

MAKEUP REPORT CARD

The Great Skin-Tone Challenge

A shocking 30 percent of *Glamour* readers say they can *never* find their exact shade. Writer Baze Mpinja investigates the industry's progress—and finds you your match.

It all started with an Instagram post. When one of our beauty editors snapped a picture of a new foundation collection and posted it to *Glamour's* feed, a heated conversation unfolded in the comments section: Followers wanted to know why the brand pictured, like many others, carried a dozen-plus light-to-medium shades but just a handful of dark ones. And @qu33njustine added: "Not only do I as a black woman have less options but I often have to buy two shades and mix them...to get a match. Still fighting the ashy look in this multicultural world is absurd!" The whole exchange got us thinking—does the makeup counter in 2014 accurately reflect what America looks like now?

MAKEUP BY THE NUMBERS

12%

of *Glamour* readers (yes, *only* 12%!) say finding their perfect shade is no problem.

14

Number of years supermodel Iman brought her homemade foundation to modeling gigs; she knew makeup artists wouldn't have her shade.



STILLS: WORLD PICTURE SERVICE; BACKSTAGE AT PUCI; ANTONELLO TROI; IMAX TREE.COM; IMAN: THOMAS IANACCONE/WWD; ALL OTHERS: MARK LEIBOWITZ

Meet today's all-American woman

First let's look at the facts: The U.S. census reports that the number of mixed-race people grew 32 percent from 2000 to 2010; the number of Latinos rose by 43 percent, as did that of Asians (now the country's fastest-growing racial group). By 2050, people of color are predicted to represent 54 percent of the American population. While the melting-pot thing is awesome (and I write this as the first-generation American daughter of African immigrants), the abundance of skin tones presents a challenge for beauty companies that make foundation. There are signs that *some* things are looking up. Big, all-American beauty brands are now celebrating diversity: Janelle Monáe, Sofia Vergara, and Becky G are three of CoverGirl's newest spokesmodels. Estée Lauder has models Joan Smalls from Puerto Rico and Liu Wen from China.

It's a start, but "there are still holes in the market," says makeup artist AJ Crimson, who has worked with Fergie and Estelle. "I can think of only a few brands—MAC, Bobbi Brown, Make Up For Ever—that offer a full range where any girl can find something that works for her." After poring over hundreds of foundations in the *Glamour* beauty closet, we noticed several shades that didn't quite look like real skin; dark tones lacked depth, pale shades appeared gray. And when we polled 1,000 women on *glamour.com*, 30 percent said they're never able to find their exact shade. *Never.*

THE DOS & DON'TS OF FINDING YOUR FOUNDATION

DO swipe three different colors close together onto your jawline. The one that disappears into your skin is the winner. **DON'T** test shades on your hands; they could be a completely different tone than your face's. **DO** know that the heavier the foundation, the more exact the shade needs to be; sheer makeup gives you more leeway. And when taking a selfie for one of the new skin-matching apps, **DON'T** do it inside, where your camera readjusts natural light.



1992
The year Revlon signed its first Latina spokesmodel, Daisy Fuentes.

54%
of the U.S. population is projected to be minorities by 2050.

43%
Growth of the U.S. Asian population from 2000 to 2010. Revlon signed Lucy Liu in 2000; Estée Lauder brought on **Liu Wen**, here, in 2010.

7
Number of years L'Oréal Paris spent doing research for its True Match foundation. The company studied complexions of women from 57 countries.



FIND A BRAND THAT NAILS YOUR SKIN TONE

Some lines excel at pink foundations; other ones skew warm. Makeup artists and *Glamour* beauty editors tested hundreds of shades so you wouldn't have to:

	FAIR	LIGHT	MEDIUM	DEEP
<i>if your skin is</i>	  FAIR & COOL Nars Sheer Matte Foundation in Siberia (\$45, narscosmetics.com)	  LIGHT & COOL Revlon Age Defying Makeup in Fresh Ivory (\$15, at drugstores)	  MEDIUM & COOL Estée Lauder Double Wear Stay-in Place in Soft Tan (\$37, esteelauder.com)	  DEEP & COOL Clinique Even Better Makeup in Espresso (\$27, clinique.com)
<i>if your skin is</i>	 FAIR & NEUTRAL Giorgio Armani Luminous Silk in 3 (\$62, giorgioarmanibeauty.com)	 LIGHT & NEUTRAL Sonia Kashuk Perfecting Luminous in Cream 03 (\$11, target.com)	 MEDIUM & NEUTRAL Smashbox Liquid Halo HD in 8 (\$42, smashbox.com)	 DEEP & NEUTRAL Iman Cosmetics Luxury Radiance Liquid in Earth 3 (\$16, imancosmetics.com)
<i>if your skin is</i>	 FAIR & WARM L'Oréal Paris True Match Makeup in Porcelain W1 (\$11, at drugstores)	 LIGHT & WARM Dior Capture Totale Foundation in 020 Light Beige (\$82, dior.com)	 MEDIUM & WARM Cover FX Natural Finish Oil Free Foundation in N 50 (\$40, coverfx.com)	 DEEP & WARM MAC Studio Fix Fluid SPF 15 in NW58 (\$27, maccosmetics.com)

