I'm not a bot

If possible I would have given zero stars, I've actually never had a worse customer service experience with a company. Imagine building an order, they ship it incorrectly so you call and they tell you they can stop the shipment and return it no problem but when you ask to have the order recreated and sent out correctly they tell you it can't be done at the same discount. Horrible , horrible customer service, I can find better brands to support and will just no longer purchase from Nars Date of experience: June 30, 2025Absolutely warm and welcoming atmosphere from when my friend and I walked in and had a great consultation and conversation with the staff, especially Erin who made the consultation and shopping in nars amazing while going through makeup products in the shop and Erin was great informing us what products were best suited for us and it was great to meet her ❤Date of experience: June 27, 2025Adeline was amazing customer service I'm Westfield knew everything about the products was very helpful and bubbly Date of experience: June 27, 2025I don't know about the product itself because I realized right away that it wasn't the right color for me. But trying to return it has been an incredible customer service nightmare, and I think I'm going to have to give up.Date of experience: June 12, 2025Ordered a foundation for my mums birthday. The package arrived 2 days later totally empty! An empty box.. had to call to get another one sent out. Spent ages on the phone, had to sign something online to say i wasnt lying and 2 days later they still havent sent the replacement. It should have been sent out immediately next day delivery for the inconvenience!! Never again.Date of experience: June 12, 2025I visited your new outstanding Nars boutique in glasgow last Friday to attended the amazing master classes .The staff were just Lovley and the boutique was abs stunning .I will certainly be visiting your awesome boutique on a regular basis basis . I am 70 yrs old and was made feel like a queen □□ Thank you □ and ps your products are simply beautiful □□ love from ann Marie harper aka glamourgranann x Date of experience: May 16, 2025No refund given. I have returned the products and been waiting for my money back. I contacted them several times but they keep saying that they are checking with the warehouse. Poor customer service and worst experience. Stay away from Nars Date of experience: May 09, 2025I placed an order and requested a return shortly after receiving it. I was sent a return label that didn't work. I contacted customer service via email, since the phone number listed doesn't even work (seriously?!). After several follow-up emails and repeated requests, I still haven't received a valid return label.This is by far the worst customer experience I've ever had. No support, no solution, and zero accountability. I feel completely scammed. Absolutely unacceptable – shame on this company for treating customers like this.Date of experience: April 01, 2025Love their products, especially the concealer and Lip Powermatte Pigment. Exceptional customer service when I had an issue with an eyeliner. Would definitely recommend NarsDate of experience: March 26, 2025Horrible situation: I paid more than 60 euros for this product (official Sephora Shop), and after less than a month, the dispenser cap got stuck inside, preventing me from using the product with the pump. I am forced to use it by taking it with various objects, like a makeup brush, thus contaminating the product.Date of experience: March 24, 2025This is a review of my experience in the new Nars store opened on Buchanan Street in Glasgow.Went in excited at getting some new makeup but clearly Im not the clientele they are looking for. Not only was I looked down upon by the staff but the customers in the store too. Wasnt greeted by staff, was rudely asked to move while a staff member accessed a draw, I walked around groud floor only trying a couple of items but was made to feel out of place. Not a place for a petite south asian woman in her 40s, dressed in everyday work attire. Date of experience: February 28, 2025I would actually give them 0 stars if it were possible. I ordered two products in November, one of the products they sent was not at all what I ordered. They said I could return for a full refund, however I do not have a printer so the only way for me to return was via Royal Mail which would incur a cost. I don't see why I should pay for a return which was their error.Eventually I managed to get a label printed and returned the item. I returned it on 3 January By 20 January I still had not had a refund. After countless emails I finally got a refund, only to find they had refunded the wrong product. I immediately contacted them and they asked for photographic proof of which item I kept. I sent this immediately but still to date, over a week later I have not heard anything from them. Their customer services is probably the worst I have ever encountered. Their products are ok until you have a problem and then you have no hope of it being resolved.Date of experience: November 29, 2024I bought a foundation where the lid was faulty - I sent photographic evidence. I am waiting now ofr over three months (since September 2024) for the pre paid label which they are blaming Royal Mail for !! they would not send me a new item even though the delay is due to them not sending me the label . this is ridiculous . a reputable company should look after its customers Date of experience: January 06, 2025I bought a foundation in September. The lid is faulty and does not secure. Sent pictures, video evidence and proof of purchase via email but NARS stated they did not receive! Resent to same email address. Finally on 12th November NARS confirm they will refund but it will take time as they're experiencing some issues with their prepaid labels. Still waiting on 24.12.24. Date of experience: September 27, 2024I bought 4 sessions of make up from Nars Reading Georgia served me who was absolutely brilliant, friendly and very professional. I love their products, applying the foundation on my face felt like as if it had a added moisturiser. I highly recommend popping in John Lewis Reading Date of experience: September 08, 2024I do not recommend purchasing anything online, especially if it doesn't match. I took the shade finding match on the NARS website online., well they sent me a foundation that was not even close to my skin tone!! I called NARS CUSTOMER SERVICE and asked if I could return it to the closest retailer and exchange it, they said no, I would have to send it in and get a refund ... Soooo, I went to UPS put the label on that came with the product... 2 1/2 weeks later they said that they still haven't received it, but the UPS tracking number that I had said that it had arrived at it's a destination! Finally , at three weeks they said it was at the warehouse ... another two weeks and I finally got an email that said they were preparing my refund .Now it's been six weeks it says refund has been processed but I have yet to see it in my account So including the wait time to actually get the order was almost 3 1/2 weeks so that in combination with the six weeks of waiting for my refund that still hasn't shown up in my account. Completely ridiculous!!! it's not like we're living in the early 1900s, and things had to be shipped by stagecoach. I would think with a prestigious , high end product retailer, they would have a better system , customer service, and take better care of their customers . Oh and to top it all off the customer service representative that I spoke with was very rude, as if it was my fault that I got the wrong shade! It is very obvious that NARS customers are not their priority!! I don't recommend using the match finder online ... believe me they were 20 shades off from my skin color !! I'M NOT HAPPY AT ALL WITH THE EXPERIENCE ,I definitely won't buy again from them. I'll go back to Dior 'Date of experience: September 10, 2024I popped into Nars Covent Garden after a bad experience with charlotte tilbury and a lady called nusrat was sooo helpful. I would go back to that store just for nusrat and her customer service experience. ❤❤❤Date of experience: August 28, 2024Good customer service.I was served by Diana, customer service call centre for nars, and she was helpful.Date of experience: August 16, 2024This is simply the worst experience with a cosmetic store ever! Never again!They send the package within one month. One month, Karl! And only after a mail request, they report a delay due to "some problems with the system." And no, they will not apologize to you as a gift or even a promo code for a discount. They just pretend everything is fine. Even 2 miserable samplers were not added as a gift. Only a gift provided by the promo code.In addition, they can just miraculously refund the money for this order, and then write them off again in two weeks! This is terrible! Their support is just as bad. Regardless of the quality of cosmetics, I will not recommend anyone to buy from them!Date of experience: June 21, 2024I visited the NARS counter on 18th May for a full face makeover, and I am extremely disappointed with the experience. The makeup artist used her fingers for every application, including eyeshadow, concealer, primer, and eyeliner. Typically, when finger application is used, the product is first placed on the back of the hand to avoid unhygienic practices and cross-contamination. However, the artist dipped her fingers directly into the products and then applied them to my face.The next morning, I woke up with my eyes welded shut, severely inflamed, swollen, and itchy. I could barely open my eyes, and it felt like the onset of conjunctivitis. This condition persisted throughout the day, causing significant discomfort. By Monday, my eyes had worsened, and I sought medical advice. I had an eye infection and had to get a prescription for eye drops, which I used for five days.I have reached out to NARS multiple times to address the unhygienic methods used and to seek a resolution for the £80 I spent on their products, which I now feel unsafe using. Additionally, I had to pay for a prescription to treat the infection. Despite my efforts, NARS has not offered an apology or a refund for the service/products.I am highly dissatisfied with the lack of response and resolution from NARS. This experience was not only unpleasant but also hazardous to my health. I hope this review prompts NARS to improve their hygiene standards and customer service.Date of experience: May 18, 2024 Credit: Giorgio ArmaniProsCoverage: MediumShades: 40Formula: LiquidFinish: SatinConsThis luxurious satin-finish Armani Beauty base proved worthy of its best-seller status: It earned the top rating in the GH Beauty Lab's foundation test for gliding on feeling like — true to its name — silk. Professional makeup artist evaluators gave the "good for all skin types" formula the highest overall score. They found that it had the smoothest texture and was best for spreading on and blending into skin.Now 25% OffCredit: CoverGirlProsCoverage: MediumShades: 11Formula: CreamFinish: RadiantConsSwirled with skincare ingredients like brightening vitamin B3 and softening vitamin E, this GH Beauty Award-winning CoverGirl cream foundation goes on like face moisturizer and is pigmented enough to double as concealer. Unlike some cream bases can be heavy, this formula is lightweight yet provides great coverage that feels velvety and blends flawlessly, the GH Beauty Lab found.Advertisement - Continue Reading Below3Best Drugstore FoundationCredit: No7ProsCoverage: MediumShades: 13Formula: LiquidFinish: RadiantConsNo7's Good Housekeeping Seal star liquid base, made with softening glycerin and vitamin E, was a top performer (and the best-priced winner) in the Beauty Lab's foundation test for blending smoothly and leaving a natural, radiant finish. Per Lab data analysis, 90% of testers said their skin tone was more even after one use, and more than 70% of testers' skin felt lifted after two weeks of use and looked firmer after four weeks. "Very impressive" and "flawless," a makeup artist evaluator remarked.4Best Full Coverage FoundationCredit: LancomeProsCoverage: Full (customizable)Shades: Custom-matched to your skin toneFormula: LiquidFinish: SatinConsImagine having your perfect foundation made right before your eyes: It's not just a dream, thanks to Lancôme's service, a GH Beauty Award winner. At the counter, a beauty advisor scans your skin tone with a device and allows you to choose your level of coverage, including full. Your specific skin tone pigments are then mixed with the foundation ingredients to make your personal formula (with your name on it!). In GH Beauty Lab evaluations, it matched