



“Go to the makeup counter and find four colors that are close to your skin tone. Put the four colors on your jaw line, lightest to dark. The color that blends to the point where you can’t see it is your color. Once you find the color that is right for you, walk around for a day and see how it works, that is how you find your foundation,”

Shopping for makeup can be a wonderful activity for many; for others, it can be quite the chore because they don’t know what color to choose for their skin. It is essential to pay attention to your skin color and undertones. For Bettina of Waterford, Mich., she has brown skin with strong yellow undertones; therefore, it is difficult to find the perfect match. “I like the process of shopping for makeup, but it can be difficult trying to find a foundation, that suits my skin,” she says. “It is easier at the mall because you have the option to try on colors.” Bettina has found that the Carmel

Liquid Foundation by Cover Girl is her perfect match. There are many women like Bettina who go through an extensive process when it comes to finding the right color of makeup so they will look their absolute best.

Celebrity makeup artist George McKenney of Detroit is the reason why many celebrities such as The Clark Sisters, Vicki Winans, Jennifer Hudson, Judge Hatchett and Anita Baker look so amazing. He shares his expertise with Black Health Magazine regarding selecting the right makeup for your skin color.

McKenney emphasizes that “yellow powder is

the best because it neutralizes all colors.” With that in mind for those who do not know their skin tone or the correct color to purchase, McKenney advises “go to the makeup counter and find four colors that are close to your skin tone. Put the four colors on your jaw line, lightest to dark. The color that blends to the point where you can’t see it is your color. Once you find the color that is right for you, walk around for a day and see how it works, that is how you find your foundation,” he says. Depending on the look that you want to attain from neutral to exotic, “it depends on the individual’s personal preference when it comes to

colors,” says McKenney. Since African-American skin ranges in a plethora of beautiful hues, McKenney categorizes skin tones and colors to help readers find their perfect make up color.

If you have a dark complexion like the beautiful Alex Wek or Sheryl Underwood, McKenney explains that “these women have dark skin with a blue undertone, so their skin tone is very cool. Therefore you need colors to warm up their tone.” For women to make their complexion glow even more beautifully, “use a foundation that looks as natural as possible and then mix it with a foundation that is two shades lighter along with a deep translucent powder

that neutralizes the color.” For the cheeks and lips “a deep red and orange and the eyes would look great with a bronze shimmer.”

For an exotic look, “colors such as bright oranges, reds and even purple will show off those wonderful features.”

For individuals who have medium deep skin tones like Regina King, Gabrielle Union and Simmore, McKenney explains that “these women have a red undertone; therefore, medium deep foundation and yellow powder will suffice.” McKenney recommends “a smoky color on the eyes and rose dewy cheek will create a glow. If you are looking for exotic, deep red and wines will create an unforgettable look.”

Tan individuals with a yellow or olive brown undertone, think Rihanna, Hale Berry and Nia Long “will look fabulous with an olive and/or red foundation,” says McKenney. “You want to blend the foundations carefully to avoid looking too

olive or red,” he continues. “Colors like peach and plum will compliment the skin beautifully if you are looking for a subtle look. If you want to stand out, go for a teal green, yellow gold and fuchsia.” Light tan individuals with yellow undertones, like Tyra Banks, Beyonce and Alicia Keys, “will sparkle with a yellow powder and foundation. The face will look beautiful with a light peach; coral and pink will create an amazing look and for the exotic, a green, purple and plum should be used.” When choosing makeup, remember to be patient and don’t shy away from trying different brands and colors. “Shopping for makeup is trial and

“Shopping for makeup is trial and error”

error,” says Bettina. McKenney agrees “you have to find the look that is right for you when it comes to makeup so then you can put your best face forward.”

