



Everyday[★]

Makeup Playbook

Classic | Fashion | Trends

DAILY INSPIRATION HUB / dailyinspirationhub.com / [@dailyinspirationhubs](https://www.instagram.com/dailyinspirationhubs)

Everyday makeup that looks like you

(Part-01)



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PART ONE

The Purpose of Makeup

Why makeup

Enhance what is already there. Correct what distracts you. Show up feeling like yourself.

The Purpose of Makeup

W h y m a k e u p

01 Enhance the Skin



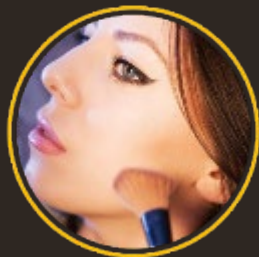
Use color to modify your face shape and flaws (dark circles, acne, scars) to show your individual beauty and unique charm.

03 Basic Courtesy



Appropriate makeup shows respect and attention to others, highlights your politeness and self-cultivation, and makes your eyes and smile more kind.

02 Protective Benefits



Form an extra layer of protective film outside the skin. Proper makeup prevents bacteria, dust, UV rays, and daily radiation from directly reaching...

04 Social Confidence



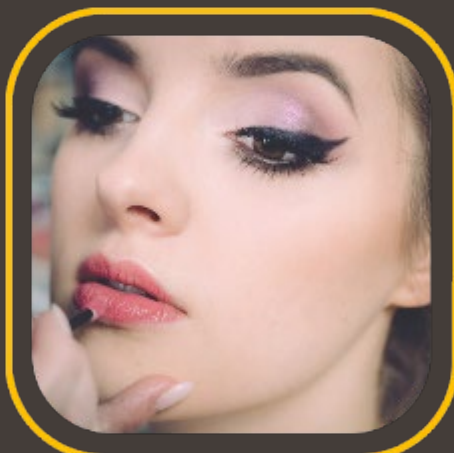
Makeup can bring out inner confidence and outward polish at any age.

The Purpose of Makeup

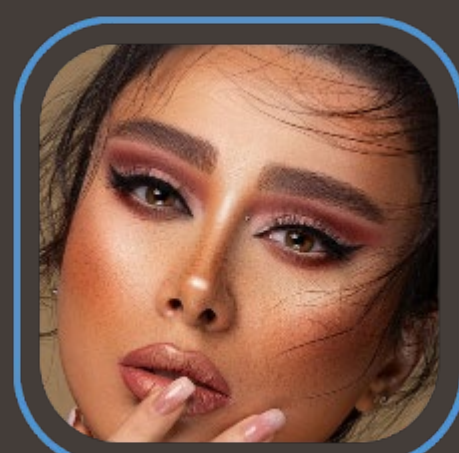
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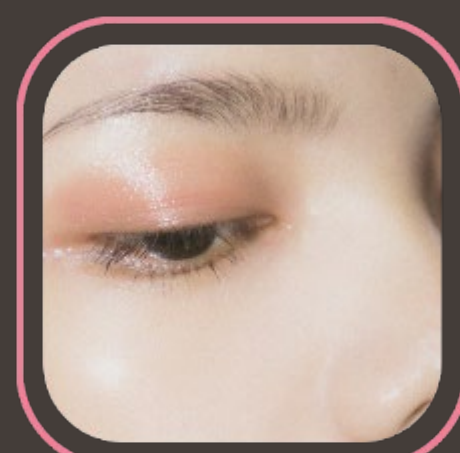
Cover, Protect



**Highlight Your
Best Features**



**Feel More
Confident**



**Create a Polished,
Comfortable
Impression**

The best routine does three jobs at once: it protects your skin, makes your features pop, and lets you get on with your day.

PICK A FINISH, NOT A RULE

PART TWO

SKIN + LOOK

SKIN + LOOK

Your finish starts before foundation. Read your skin, then choose the vibe.

Four makeup lanes

There is no one-size-fits-all face. Let the occasion, your skin, and your mood call the shots.



EVERYDAY

Soft, breathable, quick

Tinted base, brushed brows, cream blush, tinted lip.



POLISHED

Clean and camera-ready

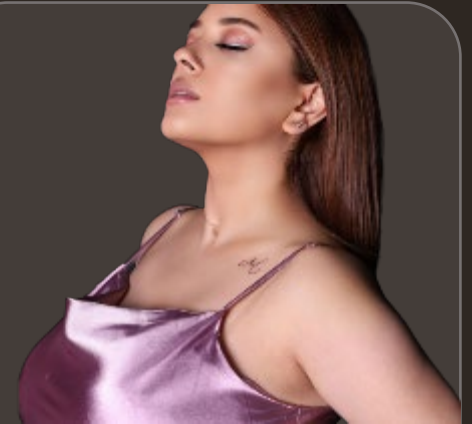
Medium base, defined eyes, shaped brows, satin lip.