a range of light, medium and dark skin tones. Its finish earned raves, and 100% of testers continued to use it.Advertisement - Continue Reading BelowCredit: BareMineralsProsCoverage: Medium to fullShades: 30Formula: Loose powderClaimed wear time: All dayFinish: MatteConsOne of the trailblazers of mineral makeup, BareMinerals lived up to its legacy, outperforming all other powder foundations in the GH Beauty Lab's test, providing versatile buildable coverage in 30 shades. The matte-finish powder earned points on par with liquid formulas for smoothness and effortless uniform dispersion on skin. "You can't make a powder much better than this," a makeup artist evaluator said. "It's great for taking away redness," another remarked.6Best CC Foundation for Dry SkinCredit: OlayProsCoverage: SheerFormula: CreamFinish: RadiantConsShades: 3The best hydrator of the Beauty Lab's test of CC cream foundations, this GH Seal star sheer tinted Olay formula improved skin over time, too. According to Lab measurements, it increased skin hydration levels by an impressive 36% over six hours, and minimized the appearance of dark spots and pores over four weeks.Advertisement - Continue Reading Below7Best Foundation for Oily SkinNow 43% OffCredit: Make Up For EverProsCoverage: FullShades: 40Formula: LiquidClaimed wear time: 24 hoursFinish: MatteConsFake flawless, shine-free skin with the richly-pigmented Make Up For Ever matte liquid base, a top performer in the GH Beauty Lab's foundation test. Despite its full coverage, evaluators rated it the easiest formula to use and dispense the right amount, and ranked it highly for having a smooth texture. "It really covers and looks smooth from far away," a professional makeup artist evaluator said.8Best Foundation for Combination SkinCredit: Cover FXProsCoverage: Customizable full to sheerShades: 30Formula: LiquidFinish: CustomizableConsThe ultimate multitasker, this concentrated yet blendable CoverFX liquid pigment, a GH Beauty Award winner, allows you to adjust coverage from full to sheer, perfect for tailoring to combination skin. It mixes well with other makeup or face skincare products to create a custom tint that hides whatever you'd like (the GH Beauty Lab tested it with serums, lotions, creams, and even oils). "It enabled me to lighten up and use my heavier foundation all year," a Lab expert reported.Advertisement - Continue Reading Below9Best Foundation for SummerNow 18% OffCredit: L'Oreal ParisProsCoverage: Buildable sheer to mediumShades: 16Formula: Press powderFinish: MatteConsPerfect for canceling shine that can pop up in summer, L'Oréal Paris's GH Seal star and Beauty Award-winning powder won't dehydrate skin thanks to a silky texture and skincare ingredients like ceramides. In a study, 85% of users reported that it made skin look smooth, GH Beauty Lab data analysis confirmed.10Best Foundation for Sensitive SkinCredit: BareMineralsProsFinish: Sheer to MediumShades: 20Formula: Gel-cream Finish: RadiantConsA cushiony gel-cream foundation tint that feels coddling on skin, BareMinerals is GH's beauty editor's go-to for her reactive complexion. The hypoallergenic formula "is super nourishing and never makes my skin feel irritated or dry," she says. Advertisement - Continue Reading Below11Best Foundation for Mature SkinCredit: IT CosmeticsProsFinish: Sheer to mediumShades: 12Formula: CreamFinish: RadiantConsBoosted with moisturizing ingredients including 10 botanical oils and hyaluronic acid, plus a high mineral SPF, IT Cosmetics was a top performer in the GH Beauty Lab foundation test: The moisturizer-like cream base leaves dry and mature skin with a glowing finish. The buildable formula received the only perfect score in the test for smooth-looking coverage. "Dispenses nicely and spreads easily," a tester noted.12Best Foundation for Acne-Prone SkinCredit: CliniqueProsCoverage: FullShades: 15Finish: MatteConsMade with the acne treatment ingredient salicylic acid, this Neutrogena foundation is one of GH Beauty Lab Chemist Danusia Wnek's longtime favorites. Although it provides full coverage, "it literally feels like I have nothing on," she raves. "It keeps me matte all day!"Advertisement - Continue Reading Below13Best Foundation for RosaceaCredit: CliniqueProsCoverage: Medium to fullShades: 6Formula: LiquidFinish: NaturalConsClinique's base was created especially for reactive skin susceptible to redness from causes like rosacea. It instantly evens skin tone while calming with probiotics. "I have tried many foundations from other companies over the years to cover my rosacea and this is the only one that does the trick!" a Macy's reviewer marveled. Credit: Mary KayProsCoverage: Medium to fullShades: 23Formula: CreamClaimed wear time: 12 hoursFinish: RadiantConsMore than makeup, Mary Kay's GH Seal star creamy foundation provides glow-boosting effects via ingredients like brightening niacinamide and plumping vitamin E. In a study, over 90% of testers found that it gave skin a luminous finish instantly, according to GH Beauty Lab data evaluation.Advertisement - Continue Reading Below15Best Lightweight FoundationNow 50% OffCredit: L'Oreal ParisProsCoverage: MediumShades: 30Formula: LiquidFinish: RadiantConsA novel lightweight serum form, this GH Seal star L'Oréal Paris base boasts hydrating properties via hyaluronic acid and a high level of SPF. In a consumer study of 106 women, 83% of testers agreed that the foundation covered redness and spots, 78% that it wears well all day, and 83% said it doesn't settle into lines or wrinkles.16Best Light Coverage FoundationNow 20% OffCredit: Maybelline New YorkProsCoverage: SheerShades: 5Formula: CreamFinish: NaturalConsBB creams like this bargain-priced GH Beauty Lab test winner from Maybelline are a great option for light coverage. This sheer finish SPF 30 formula increased skin's hydration by 22% in calculations with the Lab's Corneometer device, which measures skin moisture levels.Advertisement - Continue Reading Below17Best Foundation Shade RangeCredit: UOMA BeautyProsCoverage: Medium to fullShades: 51Formula: LiquidFinish: MatteConsFind the perfect shade match for any skin tone among Uoma Beauty's extensive range of 51 colors, from porcelain to deep cocoa. The matte formula "looks like my natural skin just better," an Ulta reviewer reported.Credit: MentedProsCoverage: MediumShades: 16Formula: Cream stickFinish: NaturalConsStick foundations like this one from Mented are perfect for toting on the go, travel, targeting specific areas of the face, and even doubling as concealer. This formula has almost 1,000 5-star reviews on Ulta: "Beautiful color, non-drying and doesn't make my skin oily, easy application, gives a nice buildable coverage that you can customize for a natural casual look or a glam full makeup look," a reviewer noted. April FranzinoSenior Beauty & Style DirectorApril (she/her) is the senior beauty and style director at Good Housekeeping, Prevention and Woman's Day. She has over 15 years of experience under her belt, starting her career as an assistant beauty editor at GH in 2007, and working in the beauty departments of SELF and Fitness magazines.Watch Next Advertisement - Continue Reading Below A solid foundation is the foundation (pun intended) of any great makeup look. "The purpose of a foundation is to even out your complexion, enhance your skin tone, and minimize any skin concerns," says celebrity makeup artist Alexx Mayo. From full-coverage liquids to sheer powder formulas and creamy sticks, the right foundation enhances your natural beauty, he says. But with hundreds of options available, choosing the best match for your skin type, skin tone, personal preferences, and budget can be difficult. The good news? Team Byrdie is here to help. Over multiple rounds, we've tested nearly 100 foundations in The Lab and at home in the real world, evaluating each one's application, coverage, wear, finish, and shade range. From lightweight, natural-looking formulas to full-glam options, below are the foundations that have outperformed the (very stiff) competition. Credit: Sephora $49 at Sephora View on Hauslabs.com $49 at Kohls.com Coverage: Medium | Finish: Natural | Shades: 51 | Cruelty-Free: Yes Celebrity-driven beauty brands are more ubiquitous than ever, but we vote that this foundation from Haus Labs—Lady Gaga's vegan and cruelty-free makeup brand—is a true cut above the rest in the category. When our tester applied this foundation, she was immediately impressed with its medium-weight liquid texture, which she said blended quickly and easily onto her combination skin. Once it set, she noted that it felt hydrating but not greasy, and completely comfortable. Its buildable coverage was enough to cover redness, but it still had a natural, glowy finish that never settled into fine lines or accentuated her pores. She also wore it in several weather conditions and noted that it looked beautiful every time. One thing to note is that it's not completely budge-proof—most foundations aren't!—so we recommend locking it in with setting powder or setting spray to reduce any transfer. Overall, anyone looking for a medium-coverage buildable foundation (with an ample, 50-plus shade range) should reach for this one. The texture, finish, and coverage level make it an excellent option for people with various skin types. Alyssa Kaplan, associate editor with combination skin: "This foundation's semi-radiant finish doesn't settle into fine lines or accentuate pores—it just evens out the skin beautifully and creates a gorgeous skin-like canvas." Credit: L'Oreal Paris $17 $14 at Amazon $17 at Ulta $14 at Target Coverage: Buildable | Finish: Natural | Shades: 40 | Cruelty-Free: No For a budget option, look no further than L'Oréal's Infallible Fresh Wear 24HR Foundation, which comes in 40 shades (a massive number compared to other drugstore options) and has a buildable medium-to-full coverage formula, according to our tester, who has dry, sensitive skin. When she applied it, she did so with both her fingers and a sponge, noting that it seamlessly covered redness and pigmentation. She was also impressed with its lightweight feel, staying power, and natural, slightly matte finish. Her only qualm was that its formula felt a bit drying over time, though she noted that she didn't experience any caking and that it layered well underneath other makeup like blush. All in all, she said it was one of the better matte foundations she's tried. Particularly for under $20, that's a win in our book. Victoria, tester with dry, sensitive skin: "My skin felt super smooth when I wore it—I liked the coverage and how it hid some of my redness. It's also extremely lightweight." Credit: Nordstrom $52 $50 at Amazon $52 at Sephora $52 at Ulta Coverage: Full | Finish: Matte | Shades: 56 | Cruelty-Free: No Finding the right full-coverage foundation can be difficult—it must blur the skin without any unwanted caking or flaking. Enter Estée Lauder's Double Wear Stay-in-Place Foundation, which our tester said felt lightweight and sheer out of the bottle, but once blended, it did an excellent job at covering blemishes, redness, and hyperpigmentation on her sensitive, combination skin. The result? A flawless finish that lasted a full eight hours without touch-ups or reapplication. Be advised that this formula is water-based. Our tester noted that it held up slightly better in colder climates than hot ones and that it required slightly more effort to blend due to its thin texture. Also, it doesn't have a pump applicator (it comes in a small bottle with a pour spout), so applying is slightly less seamless. Regardless, we recommend it for anyone looking for a high-quality, full-coverage foundation with a smooth finish and serious staying power. Ashley, tester with sensitive combination skin: "This foundation left my skin with a flawless finish; it covered my freckles and uneven skin tone but still looked natural." Credit: Sephora $58 at Amazon $58 at Sephora $58 at Ulta Coverage: Medium | Finish: Natural | Shades: 32 | Cruelty-Free: Yes For a truly stay-all-day formula, reach for Hourglass' Ambient Soft Glow Foundation. Our tester, who has normal-to-dry skin, raved that its satin, skin-like finish made her look airbrushed all day—even after a high-intensity cardio workout class. But that wasn't its only standout feature: Its creamy, buildable formula felt virtually weightless after it dried, with no tackiness, creasing, or separation in sight. She also noted that its buildable, medium-coverage formula evened her skin tone and that its pump applicator made it extra easy to apply. Our only (very minor) qualm with this pick is that it dries down pretty fast, so we recommend blending in small sections. Overall, it's a fantastic choice for those who need a foundation that can withstand