



Concealer — The Secret to Flawless Skin

Mini-brochure: how to pick shade & undertone, corrector vs concealer, types & finishes, face map, application steps, mistakes & fixes.

Shade Matching — Fast Rules

- Under-eyes: ½–1 tone lighter than your foundation; match ****undertone**** (cool/neutral/warm).
- Blemishes/redness: match your ****exact foundation shade**** (not lighter), same undertone.
- Hyperpigmentation: choose slightly ****peach/olive****-correcting concealer or apply a corrector first.

Types & Finishes — Pick by Skin/Area

Type	Finish/Texture	Best for	Notes
Liquid	light-to-medium, natural/satin	under-eyes, everyday	flexible; buildable; least cakey
Cream pot	medium-to-full, creamy	spots, redness, scars	tap on thinly; set well
Stick	full, dense	pin-point concealing	requires thin layers; can look heavy
Serum/pen	sheer-light, radiant	dullness, quick refresh	hydrating; pair with corrector for circles

Corrector vs Concealer — When to Use

Concern	Corrector tone	Tip
Blue/purple circles	peach-orange (light→peach, deep→orange)	apply thinly under eyes, then concealer to match skin
Redness (pimples)	green	dab only on redness; sheer skin-tone concealer over
Brown spots/melasma	peach-bisque/olive	thin layer, then skin-tone concealer
Dull/ashy tone	lavender	micro-amounts; avoid over-brightening

Application — Steps That Don't Cake

- Prep: moisturise/eye cream → wait 3–5 min → optional gripping primer.
- Under-eyes: place dots only at ****inner/outer corners****; let set 20–30 sec; blend inward with brush/finger; minimal product on the crease.
- Blemishes: pinpoint with tiny brush; let set; tap edges, avoid wiping.
- Set: dust minimal loose powder; press, don't sweep. For dry skin — set only the crease line.

Tools & Textures



- Brush (small fluffy): most control for thin layers under eyes.
- Finger: warms product; good for radiant liquids (tap, don't rub).
- Sponge: sheers out coverage — use damp when you over-applied.

Longevity — Keep It Fresh

- Less is more: thin layers; add drop only where needed.
- After base moves, don't add more — re-press with finger or a hint of mist.
- Carry a cotton bud to clean mascara transfer; don't over-powder.

Common Mistakes (and quick fixes)

- Shade too light under eyes → looks grey. Fix: match undertone and go just ½ tone lighter.
- Concealer on dry, unprepped skin → texture emphasised. Fix: eye cream + wait before product.
- Same brightening shade on blemishes → highlights them. Fix: spot-match your foundation shade.



Scan the QR to open the full article with examples and pro tricks.