

THE CATEGORY

TINTED Moisturizer

THE COVERAGE Sheer to moderate.

THE PERKS Super-hydrating and usually spiked with just enough pigment to obscure minor discolorations, these formulas are your gateway into the world of foundation. Some have SPF, but unlike with BB creams, it's not a given ingredient.

OUR NEW FAVE Rouge Bunny Rouge Tinted Moisturizer Sketches on Water in Adansonia, \$42; beautyhabit.com.

WHY WE LOVE IT Loaded with moisturizing, botanically derived squalene, this skin quencher feels ridiculously light and leaves a radiant finish. It even livened up our sallow, post-East Coast winter complexions. "I have dry skin, and it provided as much soothing moisture as my daily treatment cream," says our tester. If it takes a couple of layers to conceal redness, don't worry: "It never gets cakey."



THE CATEGORY

POWDER Foundation

THE COVERAGE Sheer to full.

THE PERKS If you're as noncommittal as John Mayer—at least when it comes to coverage—powders will allow you to dust on an imperceptible veil or build up to an almost opaque layer. Plus, they keep oily skin matte throughout the day, as mineral powders help soak up shine, says N.Y.C. makeup pro Gita Bass.

OUR NEW FAVE Eve Lom Natural Radiance Mineral Powder Foundation in Petal, \$50; spacenk.com.

WHY WE LOVE IT Does the word "chalky" spring to mind? This powder leaves that notion in the dust with brightening ruby and rose-quartz particles that reflect light. After applying a few layers of this featherlight formula packed with rice silk, our tester's usually oily T-zone stayed mostly matte through lunchtime. "I was impressed by how much coverage I got too," she says. "It masked a red spot pretty easily. I'm going to wear this all summer long!"



HUES FOR YOU!

No matter how you like to shop, these tools and tips will help you score a seamless match.

ON YOUR PHONE L'Oréal Paris's Match-Maker app uses a quiz (questions include "What's your eye color?" and "Do you tan easily?") to determine which of its True Match foundations is a fit. Another one of our picks, the Iman Cosmetics app, lets you upload your photo, then suggests colors in cream, powder, and liquid formulas.

AT YOUR DESKTOP

Prescriptives offers live chats with its makeup consultants, who guide viewers through a 20-minute Q&A session. You'll be asked about your skin tone and any concerns like oiliness, breakouts, and redness. In two weeks a custom-blended foundation will arrive in the mail. Not the right one for you? Send it back for complimentary tweaking.

IN THE STORE

Hit up your favorite department store counters (Clinique, Dior, Estée Lauder, etc.) for sample vials of their foundations, which last three to even 10 days—all you have to do is ask. At Sephora, beauty techs use devices to scan your skin and pair it with one of the 1,500 foundations in stock.