humidity, sweat, and many hours of wear. Katie, tester with normal to dry skin: "I loved the finish and longevity of this foundation—it has a your-skin-but-better look but provides coverage and lasts for hours." Credit: Ulta $38 $37 at Amazon View on Ulta $38 at Macy's Coverage: Full | Finish: Natural matte | Shades: 85 | Cruelty-Free: Yes Let's get one thing out of the day: PUR's foundation-concealer hybrid has a shade range—an impressive 85 hues—that's second to none. Can we get a round of applause? But that's not the only reason we love it. As a foundation, its full-coverage, matte formula covers redness and hyperpigmentation; our tester, who has combination skin, noted that it set quickly and, once applied, didn't require any touch-ups—even through a full day and night of wear in a hot, humid climate. Its main drawback, she noted, was that its matte finish settled into fine lines on her face and looked cakey around her nose and mouth when she applied too much. (Translation: Start slowly!) But, particularly as a foundation-concealer hybrid—it comes with a doe-foot applicator for the latter—we'd recommend this product to anyone looking for a fuller-coverage option that hides redness and hyperpigmentation. And if you've struggled to find a foundation in your perfect color match, chances are, you'll find one in this range. Ashley, tester with combination skin: "This foundation sets once it's applied and doesn't need touch-ups—it even lasts well through heat, humidity, and sweat—but if you apply too much, it can have a cakey finish." Credit: Ami Cole $29 at Amazon $29 at Sephora View on Amicole.com Coverage: Medium | Finish: Natural | Shades: 16 | Cruelty-Free: Yes Black-owned brand Ami Cole's Skin Enhancing Foundation Stick comes in 16 shades that focus on darker skin tones—and its formula is a true standout. According to our tester, who has combination skin, its buttery-smooth texture glided across his complexion, blended effortlessly, and covered any discoloration around his beard area. He also noted that it performed extra well in New York City humidity—with just one spritz of setting spray, it lasted all day with no need for touch-ups—and that it didn't settle into any fine lines on his face. (He also reported that it didn't transfer, even when he performed a blot test.) In fact, our tester didn't have anything negative to say about this foundation; we think it's particularly ideal for fans of more natural, no-makeup makeup finishes. Saleam, tester with combination skin: "This foundation has a your-skin-but-better effect without being too heavy or noticeable to the naked eye. I didn't experience any settling into pores or fine lines." Credit: Sephora View on Amazon $45 at Sephora View on Dior.com Coverage: Medium | Finish: Natural | Shades: 43 | Cruelty-Free: No Finding a foundation that doesn't settle into fine lines or uneven texture is essential, particularly for those with mature skin. Dior's Backstage Foundation impressed us in this way and beyond. We previously tested this formula on people with mature skin, and they all raved about how seamlessly it blended and how smooth and even it made their skin look. This go-round, we decided to test it on someone with combination skin, and we were just as impressed. He reported that its buildable, medium-to-full-coverage formula blended effortlessly onto his skin and lasted all day. (Even when he applied multiple layers, he noted that this product didn't separate, never looked cakey, and never felt tacky or greasy.) The result was a natural, even radiant glow; he also noted that it was the perfect base layer for other products. It's a win-win all around. To sum it up, we love this pick for practically everyone, but we particularly recommend it for people with mature skin since the weightless formula doesn't settle into fine lines. Mikey, tester with combination skin: "Dior's Backstage Foundation is my new love affair. The application was an absolute breeze, and it blended seamlessly into the skin." Credit: bareMinerals View on Amazon View on Sephora View on Ulta Coverage: Full | Finish: Matte | Shades: 38 | Cruelty-Free: Yes BareMinerals is a staple in the powder foundation category, and the brand's 16-HR Skin-Perfecting Powder Foundation didn't disappoint. Our tester, who has combination skin, was particularly impressed with this foundation's staying power. When she wore it to a soccer game on a 90-degree day, she noted that it didn't run or separate at all. She also loved its lightweight feel and how well it toned down the appearance of her melasma. However, those who prefer a dewier look may want to choose another option; this product has a truly matte finish that, according to our tester, settled slightly into the fine lines on her skin. But for a powder foundation made with clean, quality ingredients, we absolutely recommend it. Ashley, tester with combination skin: "I was really impressed with this foundation's wear! I wore it to a soccer game on a sunny 90-degree day—I was definitely sweating!—and it didn't run at all." Credit: Sephora $48 at Amazon $48 at Sephora $48 at Ulta Coverage: Medium | Finish: Natural | Shades: 42 | Cruelty-Free: Yes As far as stick foundations go, ILIA's Skin Rewind Blurring Foundation and Concealer Complexion Stick is the best of the bunch. Our tester with sensitive, combination skin reported that it made her fall in love with stick formulas, full stop. In particular, she loved its easy application, weightless feel on her complexion, and its even buildable coverage. (She even said that it eliminated her need for concealer, particularly around her darker under-eye area and around her mouth and jaw, where she experiences some discoloration.) And it had staying power, too! She wore it on a 95-degree day in Dallas, Texas, and found that it gave her a dewy, natural look and didn't run or fade. We'd recommend this product to anyone who wants an easy-to-use foundation that doesn't skimp on coverage. Just know that it takes a bit more effort to blend than your standard liquid foundation (as most sticks do). Samantha, tester with sensitive combination skin: "I'd recommend this foundation to anyone who wants a lightweight product that doesn't skimp on coverage—it made me fall in love with foundation sticks!" Credit: Sephora $44 at Sephora View on Walmart View on Makeupbymario.com Coverage: Medium | Finish: Natural | Shades: 30 | Cruelty-Free: Yes If you deal with redness or pigmentation that you'd like to even out, reach for Makeup by Mario's SurrealSkin Foundation. Our tester with combination skin recommended this product for those with concerns like rosacea, particularly because it provided ample, consistent coverage with a Goldilocks finish—it wasn't too matte or too dewy. When our tester applied this foundation with a brush, she noted that its smooth texture blended beautifully into her skin; its formula was also hydrating enough to prevent clinging to any dry spots around her chin. Plus, she reported that it lasted for a full eight hours, including in the heat, without any running or transferring. Overall, it blurred uneven skin texture and tone in a flash. While we didn't have any issues with this formula breaking up on oily skin, several online reviewers have. If you have oily skin, we recommend using a primer for oily skin and setting the foundation with powder afterward. Chelsea, tester with combination skin: "This foundation covered my rosacea well. I think the coverage is a perfect medium—natural looking and doesn't feel heavy or look streaky. On days where I wanted my beat to stretch out till nighttime, I applied two layers of foundation, and still, didn't experience cakiness." Credit: Sephora $45 at Amazon $47 at Sephora $47 at Nordstrom Coverage: Medium | Finish: Natural, radiant | Shades: 32 | Cruelty-Free: Yes A truly great natural-finish foundation can impart an instant glow-up. Makeup Forever's HD Skin Hydra Glow Hydrating Foundation fits this bill and more. Our tester couldn't say enough about its look and feel—its lightweight formula blended seamlessly into her combination skin, covered her redness and hyperpigmentation, and left her with a dewy, radiant appearance. We wish the formula were a bit more sweatproof, as she noted she needed to do minor touch-ups on hot, muggy days, but she also mentioned that it wore perfectly (no fading, caking, or settling) when she wore it indoors. She also shared that this product didn't enhance her pores, nor did it leave her skin feeling tacky, sticky, or greasy—just fresh-faced all around. It also layered exceptionally well underneath concealer, blush, and bronzer. It's a super solid choice for those who want coverage without looking like they're wearing much makeup at all. Ashley, tester with combination skin: "The finish and feel of this foundation are both exceptional. Most of the time, I forgot I was wearing any foundation at all!" Coverage: Foundations have different levels of coverage. When choosing which coverage level is right for you, it's ultimately a matter of preference. "I recommend using a foundation that makes you feel the most confident and comfortable," says celebrity makeup artist Dominique Della Maggiore. "However, I tend to choose the finish of a foundation based on the event, plus whether or not you'll be in natural lighting. For example, try to opt for a lighter-coverage foundation during the daytime to avoid any heaviness on the skin, especially in the direct sun." On the other hand, if you're going out at night or to a special event, she recommends choosing a fuller-coverage formula. Formula: Foundations come in different formulas, including liquids, powders, and sticks. Personal preference is also important, here, though in general, keep in mind that powders tend to mattify oily skin, while creamy liquids can help keep dry skin looking and feeling hydrated. Finish: There's a lot of variation when it comes to foundation finishes, though you'll most commonly find formulas positioned as matte, natural, radiant, or dewy. "For dry skin, I usually gravitate towards foundations that have more of a radiant finish so the skin looks hydrated and fresh," says Mayo. "For oily skin, matte finishes will have more lasting power and oil control. But again, it's also about your preference. It's fun to have options depending on your desired look." We've been consistently testing foundations for years in order to bring you the best (and most updated) recommendations. Below are the features team Byrdie and our testers evaluated over to determine our top picks. Number of Foundations Tested Overall: 100+Foundations Tested in Latest Round: 12Testing Period: Four weeksMethodology: We tested these foundations at home in our real lives. Our reviewers first moisturized and primed their skin, then applied each foundation with their preferred applicator and went about their days. Each tester wore their foundation at least four times over the testing period.Factors Considered: Ease of application, coverage level, wear/staying power, and finish. FAQ Before applying your foundation, prep your skin! Maggiore recommends starting with a moisturizer as a base layer. Then, warm up a pump or two of the foundation on the back of your hand, apply it to your face, and blend it out with a foundation brush. Once you've reached your desired coverage level, both Maggiore and Mayo recommend gently patting a damp makeup sponge across your skin to ensure you have an even finish with no streaks. "Setting the foundation allows for a flawless finish and a longer wear time," says Maggiore. "It also provides a smoother base for contour and blush application." She also adds that if you don't set your foundation with a light layer of powder, there's a higher risk that it'll move on the skin, and that any other makeup you layer on top will have a muddy finish."To set the foundation, use a large fluffy face brush to lightly pat on translucent powder (remember to always pat rather than swipe)," she says. You can also apply a few spritzes of a long-wearing setting spray. Those with aging skin might notice sun spots, fine lines, dryness, or lack of elasticity. To address meaning you'll want to find a foundation that works to blur your complexion, doesn't settle into fine lines, and won't dry out your skin. Contributors consulted with the following experts to learn more about what to keep in mind when shopping for your perfect foundation: Alexx Mayo, a celebrity makeup artist who has worked with clients like Lizzo, Tinashe, and more.Dominique Della Maggiore, a celebrity makeup artist who's worked with clients including Jena Dewan, Noah Cyrus, and Becky G. Avery Stone is a contributing writer for Byrdie and was previously the brand's Editorial Director. Her work has also appeared in The Cut (NYMag), The Wall Street