



# Essential Tips for Determining Your Skin Tone

Remember how tricky it was to find your perfect shade of foundation? If you couldn't find a skin undertones chart, did you take a brave plunge in the beauty section of your local drugstore, or did you seek expertise by getting professionally matched?

## Reasons to Search for a New Shade

We've said it before and we'll say it again — skin is complicated, and a foundation that's worked for you for years might all of a sudden look less than lovely. Perhaps you just got back from a divine tropical vacation with tanner skin, or your foundation is simply looking a bit lackluster lately. It might be time to check out a skin undertones chart and switch up your foundation shade!

## The Importance of Tone and Undertone In a Skin Undertones Chart

How do you determine your [skin undertone chart](#), and why is it important? An undertone essentially determines the temperature of your skin. We'll break it down: your skin tone determines the depth of your complexion, but your undertone is what makes your overall skin tone uniquely you. This is where a skin undertones chart comes in.

Undertones in a skin undertones chart are often categorized as warm, cool, and neutral or olive. For example, undertones can give your skin a subtle pink or yellow glow, or a mix of both if you have a neutral skin tone. In many ways, we actually think the undertone is even more important than our overall skin tone.



## The Don'ts of Complexion

Remember earlier, when we asked if your complexion products have been looking a little off lately? Well it could also be the products you're using that are causing that unflattering look. Here are some ways our complexion can go majorly wrong:

### You're wearing the wrong undertone

When we're wearing the wrong undertone in our makeup rather than choosing one based on a [skin undertone chart](#), it shows instantly. If a person with warm skin is wearing cool toned products, their skin will read as grey or lifeless. Cool toned folks wearing warm tones won't look as jarring, but when compared to their neck, chest, and hands, the difference will be instantly apparent.

### You're wearing the wrong shade

This one is easy to mess up, since many of us shop online and even most beauty stores have, let's just say, *magical* lighting. When we have the wrong shade of concealer or foundation on, it can give us a clown-like appearance. This tends to make our makeup look heavier than we'd like, and can even make us look older.