

Goal of this doc: explain how to achieve a very natural, “every day” look that is difficult to significantly “mess up” (for people who are interested in wearing makeup, but have little to no experience applying it).

You could really stop at any point in this list, regarding how many products you want, depending on what you’re going for.

Product 1: Mascara

I have tried many mascaras, my high-level, anecdotal notes:

- Spending more on mascara usually means the tube lasts longer (takes longer to dry out), but doesn’t seem to matter much for how it looks and how it wears (i.e. does it flake or smudge throughout the day).
- I’m pretty sure I have oily eyelids because basically all mascara smudges on me to some degree. I also really aesthetically dislike clumping, so my main goals with mascara are: minimize smudging, minimize clumping/make it look very natural.
 - My tips for this are to stick with waterproof mascaras that have a **bristle brush**. Plastic brushes will almost always clump a lot more.

Recommendation:

- [L’oreal voluminous waterproof](#)
- [Covergirl professional mascara](#) (this one is cheaper)
- [Clinique high impact waterproof mascara](#) (more expensive but it has lasted me a while)

My game changing advice:

- Use an eyelash curler. This makes a huge difference!! If you’re not comfy, I recommend looking up a tutorial. [This one](#) is my fav, but I think your fav will depend on your eye shape. So you might have to experiment. Or if (for example) you know you have big eyes, you can google, “eyelash curler for big eyes reddit” and steal reddit’s beauty knowledge.
- *Use an eyebrow brush to brush through the lashes after applying mascara.* This is very extra, but it will get rid of basically all clumps and separate the lashes even more and look very nice. I really recommend this.

If you want something more advanced, see [Appendix](#) for my very long routine which achieves great results because my one friend who notices things said, “your eyelashes look really good”

Product 2: Eyeliner

Overall notes:

- This is very easy to “fuck up” (keeping in mind our goal, makeup itself is subjective, etc.). My advice is to just always keep eyeliner as thin as possible, and don’t extend it too far past the natural end of your eye.
- The closer you apply eyeliner to your *actual lash line*, the more natural it will look.

- In the ideal world, you take a **pencil** liner and gently apply it to your **actual lash line** (not above), like amongst your lashes (I cannot stress this enough). And then you can take a small brush and smudge it out a bit (*not* upwards, smudge it out *along the lash line*), gonna look so good! I think that's basically what was done here:



- Above, it looks like this person *slightly* extended the eyeliner to create a small wing, but it's super subtle, and I would recommend keeping it very subtle if you're new to eyeliner.
- Unfortunately, if you also have oily eyelashes, pencil is gonna smudge a lot more than **liquid eyeliner** (which is what I use). You can do basically the same technique with liquid, but you can't smudge it out, so you have to be more precise and it's a bit more difficult.

Recommendation

- [Revlon pencil eyeliner](#) (start with this)
- [Stila liquid eyeliner](#) (expensive, but will not smudge)
- [Eyeko liquid eyeliner](#) (this is my new fav but I have not tested it for very long)

Product 3: Concealer

Notes:

- Concealer is a beloved product that people mostly use for: covering dark circles under their eyes and spot covering pimples/spots.
- I don't use it under my eyes because creasing *really bothers me* (when the product gathers in fine lines), and almost all concealers will crease to some degree (unless you use primer and powder to set it and do a whole thing that is way too much work).
 - This might not be true if you don't really have fine lines or have some kind of skin type that prevents this for some reason, or you might just not find it as annoying as me, in which case you should totally try concealer if you want! There are lots of youtube tutorials on how to apply it.

- Spot concealing is very easy to do, you just dab a little concealer on a spot and then I recommend blending it out with your finger by gently patting. Most decent concealers should do a pretty good job at this.
- The general rec for concealers is to get close to your skin tone, *maybe* ever so slightly lighter if you plan to use it on your under eyes (but don't be extreme with this).

Recommendation

I haven't tried too many, but I quite like this one for spot concealing and it's really cheap:

- [Wet n wild incognito concealer](#)

Product 4: Foundation

You may not want to fuss with foundation, but this is the whole low down:

- Foundations can mostly be categorized by level of coverage and finish (i.e. glossy, satin, or matte). The more coverage a foundation gives, typically the thicker and more noticeable it is. If you want your foundation to look really natural, you will probably have to sacrifice coverage (which is my general strategy).
- I **really** like liquidy, sheer foundations. These tend to blend into skin very nicely and make it look really dewy. They're also super natural looking, though they won't cover redness/spots as well, but I still prefer them. They also tend to wear really nicely throughout the day (not breaking up or settling into fine lines).
- [Blending sponges](#) are almost universally the best way to apply foundation (in my opinion). What I recommend: apply foundation and use fingers to spread evenly across the face. If you're using a liquidy foundation, you can really massage it in like you would with moisturizer. Then, fully saturate the sponge and squeeze out all excess water. Pat your face with sponge (this should smooth out any foundation build up or streaking).
- You **don't need to apply foundation to your full face if it's light coverage**. I just apply to my cheeks cause I don't think it does much for my forehead or nose and this saves time. People get worried that this will look weird, but it won't if you just blend it properly (and it's not heavy). If you're using full coverage foundation, you probably want to do your whole face and blend into your hairline, ears, and neck, or it might look noticeable/unnatural. Again, lots of youtube tutorials on this.
- **Try to color match as well as you can**. This is less important for sheer foundations, which are forgiving. If it's full coverage, you want to get it pretty darn close to your actual skin tone (and blend down your neck to prevent a noticeable line delineating a color difference between face and neck). You can go to Sephora and ask someone to help you find your shade, they're usually pretty good and you can actually test it in person. If you live in a country without a Sephora close by (like I currently do), then I actually don't know what you should do. Be sad with me?? Maybe a Mac store??

