4 COLOR *mistakes* THAT AGE YOU INSTANTLY



(AND HOW TO FIX THEM)

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YOUR MAKEUP PRODUCTS MIGHT NOT BE THE PROBLEM… YOUR COLORS MIGHT BE.

Have you ever tried a color that looked amazing on someone else and thought, “Why doesn’t this look the same on me?”

Or tried a foundation your best friend swears by… only to feel like something looked “off”?

You’re not imagining it.

A lot of women assume they need better makeup techniques, more products, or a complete beauty overhaul when the real issue is often much simpler:
The colors you’re wearing may be working against your natural features.

The right shades can help you look:

- brighter
- more awake
- more youthful and cohesive

You can actually wear *less* makeup but look *better*.

And the wrong shades? They can unintentionally emphasize dullness, dark undereye circles, fine lines, discoloration, or make your makeup feel disconnected.

Inside this guide, I’m sharing 4 common color mistakes that can instantly age your look and simple ways to fix them.

Take a look!

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01

YOUR FOUNDATION UNDERTONE IS WORKING AGAINST YOU



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Your foundation is supposed to disappear into your skin, not sit on top of it.

But one of the fastest ways to look older (or unintentionally dull) is wearing a foundation that's too warm, too cool, too dark, too light, or too pink for your natural undertones.

When your foundation shade is off, it can:

- make your skin look orange or ashy
- emphasize fine lines and texture
- create a harsh line between your face and neck
- make your makeup feel heavier than it actually is

Signs your foundation may be the wrong undertone:

- It looks great in bathroom lighting–but strange in natural light
- Your face doesn't match your neck or chest
- Your skin looks flat, orange, pink, or gray after application
- You constantly feel like your makeup needs "fixing"

Quick Fix:
Test your foundation along your jawline or clavical in natural lighting (**not** on your hand). Your perfect shade should blend seamlessly into both your face and neck. **And remember: undertones matter just as much as depth.**
Warm ≠ automatically darker
Cool ≠ automatically lighter

Pro Tip:
If your foundation feels close but not quite right, sometimes switching undertones–not formulas--is the answer.

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02

YOUR LIP COLOR IS DRAINING YOUR FACE



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Lipstick can instantly brighten your complexion or completely wash you out.

The wrong lip tone can emphasize discoloration, make teeth appear less bright, overpower your natural features and even highlight skin imperfections.

And often, it's not that the color is "bad," it's just not the right undertone for you.

Signs your lip color may be working against you:

- Your face looks tired after applying it
- Your teeth appear more yellow
- The color feels too harsh (like the color is wearing you instead of you wearing it) or too muted (like you put a dusting of white powder on top)
- You love it on other people but not on yourself
- You constantly wipe it off halfway through the day

Quick Fix:
Pay attention to whether your lip colors lean warm or cool.

Warm skin tones tend to look best in:

- peach
- coral
- warm nude
- terracotta
- warm reds

Cool skin tones tend to look best in:

- berry
- mauve
- rosy pink
- blue-reds
- cooler nudes

Pro Tip:
If you keep buying lip colors that "should" work but never do, your personal color season may hold the answer.

Oftentimes the right lip shade can make you look instantly more awake with almost no other makeup.

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03

YOUR EYE COLORS ARE TOO HARSH FOR YOUR FEATURES



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That bold smoky eye or super dark liner might look stunning on someone else, but if the tones are too intense for your natural coloring, they can make your eyes appear smaller, emphasize texture, and create a heavier look.

This is especially common when people automatically reach for black liner, very dark shadows, or trendy shades that don't complement their undertones.

Signs your eye makeup may be overpowering you:

- Your eyes look smaller after applying makeup
- Your eye makeup feels heavy during daytime wear
- Dark liner feels harsh
- Certain shadows make you look tired
- Your eye makeup stands out more than you do

Quick Fix:
Try softer shades that work with your natural coloring instead of overpowering it.
Examples:

- **soft browns**
- **taupes**
- **champagne**
- **bronze**
- **mauves**
- **softer navy tones**

And don't be afraid to swap black eyeliner for:

- **brown**
- **charcoal**
- **plum**
- **navy**

These shades often create definition while still looking softer and more youthful.

Pro Tip:
Your best eye colors often depend on your undertone, eye color, hair color, and overall contrast which is why personalized color recommendations can make getting ready so much easier.

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04

YOUR MAKEUP COLORS AREN'T WORKING TOGETHER



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You can be wearing beautiful products and your makeup can still feel "off."

Why?

Because sometimes the issue isn't the individual products. It's that your colors are competing with each other.

For example:

- cool pink lipstick + warm orange blush
- warm bronzy eyeshadow + icy pink lips
- neutral foundation + overly cool eye colors

Even if each product looks pretty on its own, mixing undertones can make your overall look feel disconnected or unintentionally harsh.

Signs your makeup may not feel cohesive:

- Something feels "off" but you can't figure out what
- Your makeup feels mismatched
- Certain looks photograph differently than they appear in person
- Your makeup feels harder than it should be

Quick Fix:
Choose products that complement one another.

