

Foundations of Behavioral Statistics: An Insight-Based Approach

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It seems that the search for the best foundation is a never-ending task. There are the anticipated seasonal changes that may have you switching formulas to suit your skin type or tone; then, there's the everlasting full-coverage versus lightweight tint dilemma. Either way, with IRL events in full swing, the desire to put your best face forward is understandable.

Luckily, many of the best foundations out there have been formulated to not only deliver immaculate coverage, but prioritize our skin's health as well. Just consider the emergence of skin-care-makeup hybrids that do just this through pigmented blushes and tinted moisturizers. And so, we spoke with several pro makeup artists and revisited our own beauty bags for our most special formulas. From a hydrating, hyaluronic acid-infused formula to a long-wear, glow-prolonging solution, here are the best foundations to shop right now.

The All-Around Pick

Nars Light Reflecting Advanced Skincare Foundation

Nars Light Reflecting Advanced Skincare Foundation \$49 at NARS

Why We Love It : "Nars Light Reflecting Foundation is perfect for all skin types as it's a lightweight but buildable, makeup-skin-care hybrid foundation that instantly blurs imperfections and smooths the look of textured skin and pores," says celebrity makeup artist Janice Daoud. "The coverage is gorgeous and natural-looking with a prism light-reflecting look. A new favorite that stays in my kit."

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For Lightweight Wear

Chanel Les Beiges Water-Fresh Tint

Why We Love It : Chanel's Water-Fresh Tint comes at the recommendation of makeup artist Robert Rumsey. "It has a gel texture and pigmented micro droplets that give the perfect amount of coverage and radiance. It's made of 75% water and feels so refreshing."

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For Dry Skin

Cl  de Peau Beaut  Radiant Fluid Foundation Natural SPF 25

Cl  de Peau Beaut  Radiant Fluid Foundation Natural SPF 25 \$130 at CL  DE PEAU

Why We Love It : "Dry skin produces less oil, so having a foundation with a radiant, luminous finish is essential to creating glowing skin," says celebrity makeup artist Fiona Stiles, who recommends the Cl  de Peau Beaut  Radiant Fluid Foundation Natural. "The combination of the incredible emollient formula and the soft radiance creates a stunning finish on skin. I love using this for a healthy, fresh glow on my clients."

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The Skin-care-Makeup Hybrid

Lys Beauty Triple Fix Serum Foundation

Lys Beauty Triple Fix Serum Foundation \$22 at LYS BEAUTY

Why We Love It : When it comes to the Lys Serum Foundation, Sarmiento loves it, especially for mature skin as "it's just enough of everything. Just enough moisture, [matte-finish], and coverage to leave your skin looking

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: When it comes to the Lys Serum Foundation, Sarmiento loves it, especially for mature skin as â€œitâ€™s just enough of everything. Just enough moisture, [matte-finish], and coverage to leave your skin looking polished and healthy throughout the day.â€• More to Know: Sephora beauty director David Razzano previously shared this lightweight pick, thanks to its blend of Ashwagandha, turmeric, avocado oil, and hyaluronic acid, which â€œhelp to soothe the skin from daily stressors, even out skin tone, and minimize signs of aging.â€•

The Tinted Moisturizer

Ilia Super Serum Skin Tint SPF 40

Ilia Super Serum Skin Tint SPF 40 \$48 at ILIA

Why We Love It : For something a bit lighter, Iliaâ€™s Super Serum Skin Tint SPF 40-infused foundation will transform how you think about tinted moisturizer. â€œThis foundation works for a lot of types of skin, but I love it best for bringing dehydrated skin back to life. The coverage is there while also nourishing your skin,â€• says makeup pro Andre Sarmiento.

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For Oily Skin

Chanel Ultra Le Teint Velvet Blurring Smoothing-Effect Foundation

Chanel Ultra Le Teint Velvet Blurring Smoothing-Effect Foundation \$50 at CHANEL

Why We Love It : "For oily skin, I love Chanel Ultra Le Teint Velvet Foundation," says celebrity makeup artist Robert Sesnek. "It looks so much like real skin on, and never settles into pores or fine lines. Its blurring effect is beyond impressive, and it can cover most hyperpigmentation. Besides being great for oily skin types, I love this foundation in the summertime when you want coverage that lasts!"

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To Cover Dark Spots and Blemishes

Cover FX Total Cover Cream Foundation

Cover FX Total Cover Cream Foundation \$42 at COVER FX

Why We Love It : "If I need to cover acne or blemishes, I will still use a discreet foundation as a base and then spot the undesirables with a small brush and a full coverage foundation such as the Cover FX Total Cream Foundation as if I was retouching the skin," says makeup artist Brigitte Reiss-Andersen. "It's a way to avoid relying on a thick, opaque coating of product all over the face just because of a few imperfections. I find that thick foundation erases the natural quality of the skin and creates a heavy, made-up look."

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For Textured Skin

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Shiseido Synchro Skin Self-Refreshing Tint SPF 20

Shiseido Synchro Skin Self-Refreshing Tint SPF 20 \$43 at SHISEIDO

Why We Love It : "This does not enhance wrinkles and has several hydrating ingredients that add radiance," says Andersen, and Stiles agrees who describes it as "a lightweight foundation that doesn't feel heavy on the face or exaggerate the size of pores, gives light coverage (which is really all you need most of the time) while evening out the skin beautifully."

