

## Concealers

Disguise imperfections and discolorations with a concealer.

- **Cover Up** — A cream that conceals with a soft, matte finish. Color-neutralizing shades are also available to conceal broken capillaries, birthmarks and scars.
- **LUXIVA® Creamy Concealer** — A hydrating, easy-to-blend concealer with two shades for creating custom color to disguise imperfections.
- **Retouch Cover Creme** — A moist perfecting cream that helps conceal discolorations.
- **Oil Free Concealing Creme** — Ideal for oily skin types to conceal minor imperfections.

## Will It Look Obvious?

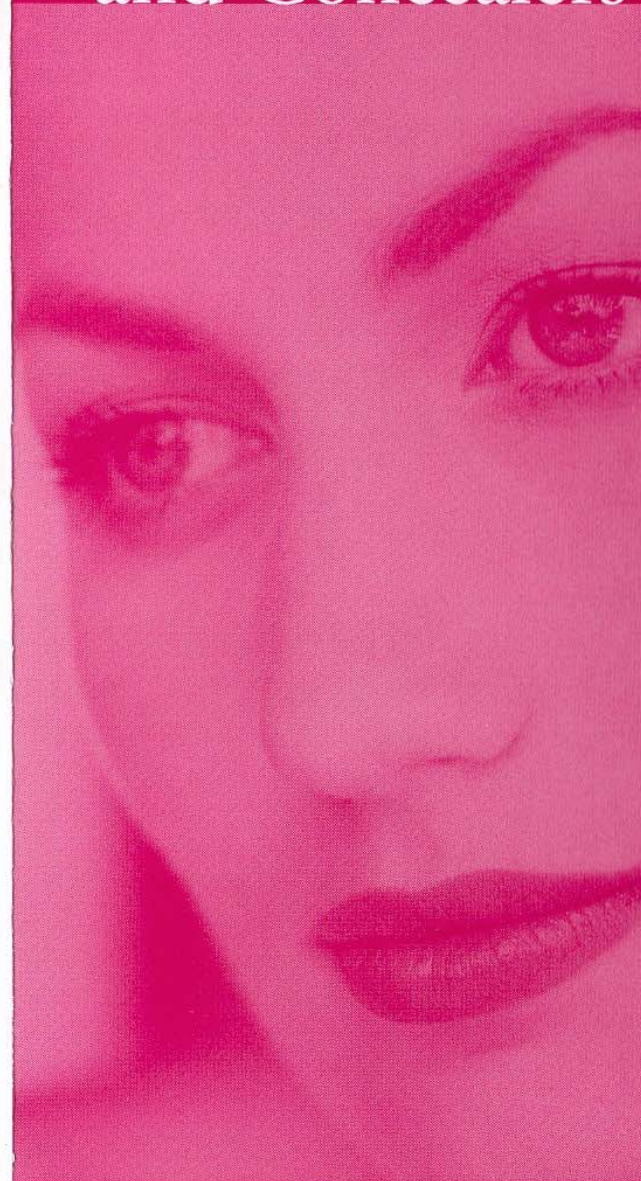
The rule of thumb is less is best. Use the Makeup Artistry Concealing

Brush or applicator provided to layer the product lightly for the most natural effect.

## Did You Know ...

- Skin tone changes with time and season so it's important to get regular foundation checks.
- Concealer looks most natural when blended in thin layers.
- Apply foundation from the center of the face working out towards the hairline. Blend at the jaw and neck area to prevent a "masked" look.
- A little foundation goes a long way with the Makeup Artistry Foundation Brush, which absorbs less product. Use downward strokes to get flawless, even coverage.
- When applying with a sponge, use a patting and blending method.

# Foundations and Concealers



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The artful application of concealers, color correctors and foundations is key to flawless-looking skin. The coverage and consistency you choose depends on your personal preference and style.

## Your Tools

Specially designed brushes can help you discover your inner artist. Brushes, along with the right product, will create the most beautiful reflection of you!

## Getting Started

Merle Norman offers an assortment of foundations and concealers to meet your every need. Choose coverage from sheer to full and finishes from matte to dewy.

## Ask Yourself:

*Do you know your skin type?*

*Is your skin tone warm or cool?*

*How much coverage do you prefer?*

*Do you wear the same foundation for day and evening?*

Ask your Beauty Consultant for a Foundation Check to help guide your selection.

## Foundations

Foundation is the last step of skin care and the first step of makeup. It evens out skin tone, smoothes texture and hides minor imperfections.

- **LUXIVA® Timeless** — Provides a “lift” for younger-looking skin with a luminous finish. Contains SPF 20.
- **LUXIVA® Smart Finish Compact Makeup** — A cream-to-powder formula with SPF 18.
- **LUXIVA® Lasting Foundation** — Offers a transfer-resistant matte finish with SPF 12.
- **LUXIVA® Ultra Foundation with HC-12®** — A hydrating formula with a sheer, dewy look.
- **LUXIVA® Ultra Powder Foundation** — A dual-function formula that performs both as a foundation and powder with a matte finish.
- **Liquid Makeup SPF 16** — An advanced liquid makeup with a satin-matte finish.
- **POWDER BASE™ Foundation** — The original cream formula for full coverage with a moist finish.
- **AQUA BASE® Foundation** — A liquid formula that provides a velvety-matte finish.
- **TOTAL FINISH® Compact Makeup** — An emollient makeup that provides full coverage.

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