

FIFTY-CENT HEAD

(a BEAUTY LOG)



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REVIEW: FACE atelier Ultra Foundation

When you're buying a foundation, usually the two main concerns are coverage you want and getting the shade right, right? You don't need to worry about that with FACE atelier - they have both of those issues covered. Intrigued? Read on...

As a makeup artist, I have been just dying to try the widely acclaimed FACE atelier Ultra Foundations. They're raved about in magazines, on artistry sites, and by artists I've met or chatted with online. They are quite well-respected and beloved.

I had the amazing opportunity to try some things from this great line, and I want to take my time and tell you about them one at a time. I decided to start with the foundation, betting that's the product people would be most familiar with. Besides, FACE atelier considers this product to be "the heart and soul" of the line.

This very novel product is silicone-based and has a fairly long dry-time that gives the consumer time to move the product around on the skin. This is nice and not typical of most foundations.

So, FACE atelier Ultra Foundation is a silicone-based emulsion, which means this product is going to float nicely over the skin, filling (but not crowding into) the fine lines, in the pores, on any imperfections you may have. That's good, right? Of course, because if you didn't have those issues you wouldn't need foundation, eh? RIGHT. And products that cake up on an imperfection certainly aren't doing us any favors, right? RIGHT.

Ultra Foundation is also oil-free, which my pores are grateful for indeed. There's no creasing, no dryness, no disappearing act - it lasts all day (even without my primer!). That's pretty damn amazing.

What else? I mentioned coverage and getting the right color- those are huge, right? Well, with bit of time before this product sets so you can really sheer it out fairly well if you want. Let it set and come back for a second (third?) pass and build up the coverage. I actually get the best results for an easy, soft-makeup day by mixing my Ultra Foundation with my moisturizer. PERFECTION!

Colorwise, the line comes in 10 shades. WHAT? That doesn't seem like enough?? Normally, no it's nowhere near enough choices, and I loathe a line that doesn't have enough shades for everyone. I really do. So why am I happy with FACE atelier Ultra Foundation? Four words: Zero Plus and Zero Minus. Well, that's 5 words, if you count the "and" but let's not bicker. Zero Plus and Zero Minus are incredibly unique foundation adjusters that give you limitless flexibility - simply add some Zero Minus to the foundation to lighten it, while drops of Zero Plus take it darker. That's amazing. I have the lightest foundation, but as an incredibly melanin-impaired person I had to add some Zero Minus to take it to my shade, but I got it dead-on easily and was thrilled!

The potential for this foundation for consumer use is wonderful, but the implications in a professional setting are just breathtaking. When I flesh out my kit with the rest of this collection of Ultra Foundations, I'll be unstoppable.