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For a Big Event

Pat McGrath Sublime Perfection Foundation

Why We Love It : "The color range is unreal and you can build coverage easily without it without ever getting cakey," says pro makeup artist Rachel Goodwin. "It also lasts for hours without drying out so it's amazing for big events!"

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For Your Makeup Bag

Westman Atelier Vital Skin Foundation Stick

Westman Atelier Vital Skin Foundation Stick \$68 at WESTMAN ATELIER

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: Stick foundations are a must-have for travel beauty bags or on-the-go coverage because, compared to their liquid counterparts, these are relatively mess-free. More to Know: Westman Atelier's Vital Skin Foundation Sticks are laced with two kinds of camellia oils that act as a shield against environmental damage, providing a buildable, weightless coverage great for a variety of skin types.

For a Luminous Luster

Suqqu The Cream Foundation

Why We Love It : "Magical" is the word Stiles uses to describe the Suqqu cream foundation. "The subtle pearl in the formula gives an ethereal dimension to the skin that almost feels otherworldly."

: "Magical" is the word Stiles uses to describe the Suqqu cream foundation. "The subtle pearl in the formula gives an ethereal dimension to the skin that almost feels otherworldly." More to Know: Powered by 13 Japanese extracts like hydrolyzed silk and camellia seed extract, blend in this cream foundation for a glow that lasts long after you apply.

For a Matte Finish on Dry Skin

Koh Gen Do Maifanshi Moisture Foundation

Why We Love It : Rumsey and Sarmiento are fans of this pick by Koh Gen Do. Sarmiento tells us, "[I] love this foundation for when I want a more skin-like finish versus a luminous finish on drier skin. Not everyone loves reflective skin, so I love this to take care of [dryness] but also have a balance of matte and dewy texture."

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For Mature Skin

Dior Capture Totale Super Potent Serum Foundation SPF 20

Dior Capture Totale Super Potent Serum Foundation SPF 20 \$82 at DIOR

Why We Love It : "I love this hydrating serum foundation," says Rumsey. "It looks so skin-like, [while] firming and plumping the skin. I like applying it with my fingers."

: "I love this hydrating serum foundation," says Rumsey. "It looks so skin-like, [while] firming and plumping the skin. I like applying it with my fingers." More to Know: Infused with longoza flower, which boasts regenerative properties that improve the appearance of wrinkles, this serum foundation delivers unmatched firmness and glow.

To Wake Up Dull Skin

Armani Beauty Neo Nude Foundation

Why We Love It : "When skin leans more toward the dry side [one of] my favorites are Armani's Neo Nude foundation," says Goodwin. "[It is an] exquisite formula and has skin care infused, so [it] adds hydration to the skin without weighing it down. [This is also] a fantastic formula for transforming flat-looking skin into radiant, glowing skin."

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More to Know: Enriched with hyaluronic acid and glycerin, expect this to provide lasting hydration and an effortless, lightweight, dewy finish.

For All-Day Wear

Il Makiage Woke Up Like This Flawless Base Foundation

Il Makiage Woke Up Like This Flawless Base Foundation \$45 at IL MAKIAGE

Why We Love It : Sarmiento recommends the Il Makiage Flawless Base Foundation for oily skin because it “lasts so beautifully throughout the day and controls oil and shine without looking thick or caked.”

: Sarmiento recommends the Il Makiage Flawless Base Foundation for oily skin because it “lasts so beautifully throughout the day and controls oil and shine without looking thick or caked.” More to Know: Available in 50 shades, this foundation features hyaluronic acid and vitamin E, and delivers a matte finish, medium-to-full coverage finish.

For Sensitive Skin

Saint Cosmetics Flawless Radiance Foundation

Why We Love It : For Sarmiento, one of his choice foundations for sensitive skin is the Saint Cosmetics Flawless Radiance Foundation “because it gives you coverage and radiance in a good-for-you formula that performs. [So, it’s] perfect for people that are sensitive but still want coverage with all the beneficial ingredients.”

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For Normal Skin

Koh Gen Do Aqua Foundation

Why We Love It : "For normal skin, I adore Koh Gen Do Aqua Foundation," says Goodwin, who admits this is always in her kit. "This formula from Japan is just exquisite and has been a go-to of mine for many years. It's lightweight and gives the skin a natural-looking coverage that still allows your natural complexion to shine through."

: "For normal skin, I adore Koh Gen Do Aqua Foundation," says Goodwin, who admits this is always in her kit. "This formula from Japan is just exquisite and has been a go-to of mine for many years. It's lightweight and gives the skin a natural-looking coverage that still allows your natural complexion to shine through." More to Know: With the light-diffusing minerals, jojoba oil, olive squalane, and shea butter, the brand notes this is meant to bring that just-got-a-facial glow while minimizing the look of pores.

For Acne-Prone Skin

Oxygenetix Oxygenating Acne Control Foundation

Oxygenetix Oxygenating Acne Control Foundation \$76 at OXYGENETIX

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: Those who have sensitive and acne-prone skin, the Oxygenetix Oxygenating Acne Control Foundation breathable foundation might be the one for you. More to Know: It makes soothing and healing the skin a priority with vitamin E and aloe vera-infused ingredients, while combating acne through salicylic acid.

Editor's Pick

Kosas Revealer Skin-Improving Foundation SPF 25

Kosas Revealer Skin-Improving Foundation SPF 25 \$42 at KOSAS

Reference

[Curriculum Development in Nursing Education](#)

[Conducting & Reading Research in Kinesiology](#)