

FAQs

How do I find the right shade?

Check out the “Ask Our Pros” program where our experts will pick the perfect shade for you within 24 hours (link above the shade dropdown).

Or use the Shade Finder by choosing the shade closest to your skin tone.

Our marbled baked foundation contains multiple color-correcting shades, which will self adjust. Don't worry, even if you pick one shade lighter or darker, the shade will still work for you.

Is this a full-coverage foundation?

No, this foundation provides light-to-medium coverage, which means your skin shines through. However, it is buildable and can be layered to reach medium coverage. If you're looking for full coverage, try our Double Take Baked Full Coverage Foundation.

How do I apply it?

For LIGHT coverage, swirl a brush (the Retractable Kabuki Brush works great!) onto the powder, then sweep it across your face. Blend outward and upward.

For MEDIUM coverage, use a denser brush, or the Retractable Kabuki Brush with the sleeve pulled almost all the way up for denser bristles, and press (don't swipe) the powder onto your skin.

Will this cake on my skin?

Never. Our baked foundations aren't cakey or chalky and won't dry out your skin (unlike traditional pressed powder foundations). This formula won't settle into fine lines and will leave your skin looking fresh.

Which baked foundation is right for me?

Balance-n-Brighten: light-to-medium coverage with a natural finish

Balance-n-Glow: light-to-medium coverage with a satin finish

Double Take: full coverage with a matte finish