Journal, The Hollywood Reporter, Bustle, Billboard, ELLE, GQ, VICE, Eater, NYLON, Refinery29, and more. From the above, she is a personal fan of ILIA's Skin Rewind Blurring Foundation and Concealer Complexion Stick. Alyssa Kaplan is an associate editor, an experienced writer in the beauty industry, and a product tester specializing in cosmetics. She's been using and testing foundations for more than 10 years—she's tested nearly 50 options in her journey to find the best ones for her oily skin. Alyssa received a bachelor's degree from the Fashion Institute of Technology, where she studied marketing and product development in the cosmetics industry as well as fashion business marketing. She has been at Byrdie since 2022, where she covers all things beauty. They reviewed testing insights from Byrdie's lab to help create the list of top picks. Achieving a flawless complexion begins with the right foundation, and the options are endless when it comes to liquid formulations. From lightweight and buildable to full coverage and long-wearing, there's a liquid foundation for every skin type and preference. Here's a curated list of the top 10 liquid foundations that promise to deliver a radiant and natural-looking finish:1. Estée Lauder Double Wear Stay-in-Place Foundation: Known for its long-lasting formula and impeccable coverage, Estée Lauder's Double Wear Stay-in-Place Foundation provides a flawless matte finish that lasts up to 24 hours, making it ideal for all-day wear.2. NARS Radiant Longwear Foundation: NARS Radiant Longwear Foundation offers a lightweight yet buildable coverage with a natural, radiant finish. Infused with skincare benefits, this foundation hydrates and smoothens the skin while providing long-lasting wear.3. Fenty Beauty Pro Filt'r Soft Matte Longwear Foundation: Created by Rihanna, Fenty Beauty's Pro Filt'r Soft Matte Longwear Foundation delivers a soft matte finish with medium to full coverage. The oil-free formula is suitable for all skin types and comes in an extensive range of shades to match every skin tone.4. Giorgio Armani Luminous Silk Foundation: Giorgio Armani Luminous Silk Foundation is celebrated for its lightweight texture and luminous finish. Formulated with micro-fil technology, this foundation effortlessly blurs imperfections and creates a natural, radiant complexion.5. MAC Studio Fix Fluid SPF 15 Foundation: MAC Studio Fix Fluid SPF 15 Foundation offers medium to full coverage with a matte finish. Enriched with SPF 15, this long-wearing foundation helps protect the skin from sun damage while providing a flawless complexion.6. Maybelline Fit Me Dewy + Smooth Foundation: Maybelline Fit Me Dewy + Smooth Foundation is infused with hydrating ingredients to provide a radiant, dewy finish. The lightweight formula blends seamlessly into the skin, minimizing the appearance of pores and imperfections.7. L'Oréal Paris Infallible Pro-Matte Foundation: L'Oréal Paris Infallible Pro-Matte Foundation offers a demi-matte finish with medium coverage. This long-wearing foundation controls shine and blurs imperfections for a smooth, airbrushed look that lasts all day.8. Too Faced Born This Way Foundation: Too Faced Born This Way Foundation is infused with coconut water and hyaluronic acid to hydrate and brighten the skin. The oil-free formula provides undetectable medium to full coverage with a natural, radiant finish.9. Urban Decay Stay Naked Weightless Liquid Foundation: Urban Decay Stay Naked Weightless Liquid Foundation is a vegan, buildable formula that offers customizable coverage. With its breathable, matte finish, this foundation stays put for up to 24 hours without caking or fading.10. Revlon ColorStay Makeup for Normal/Dry Skin: Revlon ColorStay Makeup for Normal/Dry Skin is formulated with hyaluronic acid and vitamin E to provide all-day hydration and comfort. The lightweight formula offers buildable coverage and a natural satin finish that lasts up to 24 hours.In conclusion, these top 10 liquid foundations offer a range of formulas and finishes to suit every skin type and preference. Whether you're looking for long-lasting coverage, a radiant glow, or lightweight hydration, these foundations promise to elevate your complexion and leave you with flawless-looking skin. If you're searching for the best liquid foundations of 2025, you won't be disappointed. The Kosas Revealer offers lightweight, natural coverage with SPF, while IT Cosmetics' options are perfect for full coverage needs. Estée Lauder's Double Wear guarantees durability, and Lancome's Ultra Wear provides a flawless matte finish. Whether you're seeking hydration, buildable coverage, or sun protection, these foundations cater to various skin types. Stick around to discover detailed insights on each foundation's features and benefits. Key Takeaways Look for liquid foundations with customizable coverage options, allowing you to achieve both full and medium coverage based on your needs. Consider formulas enriched with skin-beneficial ingredients like hyaluronic acid and niacinamide for hydration and improved skin texture. Prioritize lightweight and breathable foundations to avoid a cakey appearance while ensuring long-lasting wear throughout the day. Evaluate shade ranges carefully to ensure a good match for your skin tone, accommodating diverse undertones and complexions. Check for added sun protection, such as SPF, to help shield your skin from harmful UV rays alongside foundation coverage. Kosas Revealer Skin-Improving Foundation with SPF 25 The Kosas Revealer Skin-Improving Foundation with SPF 25 stands out as an ideal choice for individuals seeking a foundation that seamlessly blends skincare benefits with makeup. This product offers medium coverage and a natural finish, effectively smoothing skin texture and minimizing the appearance of pores. Enriched with hyaluronic acid, niacinamide, and peptides, it hydrates and protects the skin while providing broad-spectrum mineral SPF 25. The formula, composed of 96% natural ingredients, is vegan, cruelty-free, and suitable for sensitive skin. Users report a smooth application and a lightweight feel, although some have experienced mild adverse reactions. Overall, it garners positive feedback for its performance. Best For: Individuals seeking a lightweight foundation that combines skincare benefits with medium coverage for a natural finish. Pros: Provides medium coverage with a natural, second-skin finish. Enriched with skincare ingredients like hyaluronic acid and niacinamide for hydration and protection. Suitable for sensitive skin, being vegan, cruelty-free, and composed of 96% natural ingredients. Cons: Some users have reported mild adverse reactions, such as swelling or dryness. May not provide enough hydration for individuals with mature skin. A few users experienced a need for touch-ups throughout the day despite claims of long-lasting wear. IT Cosmetics Celebration Foundation Illumination – Full-Coverage Powder Foundation For individuals seeking a full-coverage solution that caters to aging or dry skin, IT Cosmetics Celebration Foundation Illumination stands out as an ideal choice. This anti-aging powder foundation offers medium coverage, effectively blurring pores and imperfections without creating a cakey appearance. Users appreciate its easy application and long-lasting wear, often noting a radiant glow post-application. Although the included makeup brush has received mixed reviews, many still consider the foundation worth its $87.50 price tag due to its performance. However, the lack of SPF has been a point of contention among users, highlighting a need for clearer product descriptions. Best For: Individuals with aging or dry skin seeking a full-coverage powder foundation that provides a natural finish. Pros: Provides medium coverage while effectively blurring pores, wrinkles, and imperfections. Easy to apply and matches skin tones well, lasting all day with a comfortable feel. Gives a radiant glow without appearing powdery or cakey, making it suitable for daily use. Cons: The included makeup brush can be of lower quality, leading to customer dissatisfaction. Considered expensive at $87.50, with some users facing additional shipping fees. Lacks SPF, which has frustrated users expecting sun protection in the product. Estée Lauder Double Wear Stay-in-Place Foundation Makeup Known for its exceptional staying power, Estée Lauder Double Wear Stay-in-Place Foundation Makeup is an ideal choice for individuals seeking a long-lasting, matte finish. This foundation offers 24-hour wear with excellent coverage, effectively evening out the complexion without feeling cakey. Lightweight and suitable for normal to oily skin, it provides a natural appearance that many users describe as air-brushed. While it applies easily and can build coverage, some users have noted the inconvenience of its non-pump packaging. Despite occasional concerns about color matching, the foundation remains a favored option for its durability and flawless finish throughout the day. Best For: Individuals with normal to oily skin seeking a long-lasting, matte foundation that provides excellent coverage and a natural finish. Pros: Provides 24-hour wear with a matte finish, ideal for all-day use. Lightweight formula that doesn't feel cakey and offers buildable coverage. Wide range of shades available, allowing for better color matching. Cons: Lacks a pump for easy dispensing, leading to potential product wastage. Some users report issues with color matching and packaging quality. Occasional concerns about product consistency upon delivery. IT Cosmetics Your Skin But Better Foundation + Skincare Hydrating and lightweight, IT Cosmetics Your Skin But Better Foundation + Skincare is an excellent choice for those seeking a natural radiant finish while addressing skin imperfections. This foundation offers medium buildable coverage that minimizes pores and blemishes without feeling heavy. Its smooth texture allows for easy application, and it pairs well with primers for enhanced results. Formulated with hyaluronic acid, it benefits the skin by providing hydration and maintaining a youthful appearance. While some users report shade matching challenges, overall satisfaction remains high, with many endorsing its durability and performance throughout the day, even in varying conditions. Best For: Those seeking a hydrating foundation that provides medium coverage with a natural finish while addressing skin imperfections. Pros: Hydrating formula with hyaluronic acid for skin benefits and a youthful appearance. Lightweight texture that allows for easy application and buildable coverage. Durable wear throughout the day, suitable for various conditions. Cons: Some users may experience challenges with shade matching. Mixed reviews regarding customer service and refund processes. Availability issues on certain platforms may affect purchase options. Lancôme Teint Idole Ultra Wear Foundation Lancôme Teint Idole Ultra Wear Foundation stands out as an ideal choice for individuals seeking a long-lasting, full-coverage foundation that delivers a natural matte finish. This lightweight formula is waterproof and caters to various skin types, making it especially popular among users with diverse skin tones, including those with hyperpigmentation. Many appreciate its enduring wear throughout the day, although recent formula changes have raised concerns about color matching and potential irritants. Despite its higher price point, loyal users often shift from samples to full-size purchases, valuing the foundation's quality and performance, even amidst growing discontent over the new formulation. Best For: Individuals seeking a long-lasting, full-coverage foundation that provides a natural matte finish, particularly those with diverse skin tones and hyperpigmentation. Pros: Buildable full coverage with a lightweight, natural matte finish. Long-wearing and waterproof, maintaining its appearance throughout the day. Excellent color matching for a variety of skin tones, including South Indian skin. Cons: Recent formula changes have led to user dissatisfaction regarding performance and potential irritants. Some users report issues with color matching, finding shades darker or different than expected. Higher price point may not be justified for all users, despite the quality. Lancôme Renergie Lift Makeup Foundation – SPF 27 (1 Fl Oz) The Lancôme Renergie Lift Makeup Foundation – SPF 27 (1 Fl Oz) is an excellent choice for individuals with mature or sensitive skin seeking a foundation that offers both full coverage and comfort. This formula boasts 12-hour hydration and a lightweight texture, making it easy to apply while delivering a smooth finish that effectively conceals minor imperfections. The foundation lasts all day without greasiness, ensuring