

COMPLEXION

BOTANICAL FOUNDATION

STORY

This formula comes from RCMA (The Research Council of Makeup Artists) and is one of the top-selling professional foundations worldwide. It is used by makeup artists for thousands of celebrities including Beyonce, Jennifer Lopez, Kim Kardashian, and Blake Lively.

Beauty Blogger Kandee Johnson said, "RCMA are the essential foundation palettes for any makeup artist. You can match any and every skin tone from the lightest fair to the deepest darkest tone. I use these for my own personal foundation too. You can cover, highlight, contour your face from tan in the summer to lighter in the winter and every shade in between."

Video Blogger Wayne Goss has a review entitled, "Probably The Best Foundation in the World" where he spotlights RCMA.

It contains only vegetable oils, pure waxes, and FDA approved colors. It does not contain any animal product ingredients, perfume, lanolin, petroleum, or mineral oil—the first two can cause allergic reactions on some skins, and the last two are not absorbed by the skin, causing excess oiliness on the surface. In other words, this foundation is healthy for the skin, will never clog pores, and has cured facial acne for many of our customers!

Most commercial liquid foundations have a ratio of about 18 to 23 percent of pigment to the liquid. Our foundation has at least 50% pigments to waxes and oils so that a very little bit goes a long way. Our Botanical Foundation lasts better throughout a long day than comparable commercial foundations and requires less touch-ups.

BEST WAY TO USE

Since these foundations contain more pigmentation, you only need to use a little to have a great impact.

To get the right coverage, use the following techniques:

For a sheer, light coverage, use a damp, non-latex sponge or a damp foundation brush

For a normal to opaque coverage, use a dry non-latex sponge or foundation brush

For all-day opaque coverage, set with our Perfect Pressed Powder

For a hydrated look, apply a very small amount of Must Dew to the skin just before applying this foundation.

For a glossy look, place a drop of the Liquid Sunshine on the foundation and mix together with a sponge or brush.

When applying to dry skin, add a drop of Skin Therapist to the foundation and mix together with a brush or sponge.

INGREDIENTS

IPM, Castor Oil, Carnauba, Candillilla, Ozokerite, Titanium Dioxide, Iron Oxides, Propyl Paraben, BHT. Also May Contain: D&C Red #6, D&C Red #7, D&C Red #27, Cos. Green, Cos. Blue.