STATEMENT

Color does the talking

Graphic liner, strong blush, bold lip, or all three.



EDITORIAL

Play with shape+texture

Gloss, shimmer, sculpting, unexpected color. Have fun.

Shortcut:

If your base looks heavy, your prep is probably too light — or your layers are too thick.

Skin Types

COMMON SKIN PROBLEMS BY SKIN TYPE

Dry Skin Problems

- Dry & Flaky
- Chapped Lips
- Tightness
- Fine Lines
- Redness

Oily Skin Problems

- Shiny Skin
- Blackhead
- Papule
- Pustule
- Enlarged Pores
- Acne





Skin Types

Common Skin Types : Dry, oily, combination, normal, and sensitive skin

01 DRY SKIN

When skin feels tight, makeup shows it first



Usually feels tight after cleansing. Flakes, fine lines, and dull patches may show around the eyes, nose, or lips.



KEEP IT COMFY

Moisture first, glow second.

- ✓ Use a creamy cleanser and a proper moisturizer.
- ✓ Skip aggressive scrubs; they can make flakes worse.
- ✓ Choose a hydrating, flexible base and tap—don't drag.
- ✓ Moisture first, glow second.



skin type can shift with climate, hormones, and stress.
Re-check the basics every few months.



Skin Types

Common Skin Types : Dry, oily, combination, normal, and sensitive skin

02 NORMAL SKIN

The balanced baseline



Texture is fairly even, pores are less noticeable, and your skin usually does not swing too oily or too dry.



DO NOT OVER-CORRECT

Boring is good when your skin feels good.

- ✓ Stick to a simple daily routine and SPF.
- ✓ Use lightweight layers so your natural texture still shows.
- ✓ Watch the seasons—normal skin can still get dehydrated.



skin type can shift with climate, hormones, and stress. Re-check the basics every few months.



Skin Types

Common Skin Types : Dry, oily, combination, normal, and sensitive skin

03 OILY SKIN

Shine is not the enemy



More sebum, visible pores, and makeup that can slide around the T-zone. Breakouts may pop up when pores clog.



CONTROL, DON'T STRIP

Let the glow stay—just put it where you want it.

- ✓ Cleanse thoroughly but avoid the squeaky-clean feeling.
- ✓ Use a thin, oil-friendly moisturizer and targeted powder.
- ✓ Press powder where you need it; leave the rest fresh.



skin type can shift with climate, hormones, and stress. Re-check the basics every few months.



Skin Types

Common Skin Types : Dry, oily, combination, normal, and sensitive skin

04 SENSITIVE SKIN

Keep the barrier happy



Skin may flush, sting, or react quickly to weather, fragrance, or new products. Redness is common and totally manageable.



FEWER SURPRISES

Calm skin always wears makeup better.

- ✓ Patch-test new products and keep ingredients familiar.
- ✓ Choose gentle, fragrance-free prep when possible.
- ✓ If skin burns or swells, stop and give it a break.



skin type can shift with climate, hormones, and stress. Re-check the basics every few months.



Makeup is a tool, not a mask.

PART THREE

Build the base

Good base is not about piling on product. It is about thin layers that sit still.



BUILD THE BASE

Five rules for a smoother, longer-wearing face

THE BASE DECIDES THE WHOLE LOOK

Treat foundation like a sheer veil—not wall paint.

01

01 Prep the surface

Moisturizer + SPF give makeup something comfortable to grip.

02

02 Correct with color

Lavender can lift sallowness; green can soften visible redness.

03

03 Match the center

Match foundation to your jaw or neck—not the back of your hand.

04

04 Set only where needed

Powder the T-zone and under-eyes; keep cheekbones alive.

05

05 Blend past the edge

Bring leftover product down the neck so there is no obvious line.



The cheat code:

thin layers + a little patience between them.

Makeup is a tool, not a mask.

PART FOUR

BUILD MY KIT

You do not need a suitcase of products. You need a short list that earns its spot.



Patch-test new skincare and makeup when possible. People with highly sensitive skin, severe acne, or eye conditions should seek professional medical advice.