My all-time fav foundation:

- [Mac face and body](#)
 - This one is **really** liquidy and sheer, but you can build it up with layers. So basically, I rub one layer into my cheeks, let it dry a little (5 mins?), then rub

another layer and pat it over with a sponge :) This is the only foundation I use, it's iconic and it never looks bad. You have to shake the bottle REALLY WELL, and rub it into your face for a while, and then you are all set.

- I'm sorry it's expensive :(There are probably good dupes out there but I just really like this one.

Product 5: Blush

This is the product I go feral for. Blush is so good and cute and always looks adorable in my opinion. And it's so fun to apply.

- I generally recommend using cream or liquid blush, because it tends to blend in really nicely. I mostly try to avoid using powders (they "melt in" less unless they're super high quality, it's easier to make them look kind of cakey or dry).
- You can blend these in with your fingers or a sponge (or a brush works well too).
- Start out with a tiny amount (little dot) on your cheeks and blend out (because most cream blushes are quite pigmented). If you put too much, don't panic, just keep blending. **Also note:** patting your cheeks will naturally cause blood to rush to the area, so it will look more extreme at first. Give it a second before you decide you applied too much.
- I think the [W application](#) technique is so cute, highly recommend.
- I don't have good advice on finding the right color for your skin tone :(I just kinda eyeball it based on pictures, and there's probably some trial and error involved.
 - If you want to find a really natural looking color, pinch your cheeks really hard and then look at the color that is on your face and then colour match to that :)

My favorite blushes

- [Elf camo liquid blush](#) is really good!! The formula is stickier so it stays on the face a while.
- [Glossier cloud paint](#)
 - this shit is so good. The amount of product lasts forever, it stays on your cheeks quite long, it blends out really beautifully. I can't stop, I own three so I can keep them in various places (and for what, don't be like me, but this is a really good blush)
- Less popular, but I really like the [Milk Makeup mini blush sticks](#). They're just so dewy and pretty. They don't last as long on the skin though. The stick applicator is really satisfying, but def less hygienic than a tube.

Product 6: Lip masks

- I don't really fuck with lipstick cause it's so hard to deal with, so I have no good advice here :(But lipstick is ofc fun and good.
 - I like lip glosses, but they always last like 5 seconds. I sometimes use lip liner, which I think does help extend the lip gloss' hold on lips, but it's a bit of a faff.
- If you just want not cracked lips, in my experience, lip masks hydrate better than any other lip products. [The elf one is good](#).
 - I've also tried the fancy [laneige](#) one, I don't know that it's noticeably better.

Appendix: Advanced mascara routine

Goal: fluttery eyelashes, dramatic lengthening effect, no clumping / good separation

1. Use a blowdryer to warm up your eyelash curler, it should be comfortable to the touch, and then curl your eyelashes as normal. You want to get as close to the base of your eyelashes as possible.
2. Use a clean [spoolie brush](#) and brush out your eyelashes
 - a. You can usually get these for free at makeup stores, they'll have a bunch for testing products but it's not a crime to take them.
3. Take a very natural *bristle brush* mascara (e.g. [Covergirl professional mascara](#)). Mascaras with a bristle brush tend to have a more fluttery, separated, natural application in my experience.
4. Wipe off most of the product on a tissue (because we are trying to go for basically no clumping).
5. Apply it to your eyelashes. Start at the bottom of the lash and swipe all the way up. Since we removed a lot of the product, you can feel free to really brush through your lashes several times. BEGIN WITH THE OUTER LASHES and work in.
 - a. The best way to do this is to use a tiny mirror and place it right below your eye, you'll be able to see all your lashes very closely and looking from below gives you more control + prevents you from swiping product onto your lid.
6. Okay stay with me here, now you're going to do a second layer but with a tubing mascara. There are lots of good ones. [What is a tubing mascara](#) you might ask??? Just defer, it's good. I've only tried one, it's really expensive so I can't list it cause it's too embarrassing, but just choose one from [this list](#).
7. You're also going to wipe off most of the excess product and then you're going to apply the tubing mascara the same way you applied the other mascara. Do not use a spoolie or fuss too much with your lashes after you've applied the tubing mascara because you'll cause it to flake.
8. WHY ARE WE DOING THIS. Tubing mascara gives a slightly more dramatic lengthening effect because it has fibers in it or something, I don't know, but I also find that it's prone to clumping. If the lashes are already separated with a less sticky formula that doesn't clump, I find this helps the tubing mascara to still lengthen, but maintain separation. I'm not sure why, but I'm telling you it works and it doesn't seem to smudge or flake on me.
9. Enjoy your lashes <3 If you're lucky, someone will notice your hard work, but at the end of the day, you know what you've achieved, and that's what matters.