circles. If you apply this theory, then you can make your concealer work better for you. The Basic Rules Use the appropriate hue to cover blemishes, then lightly pat your foundation on over the color. When covering dark eye circles with orange or pink, apply your regular concealer over the bright pigments, then tap the makeup down with a beauty blender. Take a peek at makeup guru Carli Bybel's stunning tutorial, which begins at the 9:45 mark. Watch how she turns her rainbow look into a flawless finish. For redness, acne and rosacea Green is opposite the color wheel from red, so it's perfect for hiding any redness on your face, like pimples and acne scars. If you have rosacea, a color correcting green primer will help hide unwanted redness and give you an even base for applying foundation. Orange Concealer For people with darker skin tones who have dark circles under their eyes Orange is opposite from blue. If you have darker skin with blue dark circles, orange will work to help conceal the uneven undertones. People with lighter skin should avoid orange and instead use a peach color corrector. Pink Concealer For people with lighter skin tones who have dark circles under their eyes Pink concealer is usually salmon or peach in tone and is created from a mix of red, orange, and yellow hues. Since these colors are opposite from blue, green, and purple on the wheel, this corrector is best for hiding dark eye circles on lighter skin tones. Yellow Concealer For dark purple bruises, veins, and under eye circles Yellow color correcting concealer can be used to cover up any blemish that's purple in tone. Bruises, veins, and under eye circles can be hidden with a yellow spot concealer. For yellow skin tones and combatting dull complexion Purple is best for combatting yellow undertones and brightening skin. Use a purple primer to remove yellow tones from your entire face or use a spot concealer to hide yellow spots. The Dos & Don'ts of Applying Color Correcting Concealer Do choose the right hues for your skin. The effectiveness of color correctors depends on finding the right tone to match your blemish. Remember that orange is for dark skin and peach is for light skin. Do apply thin layers! A thick layer of corrector may show through your foundation. Don't use colors that you don't need. Color correcting concealer is meant to be used only on blemishes that are strong in appearance. For smaller less noticeable blemishes, a regular concealer will do. Do utilize a makeup sponge or beauty blender to pat the coverage into the skin. Don't brush the colors all over your face. This will undo all the hard work you've done by moving the pigments into the wrong areas. Do remember that makeup should enhance your skin not hide it! So think of color correcting concealer as a fun extra step that's to be used sparingly

and don't forget to let your natural shine shine. When it comes to masking skin concerns, concealer is the holy grail. If you're looking to blur dark circles or dark spots, you may need a cover. Sometimes, coloring correcting before applying concealer helps to provide better coverage. You like concealer is pretty intuitive, there's a method to the madness of color correcting. So, we're sharing how peach, lavender, green and more color correctors work to reduce the appearance of several skin concerns. Keep reading for our complete guide on how to color correct. What Is Color Correcting? You probably know that color correction is a technique that can be used to conceal your skin's imperfections through a variety of colorful hues — but perhaps you're not sure how it works. Think back to when you learned about the color wheel in school. You were probably taught that the colors opposite of one another cancel each other out — and that same principle applies when it comes to color correcting with makeup. Think of the color of the imperfection you want to disguise, then imagine the color wheel and reach for a concealer in a shade that can cancel out that hue. Which Colors To Use For Color Correcting If you want a breakdown of how to color correct the most common skin concerns, check out the simple guide below. How To Color Correct Dark Circles Since dark circles have a bluish hue, shades of peach and orange will be perfect for canceling them out. Use peach if you have a fair to light skin tone, bisque if you have a light to medium skin tone, or orange if you have a deep medium to dark skin tone. How To Color Correct Discoloration If you have any purple discoloration, such as dark spots, use a yellow color corrector. Yellow can help to counteract the purple hues and also brighten the area. How To Color Correct Redness You can neutralize the appearance of redness, whether it's blemishes or blotchiness, with the help of a green color corrector. Green sits opposite of red on the color wheel, so a green concealer is