a comfortable wear. Its buildable coverage adapts well to different application styles. Users frequently commend its performance, often considering it one of the best foundations available, particularly for those with specific skin concerns like rosacea. Best For: Individuals with mature or sensitive skin seeking a lightweight, full-coverage foundation that provides hydration and comfort throughout the day. Pros: Lightweight formula that offers full coverage without a heavy appearance. Long-lasting wear with 12-hour hydration, ideal for daily use. Suitable for sensitive skin and does not irritate conditions like rosacea. Cons: May require a serum or moisturizer for optimal hydration. Thinner consistency may not appeal to those preferring a thicker foundation. Limited shade range could be a concern for some users. bareMinerals Original Loose Powder Foundation SPF 15 For those seeking a lightweight foundation that prioritizes skin health, the bareMinerals Original Loose Powder Foundation SPF 15 stands out as an ideal choice. This talc-free, vegan formula provides buildable coverage while minimizing the risk of clogged pores, making it suitable for sensitive skin. With a velvety texture, it blends effortlessly, offering sheer to medium-to-full coverage. Available in a wide range of shades, users can customize their perfect match. Many appreciate its natural appearance and longevity, often lasting all day with minimal touch-ups. While some may find the loose powder application slightly messy, overall performance is highly rated. Best For: Those with sensitive skin seeking a lightweight, buildable foundation that provides sun protection and a natural finish. Pros: Talc-free and vegan formula suitable for sensitive skin, minimizing the risk of breakouts. Offers a wide range of customizable shades for various skin tones. Long-lasting wear with a natural appearance, requiring minimal touch-ups throughout the day. Cons: Loose powder application can be slightly messy. May take some practice to master the application technique for beginners. Not ideal for those who prefer a liquid foundation format. Dermablend Flawless Creator Multi-Use Liquid Foundation Makeup Highly pigmented and designed for buildable coverage, Dermablend Flawless Creator Multi-Use Liquid Foundation Makeup stands out as an ideal choice for individuals seeking a full-coverage foundation that maintains a natural finish. This lightweight formula blends effortlessly, providing customizable coverage without streaks. Users appreciate its effectiveness in addressing skin imperfections, including melasma and rosacea. Although it sets quickly with minimal transfer, some experience sweat lines and caking in hot conditions. The dropper packaging has received mixed reviews, with suggestions for alternative dispensing methods to reduce waste. Overall, many users report high satisfaction, making it a worthy investment for flawless skin. Best For: Individuals seeking a full-coverage foundation that addresses skin imperfections while providing a natural finish. Pros: Highly pigmented formula allows for buildable coverage without streaking. Suitable for various skin issues, including melasma and rosacea, enhancing confidence. Lightweight feel and minimal transfer make it ideal for everyday wear. Cons: Dropper packaging can be inconsistent, leading to product wastage. May experience sweat lines and caking in hot conditions. Higher price point may not be suitable for all budgets. IT Cosmetics Your Skin But Better CC+ Cream (1.08 fl oz) Offering a versatile solution for those seeking both coverage and skincare benefits, IT Cosmetics Your Skin But Better CC+ Cream is particularly well-suited for individuals with dry or redness-prone skin. This multi-functional product combines color correcting, full-coverage foundation, hydrating serum, and SPF 50+ sunscreen in a compact 1.08 fl oz package. Users appreciate its easy application and lightweight feel, providing medium to full coverage without a cakey appearance. While the color selection is generally praised, some may need to mix shades for a perfect match. Remarkably, it offers long-lasting wear, making it ideal for daily use and outdoor activities. Best For: Individuals with dry or redness-prone skin seeking a multi-functional product that offers coverage and skincare benefits. Pros: Lightweight formula that provides medium to full coverage without a cakey appearance. Long-lasting wear with good sun protection, suitable for daily use and outdoor activities. Easy application using fingers, brushes, or sponges, allowing for a customizable finish. Cons: May require mixing shades for those with warm undertones to achieve a perfect match. Can appear oily on oily skin in hot weather, particularly for those prone to shine. Some users report settling into fine lines, especially on eyelids, requiring careful application. Clinique Even Better Makeup Foundation SPF 15 Clinique Even Better Makeup Foundation SPF 15 stands out as an excellent choice for individuals seeking a foundation that combines skincare benefits with makeup performance. This medium coverage foundation effectively evens skin tone and reduces dark spots, offering a lightweight, non-comedogenic formula suitable for acne-prone skin. Users appreciate its natural, radiant finish without greasiness, while the buildable coverage conceals blemishes and redness seamlessly. Its easy application and longevity guarantee a comfortable wear throughout the day. With SPF 15 providing additional sun protection, this foundation is ideal for those wanting a versatile product that delivers consistent results across various skin types and seasons. Best For: Individuals seeking a lightweight foundation that provides medium coverage while also offering skincare benefits, particularly those with acne-prone skin. Pros: Lightweight, non-comedogenic formula that doesn't clog pores. Provides a natural, radiant finish without feeling greasy. Easy to apply and wears well throughout the day without frequent touch-ups. Cons: Some users may experience color mismatches, requiring careful shade selection. A few individuals have reported texture issues with the formula. SPF 15 is not a substitute for dedicated sunscreen, limiting sun protection. Factors to Consider When Choosing Liquid Foundations When choosing a liquid foundation, it's essential to think about your skin type and how much coverage you want. You should also consider the finish and texture that best suits your look, along with the safety of the ingredients. Don't forget sun protection—finding a foundation with SPF can help keep your skin safe from harmful rays. Skin Type Compatibility How do you choose the right liquid foundation for your skin type? Understanding your skin type is key. If you have oily skin, look for formulas that control oil and shine, while dry skin benefits from hydrating foundations. For sensitive skin, opt for non-comedogenic and hypoallergenic options to reduce irritation. If you have mature skin, choose foundations with moisturizing ingredients that offer a radiant finish to mask fine lines. Those with combination skin should seek buildable coverage that balances oil in the T-zone and hydration in drier areas. Normal skin types have more flexibility but still need to select foundations that enhance your natural texture without feeling heavy or cakey. Tailoring your choice guarantees a flawless finish. Coverage Level Preference Choosing the right coverage level for your liquid foundation can greatly impact your overall look and confidence. Coverage levels typically range from sheer to full, so you can pick based on your skin concerns and desired finish. Sheer coverage offers a natural look, perfect for enhancing your skin without masking it, while medium coverage effectively conceals minor imperfections. If you're facing pigmentation, redness, or scars, full coverage provides maximum concealment, making it ideal for special occasions. Consider buildable coverage options, which let you layer the product for added intensity without feeling heavy. Ultimately, your personal preference, skin type, and the occasion should guide your choice, as each foundation performs differently based on individual characteristics and desired outcomes. Finish and Texture The finish and texture of a liquid foundation play an essential role in achieving your desired makeup look. You'll find finishes ranging from matte to dewy; matte foundations control shine, while dewy ones add a radiant glow. Consider lightweight formulas for a natural appearance, as thicker options may provide more coverage but can feel heavy. A natural finish mimics bare skin, allowing for seamless blending and less emphasis on imperfections. Look for foundations that minimize the appearance of pores and fine lines to enhance your skin's texture. Finally, ease of blending and layering without cakiness are vital; these factors determine how well the product interacts with your skin throughout the day. Choose wisely to achieve that flawless finish! Ingredient Safety Considerations What should you prioritize when selecting a liquid foundation? Start by checking for non-comedogenic formulas to avoid clogged pores and breakouts, especially if you have acne-prone skin. It's wise to steer clear of harsh chemicals like parabens, sulfates, and phthalates, which can irritate sensitive skin and disrupt hormonal balance. Look for fragrance-free options to minimize allergic reactions and irritation. Ingredients such as hyaluronic acid and squalane are great choices, as they provide hydration and nourishment, enhancing skin compatibility. Finally, consider products labeled vegan and cruelty-free. This not only supports ethical sourcing but also guarantees ingredient safety, aligning with your values regarding animal welfare. Prioritizing these factors can lead you to a foundation that truly meets your needs. Sun Protection Factor When selecting a liquid foundation, incorporating sun protection into your decision-making is vital. Look for foundations with a Sun Protection Factor (SPF) rating; a higher SPF offers better protection from UVB rays. For example, SPF 15 blocks about 93% of UVB rays, while SPF 30 blocks around 97%. Keep in mind that a foundation with SPF shouldn't replace your dedicated sunscreen since the amount you apply may be insufficient for ideal coverage. Opt for broad-spectrum formulas that shield against both UVA and UVB rays for all-encompassing protection. Also, remember that regular reapplication is important, especially if you're outdoors for an extended period, as sweat or rubbing can diminish the foundation's effectiveness. Protect your skin wisely! Application Method Options Choosing the right application method for your liquid foundation can make a significant difference in the final look and feel of your makeup. You can apply liquid foundation using your fingers, brushes, or sponges, each offering unique finishes and coverage levels. Using your fingers usually provides a natural finish, as the warmth of your hands helps blend the product seamlessly into your skin. Brushes deliver a polished, airbrushed look—dense brushes are great for full coverage, while fluffier ones suit lighter applications. Sponges, especially when damp, create a dewy finish and allow you to build coverage gradually with minimal product absorption. Remember, your choice of tool can impact both the foundation's longevity and its performance on your specific skin type. Frequently Asked Questions How Do I Determine My Perfect Foundation Shade? To determine your perfect foundation shade, consider your skin's undertone—warm, cool, or neutral. Test shades on your jawline in natural light, blending it in. Choose the one that disappears into your skin seamlessly. Can Liquid Foundations Be Used on Oily Skin? Absolutely, liquid foundations can work wonders on oily skin! Look for oil-free, mattifying formulas that control shine. Test a few shades to find your perfect match, and always set it with powder for lasting wear. What Is the Difference Between Full Coverage and Sheer Coverage? Full coverage foundations hide imperfections completely, giving you a flawless look. Sheer coverage, on the other hand, offers a light tint, allowing your skin to show through. Choose based on the look you want to achieve. How Often Should I Replace My Liquid Foundation? You should replace your liquid foundation every six to twelve months, depending on usage and storage conditions. If it changes in texture, smell, or color, it's time to toss it and get a new one. Are There Liquid Foundations Suitable for Sensitive Skin? Yes, there are liquid foundations specifically designed for sensitive skin. Look for hypoallergenic, fragrance-free products with soothing ingredients like aloe or chamomile. Always