

Liquid Foundation – Flawless Base Coverage

Category: Colour Cosmetics – Face Makeup



Achieve a smooth, even complexion with our Liquid Foundation — a lightweight yet buildable formula that delivers flawless coverage and a natural finish. Designed for comfort, longevity, and skin-loving benefits, it's the perfect base for any makeup look.

We provide full OEM customisation from finish type and coverage level to skincare-infused formulas and packaging design. Our foundation range can be formulated vegan, halal-compliant, clean beauty-friendly, and tailored to suit different skin tones and markets.

3. Key Features

- Smooth, blendable texture for even application
- Buildable coverage: sheer, medium, or full
- Customisable finish: matte, satin, or dewy
- Long-wear, transfer-resistant formula
- Optional skincare actives like hyaluronic acid, niacinamide, or SPF
- Vegan, cruelty-free & halal-compliant

4. Technical & OEM Specifications

Specification	Details
Texture	Lightweight liquid or creamy fluid
Finish	Matte, Satin, or Dewy
Customisation	Formula, coverage, finish, shades, packaging
MOQ	1,000 units (depending on packaging type)
Shelf Life	24–36 months (unopened)
Packaging	Pump bottle, squeeze tube, frosted glass bottle
Lead Time	45–60 days after sample approval

5. Formulation Options

- Matte Oil-Control – For oily skin & humid climates
- Hydrating + Dewy – With hyaluronic acid for dry skin
- Satin Skin Balance – Universally flattering, semi-matte finish
- Long-Wear Formula – 16+ hours wear, transfer-proof
- SPF-Infused – Daytime protection & coverage in one

6. Packaging Options

- Glass Bottle with Pump – Premium look and precise dosage
- Frosted Glass with Metallic Cap – Luxury finish
- Airless Pump Bottle – Skincare-style preservation
- Squeeze Tube – Lightweight and travel-friendly
- Custom Printed Design – Brand logo, colours, metallic foiling

7. Shade Range Ideas

- Fair to Light – Porcelain, Ivory, Warm Vanilla
- Medium to Tan – Beige, Honey, Golden Sand
- Deep to Rich – Cocoa, Chestnut, Espresso
- Undertone Customisation – Warm, Cool, Neutral, Olive

8. How OEM Works for Liquid Foundation

1. Brand Consultation – Define your target market, coverage, and finish preference.
2. Formula Development – Choose from existing bases or request a custom blend.
3. Shade Matching – Create a tailored shade range for your audience.
4. Packaging Selection – Select material, pump style, and design elements.
5. Sample Approval – Test shade match, coverage, and wear performance.
6. Mass Production – Begin manufacturing after approval.
7. Quality Testing – Ensure consistency, stability, and safety.
8. Delivery – Final products shipped, ready for retail.