

NO MAKEUP MAKEUP® FAQs

How do I use it for the best result?

- A little goes a long way with this, so we advise our mature skin customers to apply ¼ as much as you normally would. Just tap the brush on the compact 3 times, apply, and blend, and then repeat — do not dig or heavily swish the brush into the compact, because you will apply too much. No Makeup Makeup® is meant to be sheer and buildable, and the magic is in the blending. Tap to build a little more on to temporarily conceal redness, blur pores, imperfections and spots.

Why is the No Makeup Makeup® Foundation & Brush Duo a smart purchase?

- No Makeup Makeup® is not your ordinary makeup — it can replace most of your makeup kit! It temporarily blurs, camouflages, conceals, and corrects, all-in-one. It is a sheer-to-buildable, full coverage foundation that temporarily conceals and corrects and doesn't require primer, setting powder, or setting spray. A little goes a long way, even with everyday wear.
- We highly encourage you to give it a try and see how No Makeup Makeup® can leave traditional creams, powders, liquids, and other foundations and concealers behind.

Is this a powder?

- No Makeup Makeup® is a weightless cream balm, not a powder.

Is this a cream?

- Yes, it is a highly concentrated, weightless cream balm — not a liquid or a powder!

Is this a completely matte look?

- No, it's more of a satin-finish with a silky feel. No Makeup Makeup® adapts with your skin's shade and undertones.

Does this have SPF?

- No. We highly recommend that you include a sheer, mineral-based SPF in your everyday makeup routine. We recommend applying SPF after moisturizing and before applying your No Makeup Makeup®, and maintaining a healthy approach to your skincare routine, including cleansing your makeup off your skin every night.

Is this safe for sensitive skin?

- No Makeup Makeup® is dermatologist-tested and found to be non-irritating.

I have acne scars/pigmentation, will this work for me?

- Yes! Our customers with pigmentation and acne scars love how light No Makeup Makeup® feels, but how well it temporarily conceals, corrects, and blurs so skin looks softer and smoother. Use the sheer-to-full buildable efficiency of No Makeup Makeup® to feel good about your skin, without the fuss!

Is this suitable for oily skin?

- Yes! Such a sheer layer of makeup over oily skin is acceptable and won't look or feel cakey. We recommend that people with oily skin types moisturize with a water-based, medium-weight moisturizing gel to prep your skin. Cleanse as usual at the end of the day. To apply some extra setting, tap the included sponge over your face, which will help to set it as well. Heavy setting powder and setting sprays are not necessary.

Is this suitable for mature skin?

- No Makeup Makeup® is suitable for all stages of skin and life, but it was specifically designed with mature skin in mind. No Makeup Makeup® is formulated with FlexShade Technology™ to be a weightless, silky cream balm that temporarily blurs, conceals, corrects, and camouflages, all-in-one. A little goes a long way with this, so we advise our mature skin customers to apply ¼ as much as you normally would. Just tap the brush on the compact 3 times, apply, and blend, and then repeat — do not dig or heavily swish the brush into the compact, because you will apply too much. No Makeup Makeup® is meant to be sheer and buildable, and the magic is in the blending. Tap to build a little more on to temporarily conceal redness, blur pores, imperfections and spots.

Will this settle into my fine lines?

- No! It is designed to not settle into fine lines, but to sit on the skin and temporarily blur them for a realistic, beauty filter-like effect. Best of all, it does not feel heavy, cakey, or mask-like—it feels weightless, you'll even forget you're wearing it!

This looks cakey on me, help!

- This sounds like an application technique concern. On moisturized skin, apply about a quarter as much as you normally would. Just tap the brush on the compact 3 times, apply, and blend, and then repeat—do not dig or heavily swish the brush into the compact, because you will apply too much. No Makeup Makeup® is meant to be sheer and buildable, and the magic is in the blending. Tap to build a little more on to temporarily conceal redness, blur pores, imperfections and spots.

Shade Matching

- No Makeup Makeup® is a highly concentrated cream balm that applies and blends with

sheer to full buildable coverage. We included a little warm pigment to help temporarily conceal redness while maintaining a realistic skin tone — this is part of the magic and science of our FlexShade Technology™ that adapts to your skin's shade and undertones to enhance your own natural complexion. If it looks yellow on your skin after applying, you may be applying too much, or you may need to confirm your shade match.

What's the coverage like?

- No Makeup Makeup® is a highly concentrated cream balm that applies and blends with sheer to full buildable coverage. For most people, we recommend applying a quarter as much as you normally would with other foundations. Just tap the brush on the compact 3 times, apply, and blend, and then repeat — do not dig or heavily swish the brush into the compact, because you will apply too much. No Makeup Makeup® is meant to be sheer and buildable, and the magic is in the blending. Tap to build a little more on to temporarily conceal, blur pores, imperfections and spots.

How is this different from Mineral Powder Foundations?

- No Makeup Makeup® is a cream balm, not a powder. This means that the look and feel will have a skin-like finish, without the mess or fuss, especially when you apply using the slanted & medium-firm No Makeup Makeup® Perfect Foundation brush. Plus, No Makeup Makeup® is a multifunctional product that can replace the need for additional concealer, primer, setting, or color correcting cream.

How is this different from other thick cream foundations?

- No Makeup Makeup® is a cream balm that applies silky and dry, not wet and tacky. It's suitable for all skin types and includes moisturizing ingredients. Temporarily conceals, corrects, camouflages, and blurs the look of fine lines, spots, and imperfections in a single step. This means that the look and feel will have a skin-like finish, without the mess or fuss, especially when you apply using the slanted & medium-firm No Makeup Makeup® brush. Plus, No Makeup Makeup® is a multifunctional product that can replace the need for additional concealer, primer, setting, or color correcting cream.

Is this cruelty free?

- No Makeup Makeup® is proudly Cruelty-Free Certified.