test a small area first to guarantee it suits your skin. Conclusion Finding the perfect liquid foundation can elevate your makeup game, giving you that flawless look you crave. With options like Kosas and Estée Lauder, there's something for every skin type and coverage preference. Don't forget to take into account factors like SPF and skin concerns when making your choice. With the right foundation, you'll not only enhance your beauty but also boost your confidence. So go ahead, experiment, and discover which foundation makes you feel your best! We think foundation should enhance your natural beauty — not mask it. It should work as a base for your entire look, so the wrong foundation can be one of the most major visible beauty mistakes. That's why choosing the best liquid foundation for you, which should blend right into your natural skin tone and texture, is key to mastering your makeup.Our team put countless liquid foundations to the test and selected the 10 best for multiple skin types and tones. Read on to discover your perfect match!Best Liquid FoundationsBest OverallFenty Beauty by Rihanna Pro Filt'r Soft Matte Longwear FoundationProsWorks for any skin tone and skin type ConsShades sell out quicklyRihanna graced us with her beauty line, Fenty Beauty, and she shook us all by dropping her 40-shade Pro-Filt'r Soft Matte Longwear Foundation. It's already gained cult-classic status, thanks in large part to its generous variety of colors to complement any makeup lover's skin, from light to dark and everywhere in between.This oil-free foundation, formulated with climate-adaptive technology that's resistant to sweat and humidity, is effortlessly buildable, and it wears beautifully for hours.This cruelty-free, medium-coverage matte foundation will look gorgeous on any skin type, but she has a special shoutout to darker-skinned customers, who have 14 shades to choose from.We had multiple testers of all skin types and tones test this one out. They agreed that the coverage level was perfect and it appropriately covered any imperfections. Many applauded the soft-matte finish and the impressive range of shades. One tester even said that the Fenty foundation "provided better coverage than any other foundation" they had previously tried. Ever. That's a pretty solid testimonial if you ask us!The consensus from our team of testers is that this one truly does live up to all the hype. Thanks, Rihanna!Open Gallery Best Budget Buy Revlon Revlon ColorStay MakeupNow 18% OffCredit: RevlonProsInexpensive, easy pump applicatorConsIt's on the heavier side, so could be a con for those who prefer lightweight foundations You don't have to spend a lot of money on quality foundation. Drugstore makeup brands like Revlon have seriously stepped up their game in the past decade. Revlon ColorStay foundation has been a drugstore hit for years with its buildable formula that works on all skin types, as well as its blendability on the skin and convenient applicator pump. It's also available in an impressive range of 35 shades!While the texture does not feel heavy at all, it's a full-coverage foundation, so if you prefer lighter coverage, we recommend mixing a few pumps with your favorite moisturizer and blending out with a damp Beauty Blender sponge.Our testers were surprised that a liquid foundation with such a low price tag could offer such beautiful coverage. One tester commented that the texture was "light-as-air" and that they were impressed that something that "felt so light" could also cover all of their imperfections. If you're looking for a bargain that'll keep you looking expensive, this is it.Open Gallery Best Splurge Giorgio Armani Giorgio Armani Beauty Luminous Silk FoundationProsThe formula feels light, but it still offers plenty of coverage ConsExpensive This is both an editor- and celeb-favorite — and for good reason. Giorgio Armani's Luminous Silk Foundation earned a massive cult-following for its lightweight feel paired with the perks of a traditional, full-coverage foundation. It enables micro-fil technology, which allows the product to feel light on the skin, but produce an impressive amount of coverage. It's available in 24 shades and is a luxury buy for sure, but it's one of the best liquid foundations we've ever tested.Our testers confirmed that the light feel, coverage level, and luminous finish live up to the product claims, making it worth the splurge. One tester admitted this is a "Holy Grail product" that's "perfect for a special occasion." Our testers were also impressed with the shade selection, as they carry "shades with yellow tones that can be hard to find."In case you don't want to take our word for it, it boasts 170,000 hearts on Sephora's website, proving its popularity among the makeup enthusiast community as well.Open Gallery Best for Oily Skin Clinique Clinique Beyond Perfecting Foundation + ConcealerProsTime-saving ConsApplicator could be better This full-coverage, long-wearing foundation is available in 27 shades, and it does the job of both a concealer and a foundation, as the name suggests. This foundation is the perfect pairing for someone who wants a beautiful base without adding a concealer afterward for twice the amount of work.This foundation works well on all kinds of skin types — from dry, to combination, to oily — but it works especially well to cover imperfections on oily faces. From the quality formula to the innovative application wand, our testers loved the Clinique Beyond Perfecting Foundation + Concealer. Removing the need for a separate concealer was one of the main selling points for our testers. One reviewer said that the applicator wand made them love this product even more, as it "facilitated faster application and even coverage." Open Gallery Best for Dry Skin NARS NARS Sheer Glow FoundationProsRadiant finish, alcohol- and fragrance-free ConsNot great for oily skin If you have dry or normal skin, you may want to bring back some luminosity to your face, and a dewy foundation can help you get there. NARS Sheer Glow is our top pick for a moisturizing base that makes your natural skin look its best. It's incredibly hydrating and available in an assortment of 20 shades. What's not to love?It applies effortlessly with your fingertips for a truly sheer wash of color, or you can pack on more product with a foundation brush.Our testers with dry skin were especially obsessed with this effective formula from NARS. Not only did this foundation stay on our testers' skin all day long (yes, really!), but it also extended the wear of the other face products used — like blush, highlight, and contour — that typically fade away by mid-afternoon. One tester said that using a breathable, hydrating product (like this one!) can make all the difference in your regular skincare routine, especially for those with severely dry skin. "It won't irritate or dry out your skin, so you'll find yourself needing to use less of the expensive masks, moisturizers, and exfoliants in your arsenal of skin recovery products — so they'll last way longer," she said. A foundation that doubles as a skincare secret weapon — what's not to love?We found all claims relating to its subtle radiant finish, lightweight feel, and easy buildability to be totally true. Click through below to see what we're talking about!Open GalleryBest Long-Wearing PickLancôme Teint Idole Ultra Long Wear FoundationPros24-hour wear, large shade selection ConsNot ideal for those with sensitive skin Some days just never seem to end. Unfortunately, if that's a regular occurrence for you, you'll need a foundation that requires zero reapplication, with a finish that'll last you until you wipe it off.Lancôme Teint Idole Ultra Long Wear Foundation provides medium- and/or full-coverage foundation that blends in your skin, delivering SPF 15 for up to 24 hours. Lancôme offers 40 shades of this foundation, and it'll be your new longwearing go-to. However, if your skin is sensitive to breakouts, you may want to skip this pick because of its heavier formula.Best Semi-MatteUrban Decay Naked Skin Weightless Ultra Definition Liquid MakeupProsSemi-matte, buildable finish ConsExpensiveUrban Decay's Naked foundation is a lifesaver for all skin types. You can wear this foundation with one layer for a more natural makeup day, or layer it on for a fuller coverage appearance.This foundation dries semi-matte on the skin, so it'll help control excess oil on your face. Urban Decay offers 26 shades for this foundation, so you're bound to find your perfect match! You'll feel Naked without it. Best for HydrationSmashbox Smashbox Studio Skin 15 Hour Wear Hydrating FoundationProsHydrating Cons Must blend quicklyThis hydrating matte foundation may sound like an oxymoron, but it's true! This medium- to full-coverage foundation hydrates while providing 15 hours of coverage, and it dries to a matte finish on your skin. The best part? It'll work on dry, combination, and oily skin types, and it won't aggravate acne, either. Just make sure to set this foundation with a powder after applying if you prefer a true matte look. Best

Lightweight CoverageChanel Chanel Vitalumière Aqua Ultra-Light Skin Perfecting Sunscreen Makeup Broad Spectrum SPF 15ProsNatural-looking coverage ConsNo shades for deeper skinWe first heard about Chanel Vitalumière Aqua foundation from beauty vlogger Fleur DeForce several years ago. It's a lightweight foundation that has just the amount of coverage you want for a natural-looking finish.It has SPF 15 included, and it'll stay on rain or shine. However, it has a major downside: There's only a small shade range of 10 tones, which doesn't cater to darker-skinned customers. Best for Medium Skin TonesSTELLAR STELLAR Limitless FoundationProsGlowy finishVegan and cruelty-freeConsMonika Deol founded makeup line STELLAR after working in the entertainment industry and being disappointed with foundation shades for minorities. Deol launched this brand to cater specifically to medium skin tones.This vegan and cruelty-free foundation is a medium-to-full coverage formula that sets to a beautiful glow, and it's available in 22 shades.FAQStill have questions in the world of liquid foundations? We hear you! Whether you're a newbie beauty enthusiast or a pro-level makeup lover, there are a lot of considerations that go into selecting the best liquid foundation for you. To help further decode the mysteries of liquid foundations, read on as our beauty editor answers some FAQs! Q. Who is liquid foundation best for?A. Liquid foundation is great for anyone with skin imperfections like blemishes or hyperpigmentation that they'd like to conceal quickly and easily. It’s great for beginners to the world of foundation, and it can be used in conjunction with other products, like concealer and powder, to create a flawless base for the rest of your makeup.Q. What makes it different from other types of foundation?A. Arguably the most popular type of foundation, liquid foundation is available in a wide variety of shades and finishes. It has a thinner texture than a cream foundation, and it has more of a thick, wet consistency when compared to a dry powder foundation. All can provide sheer to full coverage, but liquid foundation is typically the most versatile.Q. What's the best way to apply a liquid foundation?A. Honestly, there's no "right" way to apply a liquid foundation. It truly depends on your preference and comfort level. We've found that applying with your fingertips is the way to go if you want sheer coverage. It's a little easier to build on multiple layers coverage with a sponge. (We love to use a damp Beauty Blender for sponge applications.) In a hurry? Blend on your foundation using a circular buffing motion with a large foundation brush to save some time.Q. Selecting a foundation at Sephora is easy because of the testers, but do you have any tips for drugstore buys when you can't try them on?A. Selecting the right shade can certainly be tricky. Many people will tell you to hold the shade near your wrist in the store to evaluate the shade, but we disagree. Your wrist is often a different color than your facial skin. We recommend finding a mirror within the store and holding the bottle up to your face. It's the closest you'll get to using a tester!Q. I love liquid foundation when freshly applied, but it never lasts. How do I make my liquid foundation stay on longer?A. Always start with a primer underneath your liquid foundation and finish with setting powder to make sure it's locked in all day long. To take it to the next level for some serious staying power, complete your look with a makeup setting spray as the final step.Pin It for Later!Read More:These Foundations Will Give Dry Skin a Dewy Glow11 Powder Foundations for a Matte Finish13 Concealers to Hide Any All-NighterFollow