- 01 / Gentle Cleanser
- 02 / Moisturizer + SPF
- 03 / Skin Tint or Foundation
- 04 / Concealer
- 05 / Brow Pencil or Gel
- 06 / Mascara
- 07 / Neutral Eyeshadow
- 08 / Blush
- 09 / Lip Color
- 10 / One Fluffy Brush



THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

01 Gentle Cleanser

Purpose: Removes sweat, excess oil, sunscreen, and daily impurities while helping preserve the skin barrier.

How to use: Wet the face with lukewarm water, gently massage in a small amount for 30–60 seconds, then rinse thoroughly.

Tip: Dry or sensitive skin may only need water in the morning. Remove heavy makeup or water-resistant sunscreen before cleansing at night.

Caution: Avoid hot water, harsh scrubs, and cleansers that leave the skin feeling tight. Stop if persistent burning or redness occurs.

Watch out: Skip high-SLS formulas. Skin should not feel tight after washing.

Recommended brands: CeraVe, La Roche-Posay, Clinique





THE BEGINNER KIT

T e n t o o l s . P l e n t y o f l o o k s .



Start with the basics,
then add personality when you know what you reach for.

02 Moisturizer + SPF

Purpose: Moisturizer reduces water loss, while sunscreen helps prevent sunburn, pigmentation, and premature photoaging.

How to use: Apply a broad-spectrum SPF 30+ as the final morning skincare step. Use a generous amount on the face and neck and reapply about every two hours outdoors.



Tip: A moisturizer with SPF can simplify the routine. For dry skin, apply a regular moisturizer first and sunscreen afterward.

Caution: Do not rely on the small amount of SPF in foundation as your only sun protection. Reapply after sweating or swimming.

Watch out: Gel for oily skin, cream for dry. Use SPF 30+ as the last daytime step.

Recommended brands: La Roche-Posay, EltaMD, Eucerin



THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

03 Skin Tint or Foundation

Purpose: Evens out the complexion and softens the appearance of redness or discoloration. Skin tint is usually lighter, while foundation offers more coverage.



How to use: Apply a small amount from the center of the face and blend outward with fingers, a sponge, or a foundation brush. Build coverage only where needed.

Tip: Test shades along the jawline and check them in natural light. Wait a few minutes to see whether the formula oxidizes darker.

Caution: Applying too much at once can look cakey or settle into lines. Oily skin may benefit from light setting powder, while dry skin should avoid excessive powder.

Watch out: Match to jaw or neck, not too light. Build in thin layers—sheer beats heavy.

Recommended brands: NARS, Estée Lauder, L'Oréal Paris



THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

04 Concealer



Purpose: Provides targeted coverage for dark circles, blemishes, redness, and small areas of discoloration.

How to use: Dot a small amount onto the target area, let it sit briefly, then tap and blend the edges into the base.

Tip: Use a skin-matching shade for blemishes. Under the eyes, choose a slightly brightening shade that is not dramatically lighter.

Caution: Too much product under the eyes can crease. Avoid repeatedly touching the applicator directly to broken or inflamed blemishes.

Watch out: Under-eyes: half a shade lighter. Blemishes: match your skin. Use little to avoid creasing.

Recommended brands: NARS, Tarte, Maybelline New York



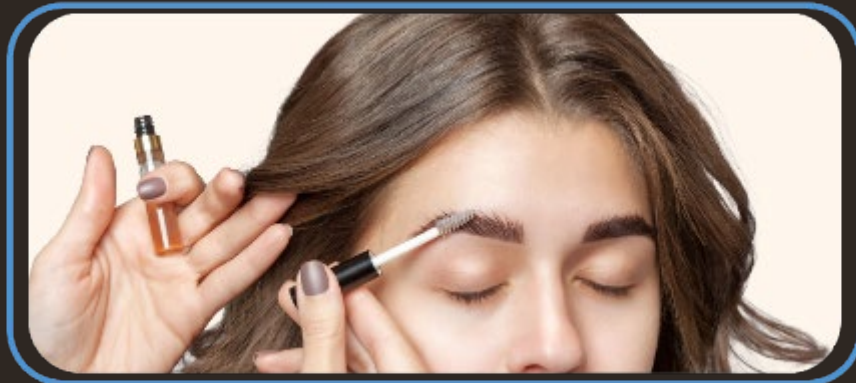
THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

05 Brow Pencil or Gel



Purpose: Fills sparse areas, refines the brow shape, and holds brow hairs in place.

How to use: Draw short, light, hair-like strokes in the direction of growth, then soften them with a spoolie. Brush brow gel from the inner brow toward the tail.

