

# smashbox

## WHY PRIME?

### 1 PRIMER IS THE FIRST STEP TO GREAT MAKEUP

IT MAKES **ANY** FOUNDATION LAST LONGER AND LOOK BETTER

### 2 PRIMER IS THE BRIDGE BETWEEN SKINCARE AND MAKEUP

IT CREATES A BARRIER THAT NOT ONLY PERFECTS THE LOOK BUT HELPS PROTECT SKIN

### 3 PRIMER LEVELS UP NOT ONLY YOUR MAKEUP GAME BUT YOUR SKINCARE GAME TOO

SMASHBOX PRIMERS ARE PACKED WITH GOOD-FOR-SKIN INGREDIENTS

### 4 PRIMER IS MULTI-USE

WEAR THE ORIGINAL SMOOTH AND BLUR PRIMER WITH MAKEUP OR ALONE FOR SKIN THAT'S INSTANTLY SMOOTHED AND BLURRED

USE IT TO TOUCH-UP MAKEUP MISHAPS LIKE SHADOW FALLOUT, MASCARA SMUDGES, OR TO CLEAN UP A BRIGHT LIP LINE

SMOOTH HAIR FLY-AWAYS

### 5 IT'S LIKE A PORTABLE FILTER

REDUCE TOUCH-UPS AND ALWAYS BE CAMERA-READY



# ALWAYS ON SKIN-BALANCING FOUNDATION

WITH HYALURONIC ACID + ADAPTOGENS



# FIND YOUR SHADE

## 1 FIND YOUR INTENSITY

SELECT YOUR RANGE

FAIR

LIGHT

MEDIUM

TAN

DARK

## 2 FIND YOUR UNDERTONE

**WARM** GOLDEN UNDERTONE. GENERALLY TANS EASILY TO PEACH, GOLDEN OR CARAMEL HUES.

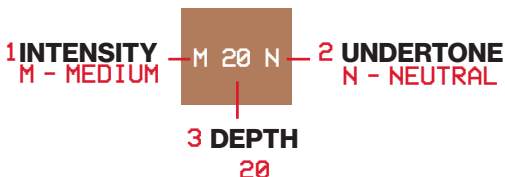
**NEUTRAL** A MIX OF WARM AND COOL. MAY NOT BE OBVIOUS THAT YOUR SKIN HAS A LOT OF PINK OR GOLD IN IT, AND IT MAY BURN OR TAN EQUALLY OFTEN.

**OLIVE** IF THE ABOVE DOESN'T SOUND LIKE YOU, TRY OLIVE. MOSTLY GOLDEN WITH A HINT OF COOL-NEUTRAL.

## 3 CUSTOMIZE HOW LIGHT OR DARK IN YOUR SHADE RANGE (FIND YOUR DEPTH)

IT'S ALWAYS A GOOD IDEA TO TRY A FEW SWIPES OF FOUNDATION TO GET YOUR PERFECT MATCH. WITH ALWAYS ON FOUNDATION, THE MIDDLE NUMBER REPRESENTS HOW LIGHT OR DARK IT IS WITHIN THE SHADE RANGE:

10, 20, 30. IT GETS SLIGHTLY DEEPER THE HIGHER THE NUMBER IS.



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SHADE RANGE

FAIR



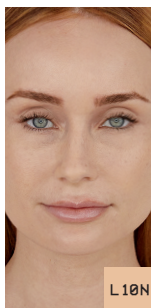


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SHADE RANGE

LIGHT



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SHADE RANGE

DARK