If your eye look leans warm:
→ pair it with warm blush + lip tones

If your eye look leans cool:
→ pair it with cool blush + lip tones

When your shades are all working together, your makeup feels effortless, polished, and much more flattering.

Pro Tip:
The goal isn't wearing more makeup. It's wearing colors that make sense together and complement your natural features. **That's where personalized color analysis can completely simplify your routine.**

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STILL FEEL LIKE SOMETHING IS OFF?

If you've ever thought:

- "Why does that makeup color look better on everyone else?"
- "Why do I keep buying products I never wear?"
- "Why does my makeup feel inconsistent?"
- "Why do I still feel washed out even when I'm wearing makeup?"

You might not be bad at makeup. You may just need colors that are designed for you.

The right shades can help you:

- look more awake
- simplify your routine
- shop with confidence
- stop wasting money on products that don't work

Once you know your best colors, getting ready becomes so much easier.



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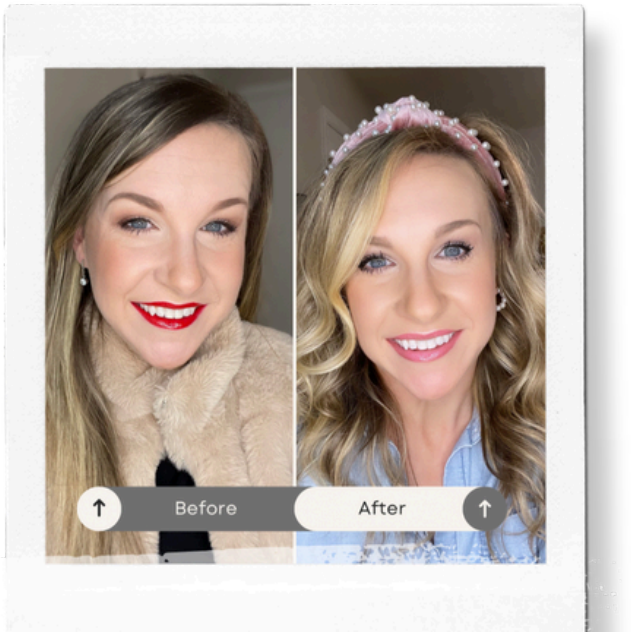
WHY SOME COLORS MAKE YOU LOOK TIRED



& OTHERS MAKE YOU *glow!*

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IT'S NOT IN YOUR HEAD...



Have you ever put on a shirt, lipstick, or eyeshadow and immediately thought:
"Why do I look so tired today?" (My photo on the left.)

Then on another day, you wear a different color (photo on the right) and suddenly:

- your skin looks brighter
- your eyes pop
- you look more rested
- people ask if you did something different

That's the power of color.

The colors closest to your face can either enhance your natural features or compete with them.

Inside this guide, I'll show you why that happens and how to start identifying colors that naturally help you glow.

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01

UNDERTONES MATTER MORE THAN YOU THINK



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Most people focus on whether a color is “pretty.”

But what matters more is whether it works with *your* natural undertones.

Warm colors:

- peach
- coral
- golden brown
- warm beige

Cool colors:

