



No-Makeup Makeup — How to Make It Look Like It Isn't There

Mini-brochure: skin prep, micro-base rules, shade picks, subtle placement map, tools, mistakes, step checklist, and longevity.

Prep — The Canvas

- Hydrate + SPF. Let skincare set 3-5 min before makeup.
- Optional: pore-blurring/illuminating primer only where needed (T-zone/cheeks).
- Lip balm early, so lips are prepped by the final step.

Micro-Base Rules (no heavy coverage)

Area	Product	How Much	Tip
Center of face	tinted moisturiser/skin tint	pea-size	apply from centre → out; keep edges sheer
Under-eyes	light liquid concealer	few dots	only inner/outer corners; let set, then tap
Red spots	cream concealer	pin-point	tap edges; match foundation shade
Glow	liquid highlighter	rice-grain	cheekbones bridge; avoid glitter chunks

Shade Picks — Look Like Your Skin (Just Better)

- Base: match undertone; sheer textures avoid mask-effect.
- Blush: mirror your natural flush (cool rose/mauve vs warm peach/apricot).
- Brows: shade ****slightly cooler/lighter**** than hair for realism.
- Lips: 'my-lips-but-better' in a balm/tint; avoid over-lining.

Placement Map — Where Product Actually Goes

- Blush: 2 fingers away from nose; sweep slightly up for lift.
- Eyes: matte taupe in crease, tightline upper lashline; skip harsh wings.
- Lashes: 1-2 thin coats; comb through tips; brown for softer days.
- Highlight: upper cheekbone only; keep centre of face comparatively natural.
- Bronzer/Contour: sheer and targeted; avoid obvious stripes.

Tools — Keep It Soft

- Fluffy foundation brush or fingers for skin tints (no streaks).
- Small fluffy brush for under-eye concealer (thin layers).
- Spoolie & micro-pencil for feathery brow strokes; clear gel to set.
- Lash comb or clean spoolie to remove clumps.



Step Checklist (5-minute routine)

1. Skincare + SPF → wait 3-5 min.
2. Skin tint centre-out; tiny concealer only where needed.
3. Cream blush + optional touch of bronzer.
4. Tightline upper lashline; 1 thin coat mascara (brown/black-brown).
5. Feathery brows; balm/tint lip; mist to set.

Common Mistakes (and quick fixes)

- Too much base → texture shows. Fix: remove excess with damp sponge; re-add only to centre.
- Grey under-eyes from too-light shade. Fix: match undertone and go just ½ tone lighter.
- Over-defined brows. Fix: spoolie through + lighter shade micro-strokes.
- Obvious highlighter stripe. Fix: switch to fine-sheen liquid; blend edges.

Longevity — Make It Last (without looking heavy)

- Set only where you crease/oil up (sides of nose, under-eyes crease line, T-zone).
- Blot midday with paper; avoid stacking powder layers.
- Refresh with hydrating mist or a drop of serum pressed over makeup.



Scan the QR to open the full 'no-makeup makeup' article with visuals.