BestProducts.com on Facebook, Instagram, Twitter, and Pinterest!Katie McBroomBeauty EditorKatie McBroom is an award-winning content creator and freelance writer. Prior to contributing to Biography, she served as Content Editor for Google and Beauty Editor for Best Products. Her work has also appeared in publications including CNN, WWD, Business Insider, Forbes, and Men's Health, among others. Let’s face it: There are days when powder foundations and tinted moisturizers just don’t cut it. If you’re craving that flawless, smooth, and radiant complexion, liquid foundations are usually your best bet. Liquid foundations can deliver the complete package if you want to even out skin tone, add a luminous glow, or enjoy a longer-lasting finish. “A combination of properly prepping your skin and setting it will ensure a smoother application and wear time while using liquid foundations,” says makeup artist Lauren Wolborsky. “How your makeup performs reflects your skin’s health and hydration levels, so it’s important to maintain your skin care while using liquid foundation for best results.” After testing dozens of formulas, we’ve rounded up the top eight liquid foundations worth adding to your routine. Keep reading for our faves that will leave your skin radiant and ready to take on the day. Credit: Sephora $48 at Nordstrom $69 at Sephora View on Neiman Marcus Why We Love It: A best seller for a reason, Giorgio Armani foundation has a weightless, skin-like feel and buildable formula that’s ideal for all skin types. Its silky texture applies like a serum and blends seamlessly, providing medium to full coverage while still feeling breathable. Our tester noted how natural it looked while blurring imperfections. So it’s the perfect choice for both everyday wear and special occasions. Who It’s For: Whether you’re seeking a soft, natural look or a more polished finish, this foundation is versatile enough to get both with long-lasting results. With glycerin, it has a hydrating formula that’s suitable for dry skin. Coverage: Medium | Finish: Natural | Shades: 40 | Size: 30 mL Credit: InStyle Credit: InStyle Maria, tester with oily skin: “The foundation was very lightweight and not cakey or thick. It seemed to provide a blurring/smoothing/filter-like effect allowing my skin to show but with some less redness and imperfections. It looked very natural and like I was not wearing anything.” Credit: Ulta $17 $13 at Amazon $17 at Ulta View on Target Why We Love It: The too-thick, orange-tinged foundations of drugstores past are long gone. This long-wear foundation was one of the top performers in our tests thanks to its just-right consistency and its ability to dry down quickly while blending easily for seamless coverage. Plus, it doesn’t crease, cake, or settle into pores and fine lines. The foundation also offers SPF 25 sun protection. (Though, considering dermatologists recommend at least SPF 30, don’t let it replace your daily sunscreen.) All in all: your skin will look like skin. Who It’s For: Anyone who wants a natural, semi-matte finish from a foundation at a reasonable price point. If you struggle to find an exact match for your skin tone, the shade range is pretty extensive here. Coverage: Medium | Finish: Natural | Shades: 40 | Size: 30 mL Credit: InStyle Credit: InStyle Michelle, tester with dry skin: “The product gave the most beautiful blurring effect and made my skin look even, soft, and smooth. It didn't cling to any dry patches, nor did it settle into pores or lines. It didn't look cakey or heavy and it was easy to find my shade with this foundation.” Credit: Sephora View on Amazon $45 at Sephora View on Dior.com Why We Love It: The Dior Backstage Foundation is a top pick for mature skin, offering buildable, natural coverage that enhances the skin’s texture without settling into fine lines or wrinkles. Our tester even stated it’s the best foundation they’ve ever used! One layer of foundation covered their acne, making it look smooth and flawless. The formula is satiny and hydrating, with a blend of skin-loving ingredients like glycerin, hyaluronic acid, and squalane. Who It’s For: Mature or dry skin will especially benefit from the even appearance it gives minus any cakiness. Since it won’t dry out skin or accentuate texture, it’s also ideal if you have blemishes you want to cover. Coverage: Medium | Finish: Natural | Shades: 43 | Size: 50 mL Credit: InStyle Credit: InStyle Eli, tester with acne-prone skin: “This was in all honesty I think the best foundation I have used in my life. It immediately made an impressive change on my face. I am not a makeup artist and lack the skills on how to contour and apply makeup like a TikTok star. All I had to do was an application of one layer and my face looked as if I had it done professionally. Every person in the room also noticed the quick change. It covered my acne with such ease and smoothed out the skin texture.” Credit: Amazon $42 at Amazon $42 at Ulta View on Dermstore Why We Love It: This lightweight option is made with acne-prone skin in mind. Free of oil and fragrance, this foundation gives full coverage without clogging pores. It also feels breathable and doesn’t settle into large pores or fine lines. We found that it gave the perfect second-skin look, blending easily for smooth coverage. Who It’s For: While it’s great for oily, acne-prone skin, we also love this foundation for its versatility. It can be mixed with your favorite skin care products to make it more hydrating or adjust the formula to suit your skin’s specific needs. Coverage: Full | Finish: Natural | Shades: 20 | Size: 30 mL Credit: InStyle Credit: InStyle Credit: InStyle Lauren, tester with combination skin: “I love the lightweight feel and how easily the product blended into my skin with minimal product. I also love how full of coverage this product provided without settling into fine lines and the creases in my skin.” Credit: Sephora $57 at Sephora $57 at Ulta View on Bobbibrowncosmetics.com Why We Love It: For those looking to protect their skin while perfecting their complexion, the this foundation is a standout choice. This foundation offers buildable, natural coverage with a lightweight feel, while the added SPF 15 helps shield your skin from the sun. Ideal for oily to combination skin, it helps control shine throughout the day without stripping away the moisture your skin actually needs. Plus, it’s infused with hyaluronic acid as an added bonus for your skin, making it a must-have in your beauty routine. Our tester noted the coverage looks very natural and at a midway point between radiant and soft matte, so it’s great if you want your skin to look fresh but not dewy. Who It’s For: If you want a foundation that looks great and helps protect your skin, here you go! We already love that the foundation offers SPF, but knowing that it also helps hydrate and plump the skin is the real cherry on top. Coverage: Medium | Finish: Natural | Shades: 42 | Size: 30 mL Wasimah, tester with combination skin: “The foundation had medium to buildable full coverage more on the natural side. The shade match was perfect and looked very even on my skin. I loved the smooth finish which was a mix of both radiant and soft matte. It didn't cover all my darker blemishes in the first layer, but it's buildable so probably would if I put on another layer.” Credit: Chanel View on Nordstrom $65 at Ulta View on Chanel.com Why We Love It: For a liquid foundation that gives full coverage and lasts all day, please turn your attention to Chanel. This luxurious foundation provides a flawless matte finish that conceals imperfections, redness, and blemishes without feeling too heavy on the skin. It doesn’t offer the hydration that other options give, but it feels fairly light and creamy on the face while blending well. Who It’s For: If you want a full-coverage foundation that lasts all day without feeling too heavy on your skin, this pick is for you. We love that it doesn’t feel or look cakey. Coverage: Medium to full | Finish: Luminous matte | Shades: 32 | Size: 30 mL Credit: InStyle Credit: InStyle Kimberly, tester with dark spots and uneven skin tone: “The foundation felt light and creamy on my face, and not necessarily hydrating but not overly dry on the face. The foundation feels a little heavier than I usually would wear, but it doesn't feel heavy on the skin. It is definitely noticeable that I'm wearing a foundation but it does blend pretty seamlessly onto my skin.” Credit: Clinique View on Amazon $39 at Nordstrom $39 at Ulta Why We Love It: If your combination skin were on a dating app, it’d totally swipe right on this foundation. The oil-free formula contains salicylic acid to help clear acne and calming ingredients like red algae extract, licorice, and caffeine. It also does its job of blurring pores to deliver a smooth, matte finish. Our tester noted the shade selection is somewhat limited, but after the foundation dried, it seemed to match their skin tone better. Who It’s For: Combination skin that’s prone to acne or excess oil will love this foundation that works to keep skin clear while evening everything out and providing a clean, matte finish. Coverage: Medium | Finish: Natural matte | Shades: 24 | Size: 30 mL Credit: InStyle Credit: InStyle Credit: InStyle Mandy, tester with combination, acne-prone skin: “The product looked smooth on my skin and the color matched well. There weren't a lot of shades to choose from but after giving the product time to dry and settle, it seemed to match my skin tone better.” Credit: Ulta $39 at Amazon $39 at Nordstrom $39 at Ulta Why We Love It: Long-lasting, matte coverage that stays shine-free throughout the day? Yes, please! This full-coverage formula helps control oil and minimizes the appearance of pores for a smooth, flawless complexion—our tester noted all their imperfections were covered with it. With SPF 15, the formula provides sun protection and a matte, full-coverage finish. Who It’s For: We wouldn’t suggest keeping on makeup for a full 24 hours, but if you have to, this is the foundation to use. It feels breathable on the skin. Plus, since the lightweight formula also provides some sun protection, it makes it great for a travel pick (or if you just tend to forget to put sunscreen on your face). Coverage: Full | Finish: Soft matte | Shades: 67 | Size: 30 mL Credit: InStyle Credit: InStyle Nikki, tester with combination skin: “MAC StudioFix is a medium to full coverage buildable foundation. The foundation does a good job at covering the minor and more noticeable imperfections on my face. My skin effectively appears more even with this product. The coverage looks like I have makeup on my face but is not heavy or cakey.” “Some people may ask about primers and, sure, some primers help depending on your skin, but if you want your liquid foundation to not look cakey, focus on good skin care—it will look better and last longer,” says celebrity makeup artist Emily Gray Higgins, who advises applying liquid foundation with either a dense foundation brush to help buff the product into the skin or a damp beauty blender for those with dry skin. To start, we researched and collected insights from dozens of tests, including best foundations for mature skin, acne-prone skin, as well as the best foundations with SPF. We evaluated each product on their coverage, feel, finish, and transfer resistance, paying special attention to the liquid foundations that outperformed in each of these categories. In the end, the products that left us especially impressed ended up on this page. Coverage: Liquid foundations come in a variety of coverages, ranging from light to full. You’ll find that most foundations fall between medium and full coverage (with BB and CC creams offering lighter coverage), though there are some light options. What type of coverage you choose depends on your skin concerns as well as personal preferences. Do you want to cover large areas of redness or breakouts? You’ll likely want a foundation that offers full coverage. Finish: Think about how you want your skin to look post-application. If you want to look dewy and glowing, consider a hydrating foundation with a satin finish. “Our skin acts like a sponge when it comes to skin care and liquid foundations and will soak up the hydrating benefits of your liquid foundation throughout the day (especially considering most liquid foundations are formulated with hydrating ingredients),” says Wolborsky. If you want a mattified end look, choose a matte foundation. Oilier skin types may prefer a matte finish to help combat that mid-morning sheen, whereas drier types may want a dewier finish and hydrating formula from a foundation made specifically for dry skin. Wear: Do you want a long-lasting foundation that wears flawlessly all day? You'll