- berry
- icy pink
- silver
- blue-reds

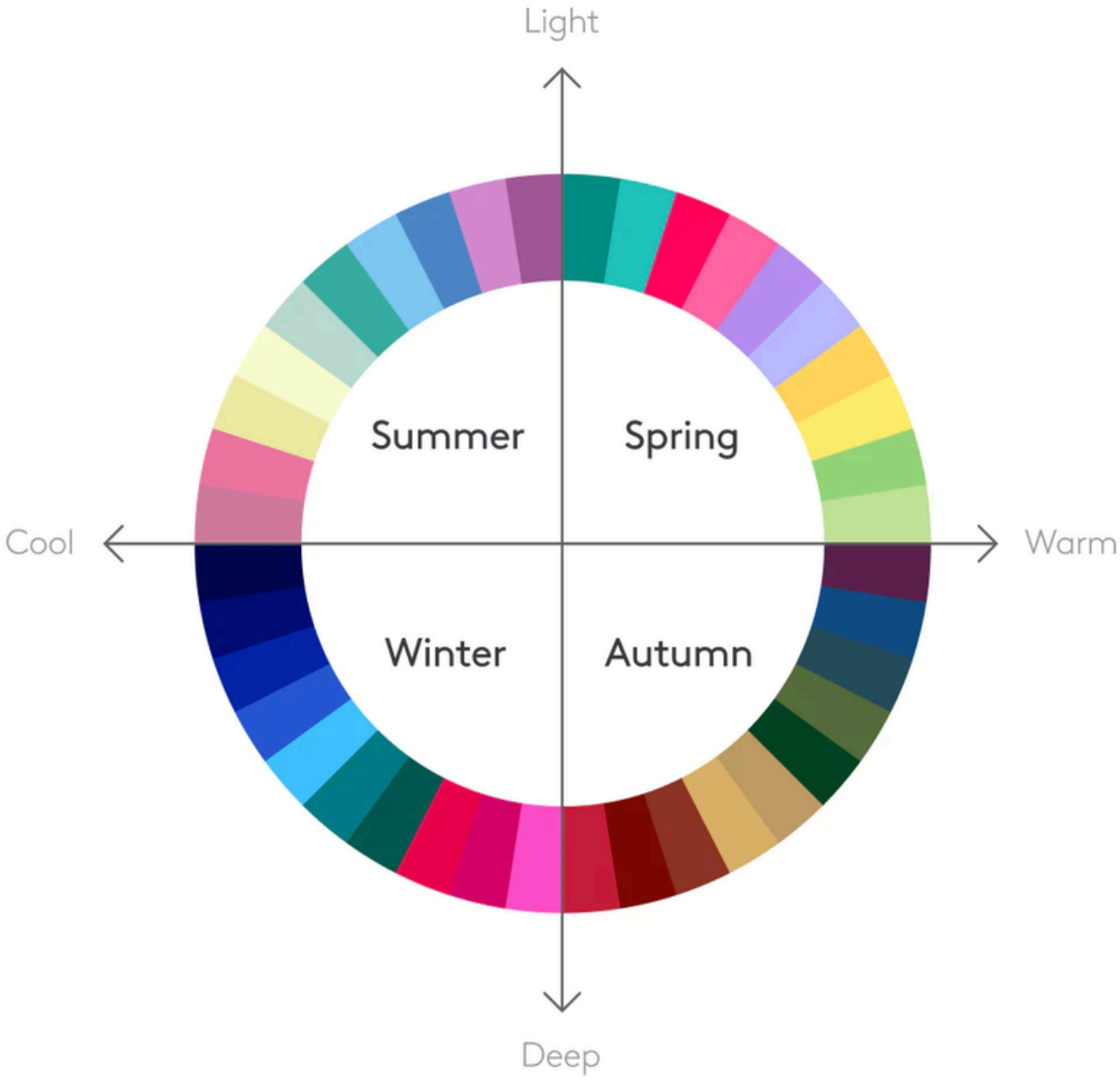
Wearing the wrong undertone can make skin appear:

- dull
- red
- yellow
- tired

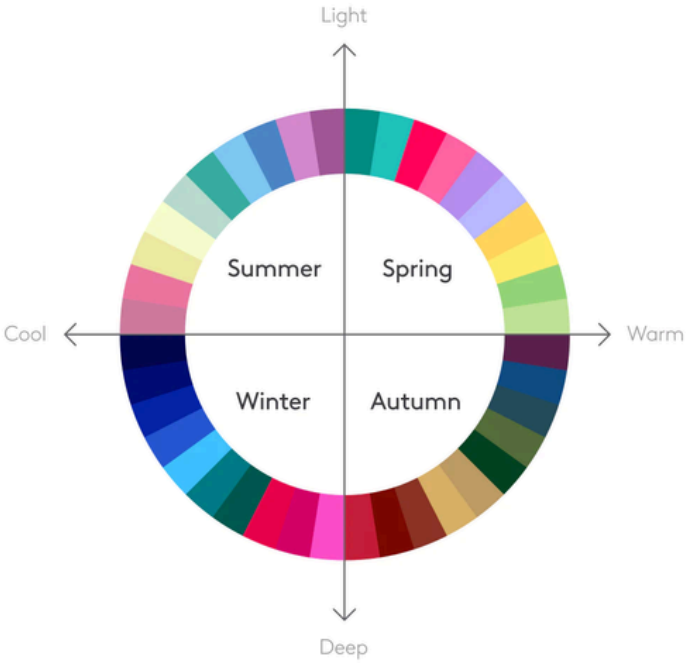
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02

BRIGHT VS SOFT COLORS



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Some people shine in bold, vibrant colors.

Others look best in softer, muted shades.

Example:
A bright neon pink may overpower someone with softer features.

A muted mauve may make someone with high contrast features look dull.

This is where personal coloring matters.



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03

LIGHT VS DEEP CONTRAST

LOWER CONTRAST

You look best in softer, lighter to medium shades that blend beautifully with your natural coloring.



HIGHER CONTRAST

You shine in deeper, richer shades that stand out and complement your natural contrast.



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The depth of a color matters too.

Some people look incredible in:

- black
- navy
- emerald

Others glow in:

- softer taupes
- light blues
- dusty rose

Very dark colors can sometimes feel harsh depending on your natural contrast.



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04

MAKEUP COUNTS TOO



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This doesn’t just apply to clothing.

Your:

- lipstick
- blush
- eyeshadow
- foundation

All play a role in how bright or tired your complexion looks.

When your makeup aligns with your best tones, your entire face looks more balanced.

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READY TO FIND YOUR BEST COLORS?

Imagine knowing exactly:

- what makeup shades flatter you
- what clothing colors make you glow
- what tones to avoid

No more guessing.

No more wasted purchases.

No more wondering why something feels off.

Book your personalized color analysis session so you can find your best colors and start glowing today!



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