

# Perfectly Matched



When you say the word 'foundation' to a **make-up** enthusiast, they'll tell you it's what they use to cover their imperfections and even out the skin-tone on their face. But it is so much more than that. It's part of a routine wherein they empower themselves and instil a sense of confidence and self-assurance that help them tackle the world head on.

## Preparation

It's important to take care of your skin, not only after you've taken off your foundation and make-up, but before you apply all of it as well. Prepping your skin before applying your foundation also holds its own benefits, including a clean, easy-to-work-on canvas, which will promote lasting stay of any make-up you apply.

### Preparing your face for Annique's foundation:

- Rinse your skin with Rooibos-infused water, then pat dry.
- Apply the Annique serum best suited to your skin.
- Use the following products: Skin Detox, Liquid Skin Nutrition, Miracle Tissue Oil, your eye product of choice, the moisturiser most suited to your skin type, Q10 Therapy, a Freshener, and a sunscreen.
- Wait a minute or two for the products you've applied to settle.

## Different ways to apply your Annique foundation

### Fingers

Wash your hands before you start. When applying foundation with your fingers, you should never put more foundation than the size of a 10 cent on the back of your hand. Place bits of foundation onto your forehead, cheeks, chin and nose with your ring and middle finger. Spread out your foundation before you gently and with light fingers, blend your foundation until you have even coverage.

### Foundation brush

Make sure your hands and brushes are clean before you start. Believe it or not, you only need half what you use when you apply it with your fingers, about the size of a pea. A brush is most effective to cover a greater area of skin when using a small amount of foundation. For the most effective application with a foundation brush, you'll get the best results with a clean, flat brush, preferably with synthetic fibres. You'll put the initial foundation on the back of your hand and use the brush to place it on your forehead, cheeks, chin and nose. Start in the middle of your face and work outwards with downward strokes.

### Latex wedge/Make-up wedge / Beauty Blender

The great thing about applying foundation with a wedge is that it can get into all the nooks and crannies we would otherwise struggle with or miss. Start with a clean wedge and use the foundation you have on the back of your hand. Work the wedge and foundation from the centre of your face outwards. Don't forget about your nose and to blend the foundation out toward your ears and neck.

## 4 tips for applying foundation to make the most of your skin:

1

To find the right shade of foundation for your skin type, test it out on your jawline.

2

Something often overlooked is lighting. When applying your foundation, make sure you're doing it in proper lighting. It'll ensure that you don't miss anything.

3

Because of South Africa's harsh climatic conditions, we tend to forget that our skin has the tendency to change colour with the seasons. Adjust the colour of your foundation to match your seasonal skin.

4

When applying foundation with a foundation brush, make sure that your strokes move downward. Because of all the fine hairs on your face, applying it against the grain will make the hairs stand up and become more visible.

### How to clean your foundation applicators:

#### Step 1:

Apply Annique's **Baby 2-in-1 Shampoo and Body Wash** to your applicator and wash it gently. Make sure you rinse with lukewarm, Rooibos-infused water.

#### Step 2:

When your applicator is clean, remove the excess moisture from it by gently pressing it with a soft towel. Leave it to dry on a surface where no moisture will gather underneath it.



### VELVET TOUCH NATURAL FINISH FOUNDATION SPF 20

#### SKIN TYPE

Ideal for people with a normal, combination and oily skin.

#### DESCRIPTION

The Velvet Touch Foundation is a soft foundation that imparts a velvet touch to the skin and contains a light-reflecting peptide.



30ml **FRAGRANCE FREE**

#### KEY INGREDIENTS

Green Rooibos extract  
Grapeseed Oil

#### SPECIAL FEATURES

It has remarkable spreading ability and is transfer resistant, leaving your skin moisturised and protected.

### FEELS LIKE SILK MOISTURISING FOUNDATION SPF 15

#### SKIN TYPE

Suitable for dry, dehydrated, mature or combination skin.

#### DESCRIPTION

Feels Like Silk Foundation helps you create the perfect complexion whilst retaining moisture in the skin.



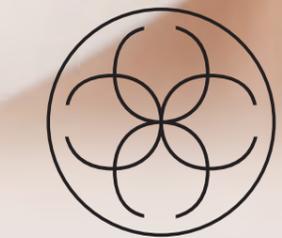
30ml **FRAGRANCE FREE**

#### KEY INGREDIENTS

Green Rooibos extract  
Chronomoist+

#### SPECIAL FEATURES

A premium, rich, silk-like textured foundation offering 'pro-youth' ingredients.



colour  
caress

### COLOUR CARESS BB CREAM SPF 30

#### SKIN TYPE

Works well with all skin types.

#### DESCRIPTION

A satin-smooth 5-in-1 skincare sensation that offers multiple benefits, including evening out skin imperfections, adding nourishment and moisturisation, while facilitating the elimination of blemishes.



30ml **FRAGRANCE FREE**

#### KEY INGREDIENTS

ActiCell (Provides moisturisation and healing properties)  
An advanced Anti-Ageing Peptide complex  
Brightonyl (Anti-blemish active)  
Green Rooibos extract

#### SPECIAL FEATURES

Provides exceptional sun protection and minimises the appearance of fine lines using anti-ageing peptides.



Essense Liquid Skin Nutrition makes for a wonderful setting spray after you've applied your make-up. You can also use Liquid Skin Nutrition during the day for a radiant, glowing look.