

The 10 Best Makeup Primers of 2025

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A makeup primer is a crucial step in achieving a flawless base. It preps the skin, ensuring that foundation applies smoothly and lasts longer. With numerous options available, we've curated a list of the top 10 makeup primers of 2025, recommended by professional makeup artists.

1. Bobbi Brown Vitamin Enriched Face Base

This primer combines skincare benefits with makeup preparation. Infused with vitamins B, C, and E, it hydrates the skin while providing a smooth canvas for foundation. Its nourishing properties make it suitable for all skin types.

2. Smashbox The Original Photo Finish Smooth & Blur Primer

A cult favorite, this primer blurs imperfections and minimizes the appearance of pores. Its lightweight formula ensures that makeup stays in place throughout the day. It's particularly beneficial for those with oily or combination skin.

3. Hourglass Veil Mineral Primer SPF 15

This primer offers broad-spectrum sun protection while creating a flawless base. Its oil-free formula controls shine and extends the wear of makeup, making it ideal for those with oily skin.

4. Milk Makeup Hydro Grip Primer

Known for its unique gel formula, this primer hydrates the skin and creates a tacky base that grips makeup for long-lasting wear. It's suitable for all skin types and is particularly beneficial for those seeking a dewy finish.

5. Tatcha The Silk Canvas Protective Primer

Inspired by Japanese silk, this primer blurs imperfections and protects the skin from environmental stressors. Its velvety texture ensures that makeup applies smoothly and lasts longer.

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