Tip: Keep the inner brow soft and define the arch and tail slightly more. A shade close to or slightly lighter than the hair color often looks natural.

Caution: Avoid drawing a dark, block-shaped inner brow. Keep pencils sharpened and brow tools clean.

Watch out: Pick grey-brown or deep brown near your hair color—keep it natural, not drawn-on.

Recommended brands: Anastasia Beverly Hills, Benefit Cosmetics, NYX Professional Makeup





THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

06 Mascara

Purpose: Darkens the lashes and adds length, curl, or volume.

How to use: Start at the roots, gently wiggle the wand side to side, and pull upward. Add a second coat after a brief pause if needed.

Tip: Curl lashes before applying mascara. If smudging is common, try a tubing or waterproof formula.

Caution: Never share mascara or pump the wand repeatedly, which introduces air and bacteria. Replace it if it smells unusual, dries out, or after roughly three months of use.

Watch out: Don't overcoat or it clumps. Remove with eye makeup remover—never tug.

Recommended brands: Lancôme, Benefit Cosmetics, Maybelline New York





THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

07 Neutral Eyeshadow

Purpose: Adds natural depth and dimension to the eyes. It works for subtle daytime makeup and can be built up for evening looks.

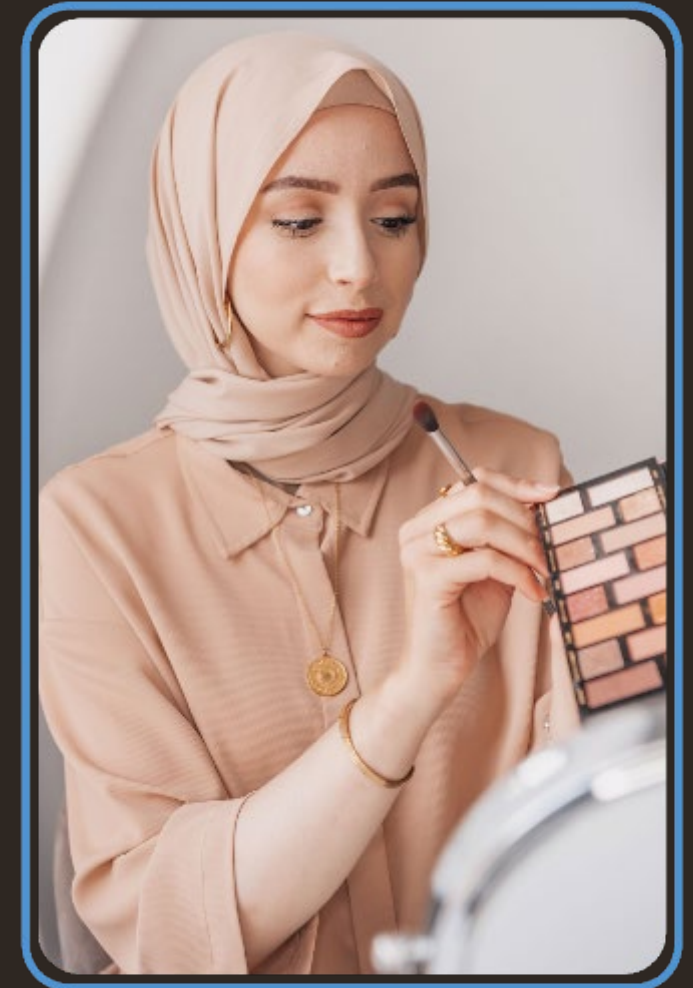
How to use: Apply a light shade over the lid, blend a mid-tone through the crease, and place a small amount of deeper color at the outer corner or lash line.

Tip: Beginners can start with matte beige, taupe, or soft brown. Pick up a little product at a time and blend the edges gradually.

Caution: Keep glitter particles out of the eyes. Stop using the product if irritation, infection, or an unusual odor develops.

Watch out: Start with earth tones. Build slowly and avoid hard edges.

Recommended brands: Urban Decay, Natasha Denona, e.l.f. Cosmetics





THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

08 Blush



Purpose: Restores color to the complexion and can subtly shape the face depending on placement.

How to use: Apply a small amount to the apples or upper cheekbones and blend softly toward the temples.

Tip: Tap excess powder off the brush. For liquid or cream blush, adjust the amount on the back of the hand before tapping it onto the cheeks.

Caution: Highly pigmented formulas can be easy to overapply, so start with very little. Keep brushes clean, especially if the skin is acne-prone or sensitive.

