

The Make-up Artist's Guide to Mastering the Bold Blush Look

Published on 29 Sep 2025 | By IFI Correspondent



Bold blush involves using vibrant hues to add dimension and warmth to the face. According to Ningshen, the key is to ensure the blush looks deliberate, not accidental. She emphasizes that blush and highlighter should complement each other, with both products in the same color family for a harmonious finish.

Application Techniques

1. The Lift:

Apply blush high on the cheekbones and blend into the highlighter. This technique adds a fresh, lifted effect without heaviness.

2. The Sculpt:

Use warm tones to mimic bronzer by applying blush under the cheekbones and across the forehead, extending toward the temples. This adds dimension without directly contouring.

3. The Sunkissed Look:

Trace a soft "W" shape across the face—from one cheek, over the bridge of the nose, to the other cheek. This mimics the natural way the sun hits the face, creating a radiant flush.

4. The Diffused Finish:

Inspired by Korean beauty, sweep blush from the cheeks up across the upper cheek area to soften under-eye shadows, creating a tender, doll-like effect.

Layering for Longevity

To ensure bold blush lasts throughout the day, Chakraborty recommends layering products. Start with a cream or liquid blush, then apply a powder blush on top to regulate intensity and enhance longevity.

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