



Primer vs Foundation — What's the Difference?

Mini-brochure: definitions & roles, when to use which, skin types & goals, compatibility (silicone/water/oil), order & layering, application steps, mistakes & fixes, longevity tips, SPF note, removal.

Definitions — Roles in Your Base

- Primer — a prep step that smooths texture, manages shine or hydration, and helps makeup grip/last.
- Foundation — pigmented product that evens tone/coverage; finishes range from matte to dewy.

When to Use Which

Goal	Better pick
Blur pores/texture; control shine	silicone/mattifying primer (or pore-filling only in T-zone)
Hydrate dry patches; soften lines	moisturising primer or skip primer and use hydrating skincare
Even tone or cover redness/blemishes	foundation (choose coverage light→full)
No-makeup look	sheer tint/skin tint; primer optional, focus on skincare

Skin Types & Goals — Quick Matrix

Skin	Primer idea	Foundation idea
Oily	silicone or clay-based, mattifying (T-zone)	oil-free, long-wear, soft-matte
Dry	hydrating (glycerin, hyaluronic, squalane)	dewy or satin; avoid heavy powdering
Combination	targeted: mattify T-zone, hydrate cheeks	natural/satin; set only where needed
Sensitive	fragrance-free, minimal actives	fragrance-free; avoid high alcohol

Compatibility — Don't Make It Pill

Base chemistry	Plays nice with	Watch out for
Silicone (e.g., dimethicone) primer	silicone-friendly or hybrid foundations	very water-heavy gels may pill on top
Water-based (glycerin) primer	water-based/tints	heavy silicone layers can slide
Oil-based/glowy primer	dewy or oil-rich foundations	oily T-zone → powder/targeted application

Order & Layering — Simple Flow

1. Skincare → sunscreen (AM) → wait 2–5 min.
2. Primer (optional/targeted): pea-size; press over T-zone/pores; let set 30–60 s.
3. Foundation: start centre → blend out with sponge/brush/fingers; thin layers.
4. Set where needed: micro-powder T-zone; leave cheeks dewy if dry.

Application Tips — Longer Wear



- Work in thin layers; more thin = smoother than one thick layer.
- Use damp sponge to mesh layers if texture is visible.
- Blot oils with tissue before powdering to avoid cakey look.

Common Mistakes (and quick fixes)

Problem	Fix
Pilling	match formulas (silicone with silicone, water with water); reduce rubbing; wait between layers
Sliding off in heat	set T-zone only; choose long-wear foundation and gripping primer
Cakey around lines	use hydrating primer there or skip primer; apply less product and mesh with sponge

SPF & Removal — Don't Skip

- SPF belongs in skincare, not in foundation alone; reapply with mist or cushion if sun exposure is prolonged.
- Remove completely at night: balm/oil cleanse → gentle gel cleanse; moisturise.



Scan the QR to open the full 'Primer vs Foundation' guide.