Watch out: Less is more. Keep placement above the nostrils or it drags the face down.

Recommended brands: NARS, Rare Beauty, Milani



THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

09 Lip color



Purpose: Adds color, shine, or definition to the lips, including tinted balms, lipsticks, liquid lip colors, and glosses.

How to use: Apply lip balm first and blot away excess, then work from the center of the lips outward. Use lip liner when a more defined edge is desired.

Tip: Beginners can try rose, muted pink-brown, or soft nude shades close to their natural lip color. One shade can look different when applied sheer or layered.

Caution: Do not share lip products. Pause use on cracked lips or during a cold-sore outbreak. Some long-wear formulas can be drying.

Watch out: Prep with balm first. Pair strong reds with a lip liner.

Recommended brands: MAC Cosmetics, Charlotte Tilbury, Dior



THE BEGINNER KIT

Ten tools. Plenty of looks.



Start with the basics,
then add personality when you know what you reach for.

10 One Fluffy Brush

Purpose: Can apply setting powder, blush, or bronzer; a smaller fluffy brush can also blend eyeshadow.

How to use: Pick up a small amount, tap off the excess, then apply with sweeping, circular, or pressing motions.

Tip: A medium-sized, softly tapered synthetic brush is versatile and easier to control than an oversized brush.

Caution: Clean the brush before switching between dark and light colors or between eye and face products. Wash weekly or as needed and dry it flat so water does not enter the ferrule.

Watch out: Start with earth tones. Build slowly and avoid hard edges.

Recommended brands: Real Techniques, Sigma Beauty, Sephora Collection



Healthy skin first. Makeup second.

PART FIVE

Skin prep

Simple skin care helps makeup sit better. Keep it gentle, steady, and easy.

Keep it simple.

AM: cleanse, moisturize, protect.

PM: remove, cleanse, moisturize.



Protect AM, reset PM

THE ROUTINE THAT MAKES MAKEUP BEHAVE

Cleanse, hydrate, protect, then stop.



MORNING

Wake up and protect

MORNING

Wake up and protect

- 01 Gentle cleanse or rinse
- 02 Hydrate if needed, then moisturize
- 03 SPF 30+ / Broad-spectrum SPF 30+
- 04 Give it a few minutes, then do makeup



NIGHT

Take the day off

- 01 Break down makeup and sunscreen
- 02 Follow with a gentle cleanse
- 03 Treat if needed, then moisturize
- 04 Skip harsh scrubbing

NIGHT

Take the day off

Cool or lukewarm water is fine. Gentle cleansing matters more than the temperature.



Your six-minute AM routine

Keep layers light and give each one a moment to settle.



six-minute

Cleanse

Hydrate

Eye care

Moisturize

Protect

Wait

Ready for makeup

Cleanse

Rinse or wash gently
for 30-60 sec.

01

Hydrate

Toner or serum,
only if you need it.

02

Eye care

Optional; a rice-grain
amount is plenty.

03



04

Moisturize

Use a thin layer; add more
on dry spots.

05

Protect

SPF 30+ over face, ears,
and neck.

06

Wait

Wait 5-10 minutes before
makeup.

Go thin to thick: sunscreen is always the last AM skin-care step.



Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

☰ Cleanse

Hydrate

Eye care

Moisturize

Protect

Wait

Ready for makeup

01 Cleanse gently

You are clearing sweat and oil, not scrubbing your face squeaky-clean.



PRODUCT + HOW

- Use a cream or low-foam cleanser.
- Massage 30-60 sec, then rinse.
- Dry or sensitive skin can just rinse.

Result: clean and comfortable, never tight.



Use cool or lukewarm water, pat dry, and skip hot water or scrub brushes.



Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

Cleanse

Hydrate

Eye care

Moisturize

Protect

Wait

Ready for makeup

02 Hydration is optional

If moisturizer already feels good, you can skip this step. More layers are not automatically better.

PRODUCT + HOW

- Try an alcohol-free toner or basic hydrating serum.
- Press 2-3 drops into slightly damp skin.
- Look for glycerin or hyaluronic acid.

Result: plump and lightly dewy, not sticky.



TIP:

Wait 30-60 sec before moisturizer. If it pills, use less or skip it.





Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

Cleanse

Hydrate

... **Eye care**

Moisturize

Protect

Wait

Ready for makeup

03 Eye cream is optional

A plain moisturizer can work around the eyes if it feels comfortable and does not sting.



