



What is PRIMER anyway?

IT'S YOUR FOUNDATION'S NEW BFF. BY GRACE TIMOTHY

WHAT'S THE DEAL?

"A primer is a product that you use after moisturising but before foundation – an undercoat to 'prime your skin' for make-up," says Mac senior artist, Dominic Skinner. "They sort out any niggles, such as shine, open pores or discolouration, so your foundation doesn't have to. That means you can apply less foundation, it lasts longer and you get a cleaner, fresher appearance to your skin." "Think of it like silk lingerie for your make-up," says Janine Bird,

national make-up coach for Smashbox. "We know slinky dresses look better with the right underwear underneath. The best primers do the same for your foundation."

HOW DOES IT WORK?

"The majority of primers contain silicone, which can blur and smooth the look of the skin while also creating the perfect surface for foundation to adhere to," says Janine. Other ingredients will then work on the issues specific to each skin type that can cause

make-up to slip or break down, such as shine or dehydration.

WHAT ARE THE KEY INGREDIENTS TO LOOK FOR?

Oiliness Silica
Dullness Mica
Dryness Hyaluronic Acid

HOW TO PICK A PRIMER

"Wear your foundation for a day and note what you see by the evening," says Dominic. "Is it looking dry, oily or patchy? Does it last well? It'll give you an idea of your primer needs." ►

YOUR PRIMER PRESCRIPTION



HOW TO APPLY

- 1 "Take just a pea-sized amount," advises Dominic. "If you use too much, it can do the opposite of what you need."
- 2 "Only apply primer where you feel you need it. For example, if it's for a matte finish, use it on oily areas, such as the T-zone. Otherwise it can dehydrate the areas that don't get shiny, leaving skin looking lacklustre, and vice versa with radiance primers."
- 3 "Some primers need to be rubbed in, whereas others need to be patted in, but both techniques work best using your fingers."
- 4 "Let it cook," advises Amanda Bell, Pixi lead make-up artist. "Apply the primer and then do something else – brush your teeth, do your hair – while it settles. Putting your foundation on top too quickly will just mix the two together, letting it all slide off."
- 5 "Your skin should ultimately feel very comfortable, quite silky and smooth in texture," says Janine.

TOP TIP

"Make sure you try a sample," says Dominic. "There are so many out there, it can be quite overwhelming. You may need to kiss a few frogs before you find your priming prince!"

LIDS & LIPS

A primer for these areas can stop colour creasing and bleeding, conceal imperfections, make pigments pop and make shadow last a whole lot longer. **Eyeshadow Primer Potion** £16 Urban Decay – anchors eye colour. **Fix It 2-in-1 Prime & Conceal Face-Eyes-Lips** £23.50 Dior – blurs lines, locks in lipstick. ©