your best bet to help disguise the appearance of redness. Many greens can be extremely pigmented, so layer it on very lightly and build up as needed if that's the case. How To Color Correct Dullness If your skin needs a brightening boost, combat dullness or sallowness with the help of a lavender color corrector. Simply apply it wherever your skin could use some extra radiance. Your Step-By-Step Guide To Color Correcting Now that you know just how beneficial color correcting can be, and which colors do what, all that's left to learn is how to apply your color corrector. Step 1. Apply Your Color Corrector To Bare Skin Once you've finished your skin care routine, the first step is to apply the concealer you need according to your skin concerns. For ultimate coverage, use a small concealer brush to blend it in. If you want a more natural finish, pat in the color corrector with your fingertips or a makeup sponge. Start by applying a light layer, and slowly build up to your desired coverage. Step 2: Apply Foundation After color correcting, you'll want to even out your skin tone with foundation. If you prefer light to medium coverage, try the L'Oréal Paris True Match Super Blendable Makeup. If you prefer a more full coverage look, reach for the L'Oréal Paris Infallible Up to 24H Fresh Wear in a Powder, matte finish . Step 3. Apply Concealer To help brighten the look of your complexion or further conceal imperfections, dab a bit of the L'Oréal Paris Infallible Full Wear Concealer Waterproof, Full Coverage onto your skin. If you have a dry under eye area or prefer a lighter coverage, try the L'Oréal Paris True Match Eye Cream in a Concealer, 0.5% hyaluronic acid which is formulated with hyaluronic acid to provide hydration. Step 4. Set Your Makeup Now that your skin looks even, set your makeup with the L'Oréal Paris Infallible Pro-Sweep & Lock Loose Setting Face Powder which gives the skin a matte finish that doesn't appear cakey or dry. For a more dewy option, try the L'Oréal Paris True Match LUMI Shake & Glow Dew Mist. Next: Refresh Your Makeup Bag With These Fall Must-Haves Written by: Alyssa Kaplan, Photo Credit: Chaunte Vaughn beauty Are Lip Plumping Products Safe? We Asked Doctors beauty Why People Who Add These 4 Ingredients To Their Coffee Slow Aging beauty Chrissy Metz's Transformation Continues To Stun Us All beauty 3 Everyday Hair Styling Hacks To Boost Volume And Thickness beauty Dermatologists Swear By This Serum To Make Dark Spots Disappear Concealer is one of the most crucial products in a makeup bag. However, it can go seriously wrong if you get the wrong shade. Use a concealer that's too light in your under-eye area, and you'll end up emphasizing your bags instead of covering them. Cover a blemish with a shade that's too dark, and you'll make it stand out. Concealer isn't designed to even out your skin tone. It's for covering imperfections. When you pick the perfect match for your skin, it can make disguising your blemishes easy. We are going to go over how to pick the right color concealer for your skin. Match Your Undertone The first step to finding the perfect color is to select a concealer that fits your undertone. Your undertone is the color that lies below the surface of your skin. When you apply concealer, your undertone can still show through. If the product doesn't match your skin, it won't look right. The three main undertones are warm, neutral, and cool. If you use a concealer that's the right shade with a warm undertone and you're cool, it will seem off. So how do you know what your undertone is? People with warm undertones may notice hues of gold, peach, or yellow in their skin. You may think of this as olive skin. People with cool undertones can see hints of pink, red, or blue. If someone has neutral undertones, they can be a mixture of warm and cool or no noticeable color. If you don't notice a specific tint in your skin, you can look at your veins. Veins that appear blueish or purple are generally a sign of cool undertones. If your veins look slightly green, you may have warm undertones. You may have neutral undertones if you can't determine a color. You can also discover your undertone by reflecting on how your skin reacts to sun exposure. If you burn easily, you probably have cool undertones. You have warm or neutral undertones if you tan instead of burn. A dermatologist can always help you determine your undertone if you can't figure it out on your own. How To Select Concealer Shades Once you know your undertone, you can pick a concealer shade or shades. You want to filter the concealer by undertone and go from there. You won't have as many options, and it will help you narrow down the list to make the best choice. You may want to get a few shades for concealing different areas of your face. If you're only going to get one shade, consider what you will be using it for