PRODUCT + HOW

- Use a light, fragrance-free eye cream or moisturizer.
- Use one rice-grain amount for both eyes; tap on the orbital bone.
- Stay off the lash line and never tug.

Result: soft and comfortable, with no greasy film.



Note:

Stop if it stings, waters, or causes bumps.
Less is usually better.



Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

Cleanse

Hydrate

Eye care



Moisturize

Protect

Wait

Ready for makeup

04 Moisturize for comfort

This is the step that smooths dry texture and gives makeup a calmer surface.

PRODUCT + HOW

- Oily skin: gel-lotion. Dry skin: cream.
- Press a pea-size amount onto slightly damp skin.
- Add more on cheeks and less through the T-zone.

Result: soft and cushioned, not slippery.



TIP:

If it pills, cut back on toner, serum, or moisturizer instead of adding more.





Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

Cleanse

Hydrate

Eye care

Moisturize

☰ **Protect**

Wait

Ready for makeup

05 Sunscreen goes last

Use broad-spectrum SPF 30+ every morning. It protects the skin prep you just did.



PRODUCT + HOW

- Cover face, hairline, ears, and neck evenly.
- Apply in two thin passes and blend every edge.
- Reapply about every 2 hours outdoors and after swimming or sweating.

Result: even protection with a settled, light finish.



Waiting...

Wait 5-10 minutes. Use water-resistant SPF for sweat; foundation SPF is not enough on its own.



Your six-minute AM routine

Keep layers light and give each one a moment to settle.

six-minute

Cleanse

Hydrate

Eye care

Moisturize

Protect



Wait

Ready for makeup

Soft, not slick

Good prep feels calm and settled. You should not see a wet layer sitting on top.

01

No sting

No burning or fresh redness.

02

No pull

Skin does not pull when you smile.

03

No slip

No heavy film under your fingertip.

04

Edges covered

SPF reaches hairline, ears, and neck.

05

No pilling

Nothing rolls up when you tap.



Final effect:

foundation spreads more easily and looks less patchy.



Your simple PM reset

Double-cleanse only for makeup or heavy SPF.

Break it down

Use oil, balm, or micellar water first.

01

04

Treat

Pick one serum only if you need it.

Rinse

Emulsify oil or balm, then rinse.

02



05

Eye care

Optional; tap, never tug.

Cleanse

Cleanse gently for 30-60 sec.

03

06

Seal

Finish with moisturizer.

PM goal:

remove the day, cleanse gently, and bring back comfort.



Your simple PM reset

Double-cleanse only for makeup or heavy SPF.

01 Break makeup down first

Do not make your cleanser fight waterproof mascara, long-wear base, and sunscreen all at once.



Break it down

Cleanse

Pick One

Finish

Optional extras

PRODUCT + HOW

- Use cleansing oil, balm, or micellar water.
- Oil or balm: massage dry, add water, then emulsify.
- Eyes and lips: hold, then wipe gently; do not rub.

Result: makeup is loosened without tugging.



Note:

If micellar water leaves a film, rinse and follow with a gentle cleanser.



Your simple PM reset

Double-cleanse only for makeup or heavy SPF.

02 Cleanse gently again

This step removes leftover remover, sweat, and daily grime. It should not leave your face squeaky.

Break it down



Cleanse

Pick One

Finish

Optional extras

PRODUCT + HOW

- Use a low-foam gel or cream cleanser.
- Massage 30-60 sec and rinse well.
- Skip scrubs, cleansing brushes, and hot water.

Result: clean and soft, with no residue at hairline or nose.



If skin feels tight right away, shorten the wash and try a gentler formula.



Your simple PM reset

Double-cleanse only for makeup or heavy SPF.

03 Pick one treatment

Beginners do better with one simple goal: hydrate, calm, or treat. Do not stack everything in the cabinet.

PRODUCT + HOW

- Hydrate with toner or a simple serum, 2-3 drops.
- Eye cream is optional; tap on a rice-grain amount.
- Add one active at a time and patch-test first.

Result: comfortable skin without a sticky stack of layers.



Note:

If skin burns, heats up, peels, or stays red, pause new products and return to cleanser plus moisturizer.

Break it down

Cleanse



Pick One

Finish

Optional extras



Your simple PM reset

Double-cleanse only for makeup or heavy SPF.

04 Finish with moisturizer

Night moisturizer replaces comfort after cleansing and helps the skin feel steady by morning.

Break it down

Cleanse

Pick One



Finish

Optional extras

PRODUCT + HOW

- Oily skin: light lotion. Dry skin: cream or barrier cream.
- Press a pea-to-dime-size amount over the face.
- Add a thin second layer only on dry spots.

