

Foundation: Lancôme vs Estée Lauder

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Cosmetics, also known as makeup have evolved over the years. An entire range of options are available: foundation, lipstick, mascara, eyeliner, bronzer, powder etc. Make up has become a necessity for almost every girl and even some men. It helps improve the appearance of skin and even gives individuals more confidence. “Makeup-gurus” know how difficult it may be to find the **right foundation that best suits their needs**. When searching for foundation one may become skeptical with the many different types of brands and price ranges. **With that being said, two of the world’s most famous and most purchased cosmetic brands are:** Estée Lauder and Lancôme.

**When selecting foundation, the most important features to be expected are: color, coverage, and duration; according to a survey taken by the English 101 class. Twenty-five percent of individuals who took this survey claim that they wear foundation every day, sixty percent wear it 2-4 days, and a low ten percent wear foundation once a week. Although foundation is not a must for about 40% of people, those who do apply it every day or even once a week still want a beautiful and smooth complexion. A high percentage (40%) have combination skin, both oily and dry. Therefore, they need a product that will moisturize and keep the skin dry simultaneously, an oil-free product that will not clog pores or crack the skin.**

**Statistics show that 80% moisturize and prime their face before applying on any foundation. Right after application, an additional 5% of those who moisturize and prime, dust face powder over their face to set their foundation and achieve a matte look.**

Estée Lauder is one of the largest American manufacturers known for their high performance makeup. Being that Estée Lauder holds their own-brand cosmetics, they ship the brand to 150 countries. The collection is primarily known for their double wear foundation that **comes in 35**

**different shades**; it is advertised to last 24 hours without changing color or smudging . The average price of this item totals up to about \$40 dollars, being that the formulation is centered not only on the coverage but also on the health of the skin (**esteelauder.com**). While Lancôme is a French Company that distributes high-end makeup internationally. Being partnered with the cosmetic brand L'Oreal; Lancôme fabricates their cosmetic products separately. Lancôme's "Teint Idole Ultra 24H Long Wear" foundation claims to give a natural complexion while at the same time giving the skin a full coverage. The bottle of foundation retails at a price of \$47 dollars, with **40 shades (lancome-usa.com)**. Which limits between Estée Lauder's foundation. Estée Lauder's foundation provides the skin with a full coverage that leaves out cakey residues. A perfect color to match the skin tone can be advised by an Estée Lauder's associate. As easy as 1-2-3, a machine is used to **assign the correct color of foundation that matches the color of skin of the individual. During application**, the foundation itself glided on the skin really smoothly with a simple brush. A blending sponge would be highly recommended to give the skin a natural look; this will allow the foundation to feel light **as if no makeup lies on the face**. Although the product does tend to dry the skin **after a while of usage**, it gives the skin a natural oil-free complexion. It also avoids the collection of foundation on lines and pores. At the end of the day, the foundation **maintains its place while looking natural and fresh. Some down sides of Estée Lauder include the texture given to the skin after application. The formula seems to give the skin a sticky texture, but this can be fixed by the use of setting powder. The formula is in fact quick-drying which has to be applied fast or by separate sections.**

On the other hand, Lancôme can be defined as an average product. The color is precise and the coverage is decent. **"Skin is the most important thing for me in makeup and this is a**

great product. Good coverage and buildable without looking cakey. Will continue to use” (lancome-usa.com).” As it is applied, the liquid blends with no troubles, the only down fall is that it seems to be more lightweight in comparison to Estée Lauder; reapplication is needed to get a full coverage.. After a 2-3 layers of foundation, acne and acne scars were covered but gave a brownish-blackish color. Throughout the day, the texture seemed to disappear as well as the color making imperfections noticeable. A greasy look appeared after a couple hours with Lancôme, which opposes the product’s description of being oil-free. Even though the foundation states it is supposed to be 24 hours it felt more like 8 hours. “It provides great coverage but calling it a 24hours long wear foundation is not just true”, moma give her sincere opinion towards the product (lancome-usa.com). But the product is touch-free and has a transfer-resistant coverage.

These products were used the same way with a primer, moisturizer and powder. However, Estée Lauder provides great coverage even without any primer or powder! “I have been using Estée Lauder double wear foundation for 20 years and I love it. I never wear anything else (esteelauder.com).” Estée Lauder is a must for anyone in search of a long lasting flawless face. The amount required for coverage is minimal compared to Lancôme and it will leave a finished face to any skin type of any age. In a review written by Janet (age 52) , she claims, “I will never wear another brand of foundation. This is by far the best coverage I have ever experienced with any foundation (esteelauder.com).” This brings to mind that this foundation is adequate for anyone no matter how flawed the face is. It gives an overall coverage for a total of twenty-four hours providing the skin with a natural complexion.

**Estée Lauder and Lancôme are both go-to products for full coverage, oil-free and long lasting duration. Except they both differentiate depending on the expectations a person wishes to attain. If light weight duration and application is needed Lancôme Teint Idole Ultra 24H is best qualified. In contrast, if full coverage and excellent duration are highly significant, Estée Lauder Double Wear is ideal.**

### Work Cited

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