

Underpainting: The Makeup Technique Everyone's Talking About in 2025

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In 2025, makeup is all about embracing natural beauty while enhancing features subtly. Enter underpainting—a technique that's revolutionizing the beauty industry. By applying contour, blush, and highlighter beneath your foundation, underpainting creates a luminous, sculpted look that appears effortlessly radiant .

What Is Underpainting?

Underpainting involves layering your contour, blush, and highlighter before applying foundation. This method allows the colors to peek through the foundation, giving your skin a natural glow without the heavy, layered appearance of traditional makeup .

Why Is Underpainting Trending in 2025?

Several factors contribute to the rise of underpainting:

- **Camera-Ready Finish:** In an age dominated by selfies and video calls, underpainting provides a dimensional look that photographs well, avoiding the flatness of heavy foundation .
- **Skin-First Beauty:** There's a shift towards makeup that enhances natural skin textures. Underpainting allows for a more breathable and realistic finish
- **Climate Considerations:** In humid climates, like India, underpainting helps makeup last longer without melting or settling into fine lines.

How to Master Underpainting: Step-by-Step

1. **Prep Your Skin:** Start with a moisturizer suited to your skin type. In humid conditions, opt for a gel-based moisturizer to prevent greasiness.
2. **Apply Contour and Blush:** Using cream products, apply contour along your cheekbones, jawline, and temples. Then, add blush to the apples of your cheeks and the high points of your face.
3. **Add Highlighter:** Apply highlighter to areas where light naturally hits—like the tops of your cheekbones, brow bones, and down the bridge of your nose.

4. **Layer Foundation:** Using a damp sponge or brush, apply a sheer layer of foundation over your face, blending it seamlessly over the underpainting.
5. **Set if Necessary:** Lightly set your makeup with a translucent powder, focusing on areas that tend to get oily.

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