want to buy a foundation that's designed to last for up to at least 12 hours, and that's specifically designed not to cake or crease. “Setting your liquid foundations is crucial to the longevity of your makeup. This step takes your complexion from a liquid/cream state to a smooth, transfer-resistant state,” says Wolborsky. Using pressed powders is a great way to achieve this and will help your foundation last longer in the areas you apply it to. Both liquid and cream foundation can be great for mature skin, but most makeup artists prefer liquid foundation since it does a better job of sinking into the skin rather than sitting on top of it, which can highlight fine lines and wrinkles. “There are some liquid foundations with a dewy, hydrating finish, which would be wonderful for those with more mature skin, as mature skin tends to be thinner and drier, hydration is going to be your best bet,” says Gray. Liquid foundations infused with skin care ingredients are also beneficial to mature skin. Gray suggests looking for ingredients like hyaluronic acid, which is known for helping skin retain water and improving plumpness. “Liquid foundations that would not be the best for mature skin are those with fuller coverage and more matte finishes. What that says to me is that the foundation is not only a heavy feeling, but would further dry the skin out,” she says. The best way to apply liquid foundation is largely subjective. Some people prefer to apply their foundation with their fingertips, while others find better success with a foundation brush or makeup sponge. While most makeup artists recommend using a brush or sponge, both because of the smooth, even results you can achieve and the fact that it’s more hygienic (as long as you clean your makeup brushes, that is), Wolborsky suggests using a damp beauty sponge to achieve lighter coverage or help “sheer out your more full-coverage foundations.” If you prefer to use a makeup brush, the trick is in the motions. “Doing motions like swiping or stretching motions will sheer out your foundation and provide a more natural medium coverage finish. Motions like stamping or pressing your brushes into the skin will help build coverage in layers providing more of a full-coverage finish,” says Wolborsky. The goal of liquid foundation (and any foundation for that matter) is to create an even, natural-looking complexion. As such, it's important to pick a foundation that matches your undertones. If you have a warm complexion, go with a shade that has yellow undertones, and if your complexion is on the cool side, a foundation with pink undertones is your best bet. To determine your undertones, simply look at the inside of your wrist. If your veins look green, you likely have warm undertones; if they look blue, your undertones are cool. Makeup artist Tara Lauren has another simple way of identifying them. “Identifying your undertone can be done by taking a look at the skin. If you are picking up hues of reds and orange you are warm. When picking up more blue or pink, you are cool.” Simple as that! One of the biggest complaints with liquid foundation is just how easy it is to accidentally create a cakey appearance. While our testers found that all six of our favorite liquid foundations applied smoothly, it's still worthwhile to learn how to prevent liquid foundation from caking. “The best way to prevent liquid foundation from caking is to apply it to hydrated skin. This can be achieved by using a hydrating moisturizer or primer with a similar base as the foundation,” says Lauren. And, most makeup artists agree that hydrated skin is the key to avoiding a cakey look. For that extra step to avoid caking, prime and set your skin accordingly. A quality primer will smooth out the finish of your skin so that liquid foundation won't cake into your pores and creases. Once primed, apply your liquid foundation and set it with a translucent powder or facial setting spray to keep it from melting into fine lines during the day. Mature or especially dry skin can benefit from using a moisturizing foundation made for mature skin to prevent caking. Chaise Sanders is a freelance beauty, fashion, and lifestyle editor. For this story, she dug through insights from InStyle’s dedicated team of testers and relied on her experience with liquid foundations as someone with combination skin. With help from the below makeup experts, she landed on this list of the top-performing liquid foundations. Emily Gray Higgins is a Nashville-based celebrity makeup artist who has worked with celebrities like Lana Del Rey, Jessie James Decker, and Reyna Roberts. Lauren Wolborsky is a NYC-based makeup artist and licensed esthetician.Tara Lauren is a NYC-based makeup artist and men’s groomer who has previously worked with Angel Reese, Viola Davis, and Method Man. Marie Claire is part of Future US Inc, an international media group and leading digital publisher. Visit our corporate site. © Future US, Inc. Full 7th Floor, 130 West 42nd Street, New York, NY 10036. 0071249671795 N3, Light Medium 1 Fl Oz (Pack of 1) L'Oreal True Match Foundation is a medium coverage liquid foundation makeup that comes in 47 shades to match your undertone - cool, neutral, or warm. The foundation formula is blended with 6 pigments for the most precise match, and 99% of women found their true match in a consumer test of 312 women. It locks in moisture and provides a natural finish that adapts to any skin color and texture. The formula is vegan, alcohol-free, oil-free, and fragrance-free, which makes it perfect for all skin types, including sensitive skin. The foundation comes with an easy-to-use pump, and it is part of L'Oreal Paris' full line of makeup products, including foundation, concealer, highlighter, brow pencils, eyeshadow palettes, and lipsticks. What We Like Precise match with 6 pigments Medium coverage with a natural finish Perfect for all skin types When it comes to achieving a flawless makeup look, liquid foundation remains a staple in beauty routines worldwide. Offering buildable coverage, a natural finish, and versatility for all skin types, liquid foundations are an essential product for makeup enthusiasts and professionals alike. In this article, we’ll explore the top 10 liquid foundations that deliver a flawless finish, ensuring your skin looks radiant and camera-ready every time. 1. Estée Lauder Double Wear Stay-in-Place Foundation Estée Lauder’s Double Wear Stay-in-Place Foundation is a cult favorite for its long-lasting formula and impeccable coverage. With over 55 shades to choose from, this foundation caters to all skin tones. Its oil-free and transfer-resistant properties make it perfect for long days and special occasions. Whether you’re dealing with humidity or heat, Double Wear ensures your makeup stays intact. Key Features: 24-hour wear Medium to full buildable coverage Matte finish Ideal for oily and combination skin 2. NARS Natural Radiant Longwear Foundation For those seeking a radiant glow, the NARS Natural Radiant Longwear Foundation is a must-try. Infused with skin-loving ingredients like raspberry, apple, and watermelon extracts, this foundation improves your skin’s appearance over time. Its lightweight formula feels comfortable on the skin while providing excellent coverage. Key Features: Long-wear formula Full coverage with a natural finish Suitable for all skin types Oxidation-resistant 3. Fenty Beauty Pro Filt’r Soft Matte Longwear Foundation Rihanna’s Fenty Beauty revolutionized the beauty industry with its inclusive shade range. The Pro Filt’r Soft Matte Longwear Foundation is a standout product, offering a soft matte finish that feels weightless. It’s particularly suitable for those with oily or combination skin. Key Features: 50+ shades Medium to full coverage Sweatand humidity-resistant Soft matte finish 4. L’Oréal Paris Infallible 24H Fresh Wear Foundation This drugstore gem combines affordability with high performance. The L’Oréal Paris Infallible 24H Fresh Wear Foundation provides a breathable, lightweight formula that lasts all day. Its hydrating properties make it a great choice for dry or combination skin. Key Features: Long-lasting coverage Buildable formula Natural finish SPF 25 protection 5. Maybelline Fit Me Matte + Poreless Foundation The Maybelline Fit Me Matte + Poreless Foundation is a budget-friendly option that delivers a polished, poreless look. With its wide range of shades, this foundation ensures every user can find their perfect match. It’s especially effective for normal to oily skin types. Key Features: Matte finish Medium coverage Blurs pores Lightweight feel 6. Charlotte Tilbury Airbrush Flawless Foundation Charlotte Tilbury’s Airbrush Flawless Foundation is a favorite for its full-coverage, airbrushed effect. Its innovative formula includes anti-aging ingredients like Magic Replexium™, which reduces the appearance of wrinkles over time. The result is a flawless complexion with a youthful glow. Key Features: Full coverage Matte finish with a natural glow Long-lasting wear Skincare benefits 7. Dior Forever Skin Glow Foundation For a luminous, dewy finish, Dior Forever Skin Glow Foundation is the ultimate luxury. Enriched with skincare ingredients, it enhances your complexion while providing buildable coverage. This foundation’s hydrating formula is perfect for dry or mature skin. Key Features: Radiant finish Medium to full coverage 24-hour hydration SPF 35 protection 8. Armani Beauty Luminous Silk Foundation Armani Beauty’s Luminous Silk Foundation is an award-winning product loved by makeup artists and beauty enthusiasts. Its silky texture glides effortlessly onto the skin, delivering a natural, radiant finish. This foundation works beautifully on all skin types. Key Features: Light to medium buildable coverage Satin finish Weightless formula Suitable for all skin types 9. Too Faced Born This Way Foundation Too Faced Born This Way Foundation offers a “my skin but better” effect. Infused with coconut water and hyaluronic acid, it keeps your skin hydrated while providing undetectable coverage. Its natural finish is ideal for everyday wear. Key Features: Medium to full coverage Hydrating formula Natural finish Oil-free and non-comedogenic 10. MAC Studio Fix Fluid SPF 15 MAC Studio Fix Fluid SPF 15 is a versatile foundation that provides medium to full coverage with a matte finish. Its oil-controlling formula makes it a favorite for oily skin types. The SPF protection is an added bonus for daily wear. Key Features: Matte finish Buildable coverage 42 shades Long-lasting wear How to Choose the Right Liquid Foundation Selecting the perfect liquid foundation requires consideration of your skin type, undertone, and desired coverage. Here are a few tips: 1. Know Your Skin Type: Oily skin: Opt for matte or oil-free formulas. Dry skin: Choose hydrating or luminous finishes. Combination skin: Look for a balanced formula that addresses both dry and oily areas. 2. Identify Your Undertone: Cool undertone: Look for foundations with pink or bluish tones. Warm undertone: Choose products with yellow or golden tones. Neutral undertone: Go for a balanced mix of warm and cool shades. 3. Test Before You Buy: Always test the foundation on your jawline or wrist to ensure it matches your skin tone and blends seamlessly. Conclusion Liquid foundation is a versatile and essential product for achieving a flawless finish. With options ranging from budget-friendly to high-end luxury, there’s a perfect foundation for everyone. Whether you prefer a matte, radiant, or natural finish, the foundations listed above are among the best in the market, catering to various skin types and preferences. Incorporate one of these into your routine and step out with confidence, knowing your skin looks its absolute best. FAQs 1. What is the best liquid foundation for oily skin? The Estée Lauder Double Wear Stay-in-Place Foundation and Fenty Beauty Pro Filt’r Soft Matte Longwear Foundation are excellent choices for oily skin due to their matte and long-lasting formulas. 2. Can liquid foundation be used on dry skin? Yes, foundations like NARS Natural Radiant Longwear Foundation and Dior Forever Skin Glow Foundation are hydrating and work beautifully on dry skin. 3. How do I make liquid foundation last longer? Use a primer before applying foundation, set it with a translucent powder, and finish with a setting spray for long-lasting wear. 4. Is it necessary to use a brush or sponge to apply liquid foundation? While you can use your fingers, a brush or sponge ensures even application and a smoother finish. 5. How do I find the right shade of liquid foundation? Identify your undertone and test shades in natural light on your jawline to find the closest match to your skin tone. 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