Result: comfortable at bedtime and not parched by morning.



Heavy sealing is not required every night. If it feels itchy or congested, use less or go lighter.

Basics first, extras later

Double-cleanse only for makeup or heavy SPF.

For two weeks: cleanser, moisturizer, SPF.

Break it down

Cleanse

Pick One



Finish

Optional extras

01

One only

Introduce one product, then watch your skin.

02

Go easy

If you use one, start around once weekly.

03

Optional

Hydrating masks give temporary comfort.

04

Don't stack

Try unfamiliar acids or retinoids separately.

05

Stop

Stop when skin burns, peels, or swells.



Beginner rule:

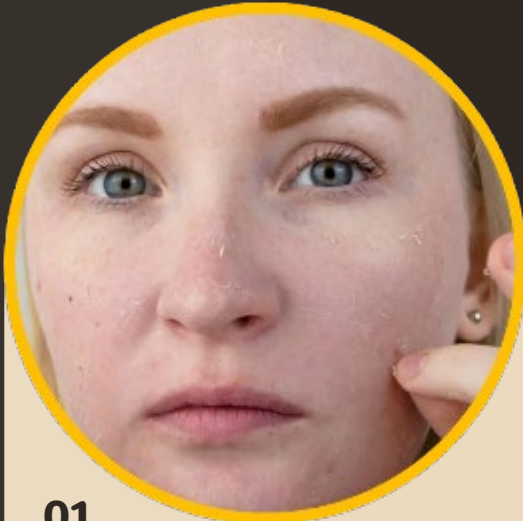
steady beats intense, and consistent beats complicated.



Match texture to skin

Same order; adjust texture and amount.

Skin shifts with weather and stress. Adjust to how it feels, not a permanent label.

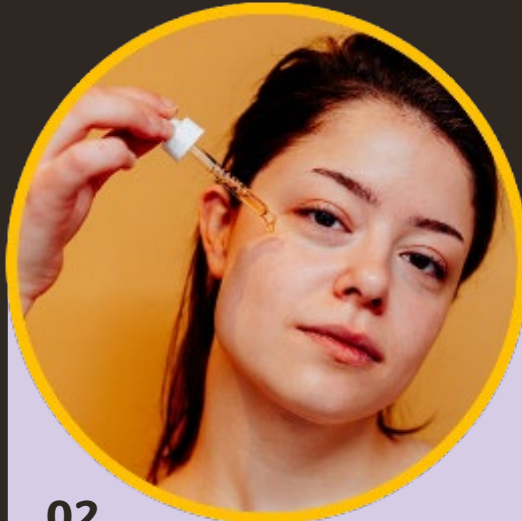


01

DRY

Creamy, cushioned,
comfortable

Cream cleanser + hydrating
serum + cream.

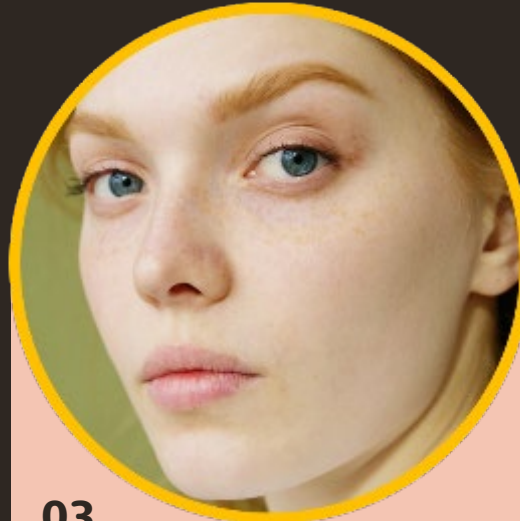


02

OILY

Light, fresh, never
stripped

Gentle gel cleanser + light
lotion.

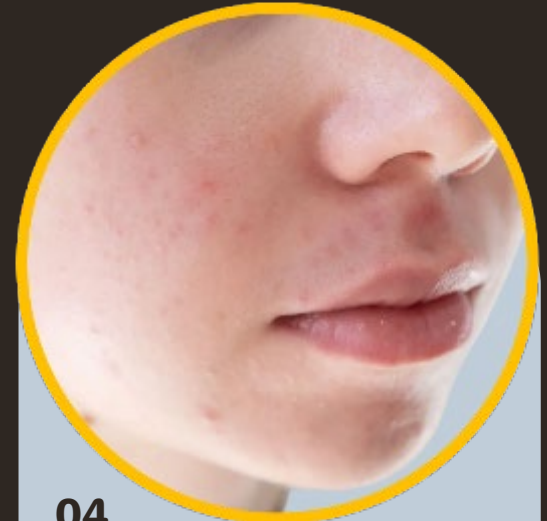


03

COMBINATION

Zone by zone

Use less on the T-zone,
more on cheeks.