the most. For concealing your under-eyes? Or do you use concealer more for covering blemishes? People often use the same shade for both, but it's not usually ideal. When covering your under-eye area, you want a color one to two shades lighter than your skin. You don't want to go too light, though, as this can leave a stark contrast between your eye area and the rest of your face. You can apply a peach or orange color correcter before your skin-toned concealer to cover any dark circles. You don't want to use a lighter shade if you are looking to cover blemishes. If you use the same shade as you do for your under-eyes, you'll end up highlighting the pimple instead of disguising it. Alternatively, use a concealer that is an exact match for your skin. This color will allow you to blend out the product into your foundation. You can also use a color-correcter for covering blemishes. Reach for a green concealer shade to offset any redness. Just like before, after using the color corrector, go over the area with your concealer that matches your skin. Having one lighter shade and one that's an exact match for your skin is ideal. You'll always have the right shade to cover any imperfections no matter where they arise on your face. HIDE Premium Concealer comes in various shades and offers superior coverage. Concealer Shades for Contouring Contouring is when you use slightly darker and lighter makeup to add dimension to your face. It's all about creating shadows and light to manipulate your natural facial structure. Concealer makes a great contour. You will need a concealer two shades lighter and one three shades darker than your foundation color. The lighter shade is used to highlight your face. You'll want to apply it to the top of your cheekbones, middle of your forehead, bridge of your nose, chin, and under your eyes. Next, apply the darker concealer basically everywhere you don't have the lighter shade. You can also limit the darker concealer to places you really want to add structure. You can use it in the hollows of your cheeks, which will define your cheekbones. You can also apply it to the sides of your forehead and close to your hairline. When you apply the darker shade along the sides of your nose, it has a slimming effect. You can play around with the contour to see what you like. Sometimes nose contour can be too much for people. Once your lighter and darker shades are in place, use a damp makeup sponge to begin blending out the product. You'll want to start with the light concealer first and then move on to the deeper contour. You can also use a buffing brush to help you blend everything out. If you've never contoured before, you have to trust the process. You may think you look crazy at first before you blend. However, once you see the final product, you may be tempted to contour every time you do your makeup. How To Apply Concealer When it comes to applying concealer, there is no one way fits all method. Some people like using a brush to apply the product, while others like using a sponge or even their fingers. Concealer does look most natural when you use thin layers and not a lot all at once. Here are some simple directions to follow to get results: Using the applicator wand or your tool of choice, apply concealer to your under-eye area in an inverted triangle shape. Blend it out by dabbing the product repeatedly. Apply concealer to other areas you need coverage, like your forehead, chin, or nose. Blend out your concealer the same way, gently dabbing and pressing the product into your face. Focus on any blemishes on other areas of your face with a concealer that matches your foundation. After you've applied one layer of concealer, step back and see if you still need more coverage. If you do, apply another thin layer of product. Be careful not to rub off the first layer when applying the second. Once you're happy with the coverage, set your concealer with translucent setting powder. Use a fluffy brush to dust on the loose powder. This step will help prevent creasing and will keep you looking matte. In Summary Finding your perfect concealer color is simple when you understand your skin. Always take your undertone into account when picking out a product. You may need a concealer in more than one shade to get the desired look. HIDE Premium Concealer is a great option for any skin type. You'll be able to find the best color to fit your skin. Shop the Look Shop the look at HIDE for a concealer that offers excellent coverage. We offer many different shades, so you can always find your perfect match. Concealer: HIDE Premium Concealer Foundation: HIDE Premium Foundation Sources: Skin Undertones Chart: Warm, Cool, Neutral, Pink, Yellow, and More | Healthline What are blemishes? Types and treatments | Medical News Today How to Contour: Master Makeup Contouring in 6 Easy Steps - 2021 | Master Class