What's your skin tone?

Quick, check your veins. Blue is cool. Green is warm. If you can't tell, you're neutral.

Makeup artists who helped us: Nick Barose, Mai Quynh, Brigitte Reiss-Andersen, Tina Turnbow

"People think dark skin is the toughest, but one of the hardest skin tones I ever had to match was Alicia Keys', a warm medium tone," says makeup artist Ashunta Sheriff, who also counts Jordin Sparks and Amber Riley as clients. "For years I tried different foundations. They'd be too ashy or too

pink." (She finally found Keys' match in NARS Sheer Matte Foundation in Tahoe.) Sometimes, determining the correct shade is only half the battle—you have to be able to find it in the store too. "A brand may make a broad selection of foundation, but a store may choose a smaller number of shades," says Jodie Patterson, cofounder of Doobop, a new multicultural beauty e-retailer. "In the end, those select colors get discontinued because they ultimately don't match enough women." Hey, beauty companies, we think this is a *huge* opportunity. A little help here, please! What do we do in the meantime? Turn the page for more tips.



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Where to spend your money

We're not insisting that you blow your life savings on makeup. But if you have hard-to-match skin, the odds of getting your perfect shade are better if you spend a bit more. In general, according to research firm NPD Group, the best-selling lines at department or specialty stores offer more shades than do drugstore best-sellers. MAC Studio Fix Foundation has the most generous range—40 shades. That's more than double the average of what top drugstore lines offer, with the notable exception of L'Oréal Paris True Match, which has 33.

Those stores have another advantage: "Buying from a counter allows you to test more," explains makeup artist Nick Barose, who works with Lupita Nyong'o. Makeup artist Mai Quynh adds, "Having an artist help you pick out a color is definitely [another] benefit." But don't write off the drugstore yet: Mass brands have acknowledged their challenges and are reworking their lines (see a couple of our favorites, at right).

Foundation's new frontier

Technology is also making the matching process easier. For a quick swatch test, check out the Sephora + Pantone Color IQ tool, which uses a handheld device to take pictures of your skin. Your complexion is assigned a Pantone number, and an iPad app generates a list of matching foundations available in Sephora stores and online. (When the *Glamour* beauty team tried it, the editor with dark skin



GIVE THESE IMPROVED BRANDS A SHOT

MAYBELLINE NEW YORK added four new deep shades to its popular Fit Me Foundation range (\$8, at drugstores) in 2013 owing to customer demand.




COVER GIRL conducted skin-tone studies in Los Angeles, Philadelphia, and Minneapolis, then tweaked its TruBlend Liquid Makeup (\$10, at drugstores). "We added shades that better represent the Latina, Asian American, and African American populations," says Sarah Vickery, Ph.D., principal scientist for the brand.



BOBBI BROWN revamped her Skin Foundation Stick (\$44, bobbibrown.com, out in April) with one new light shade, two new mediums, and one new dark. "I want anyone who comes to my counter to find her match," says Brown.

got 27 recommendations—not bad!—but those with fair-to-medium skin tones had far more choices, about double that number.) Plum Perfect, an iPhone app, analyzes selfies and spits out product picks based on coloring. Then there's Doobop: Its consultation tool includes options to cover every shade, from pale like Lucy Liu's to very dark like Venus Williams'.

All these smart, outside-the-box moves are making great strides for the beauty industry—and we love that.

But there's still plenty of room to grow, as Sheriff points out: "Every woman wants her shade in one bottle or one product. Why wouldn't they? It should be that simple." 

2011

The year YSL enlisted **Jourdan Dunn**, right, to be the face of the brand's iconic concealer, Touche Éclat. Five shades were added in 2012.

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glamour.com



30

Number of shades of Clinique Even Better Makeup SPF 15—the biggest foundation range available on sephora.com.