04

SENSITIVE

Simple and fragrance-
free

Patch-test and add one
product at a time.



Check these five first

Most problems come from heat, rubbing, excess, or no wait.

Switch to cool or lukewarm water.

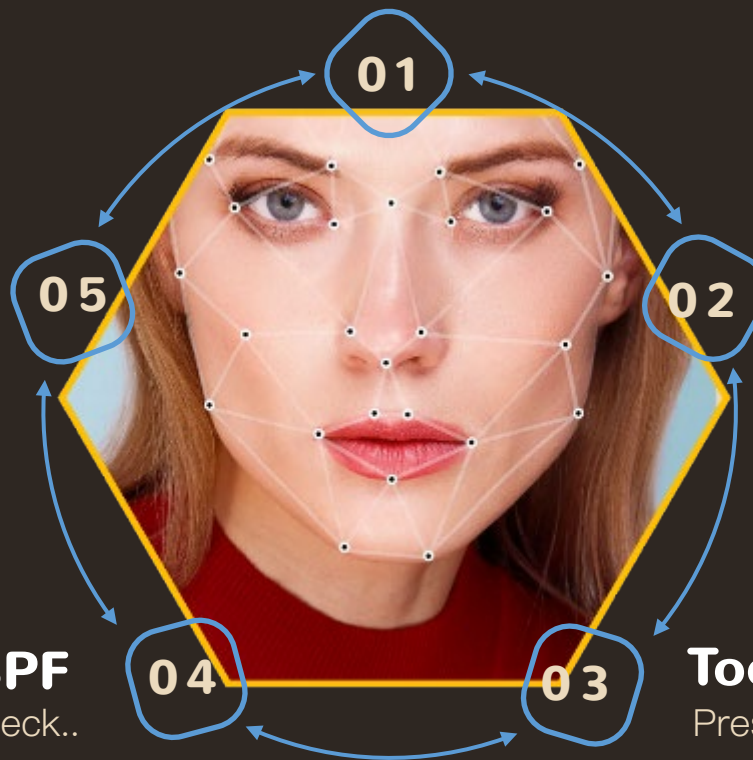
Water too hot

Makeup too soon
Wait 5–10 minutes after sunscreen.

Too many layers
Toner and serum can be skipped.

Too little SPF
Cover face, ears, hairline, and neck..

Too much rubbing
Press and tap instead.



Pilling fix:

stop rubbing, press with a clean damp sponge, then redo only the patch if needed.



The beginner skin kit

Most problems come from heat, rubbing, excess, or no wait.

Ten is plenty

Start with four basics; add extras only when needed.



01 Gentle cleanser

02 Makeup remover

03 Moisturizer

04 SPF 30+ / Broad-spectrum SPF

05 Toner (optional)

06 Serum (optional)

07 Eye cream (optional)

08 Lip balm

09 Soft face cloth

10 Clean towel



Master four first: cleanser, remover, moisturizer, sunscreen.



The beginner skin kit

Most problems come from heat, rubbing, excess, or no wait.

Examples, not must - buys

Choose by feel and budget; formulas change.

The best product is the one your skin likes and you will actually use.

01 Cleanser: CeraVe · Vanicream

02 Balm: Clinique · e.l.f.

03 Micellar: Bioderma · Garnier

04 Toner: Clinique · Pixi

05 Serum: The Ordinary · Vichy

06 Eye: CeraVe · Clinique

07 Light: CeraVe · Neutrogena

08 Rich: Eucerin · CeraVe

09 SPF: EltaMD · Supergoop

10 SPF: Avène · Eucerin



What good prep feels like

AM: cleanse, moisturize, protect. PM: remove, cleanse, moisturize.

Good prep does not make skin perfect. It makes skin comfortable, predictable, and easier to work with.



Note:

For ongoing burning, swelling, heavy peeling, or severe breakouts, stop new products and see a dermatologist.

LOOK FOR THIS

- Right away: clean, calm, and not tight.
- With makeup: base spreads easier and catches less.
- Over 2–4 weeks: skin feels more consistent and predictable.

Success is not maximum glow; it is comfort, consistency, and a routine you will keep.