

## WHICH IS BETTER: AIRBRUSH OR TRADITIONAL MAKEUP?

One of the most common questions I get is, "Which is better: airbrush or traditional makeup?" The truth is that there is not a short answer to the question. While there are several factors that may go into choosing what the right option is, hopefully this guide can help clear some of the foginess.

Let's get started!

### WHAT IS AIRBRUSH FOUNDATION?

Airbrush foundation refers to the method in which it is applied. The type of airbrush foundation we typically use for bridal is a professional, silicone based line. With Fresh Coast



Beauty, your process will start with our signature face prep, which is basically a mini-facial, so your makeup applies flawlessly. Then the artist will select the colors that will most match your skin tone. The goal with color matching it to make sure your face blends with your neck and chest as seamlessly as possible. The foundations do not always come as exact shade matches so we will custom blend them using color adjusters. Airbrush foundation is much thinner than traditional foundations. The foundation is poured into the cup of the airbrush gun. The gun is attached to an air compressor through tubing and when the trigger is compressed and pulled back, a fine mist of controlled air is released pushing the foundation out with it. The amount of coverage can be adjusted and controlled by the trigger of the gun and the air compressor setting. What makes airbrushing most appealing for brides is the lightweight finish! The coverage is buildable and can be anything from a sheer wash of color to full coverage using layering techniques. Silicone based airbrush foundations

usually last without the help of additional products, but we often use finishing products to ensure it lasts all night in the humid Upper Peninsula air!

## TRADITIONALLY APPLIED HD MAKEUP

Traditional makeup refers to a liquid or cream and is applied with either a sponge or a brush. It is the most versatile because it can be a sheer tint of coverage or combined with other products to target specific problems. When traditional makeup is applied, it has a thicker consistency. For bridal, we at Fresh Coast Beauty don't use regular traditional foundation. We don't mess around! We use High Def or "HD." HD makeup was developed to look good on screen. This is why it is also a great choice for your wedding day as you are under the constant glare of the cameras. HD makeup contains light-diffusing properties which help blur the light when it reflects back. Think of it as scattering the light like a prism. This allows it to look sheer while hiding skin "flaws" such as uneven texture, blemishes, large pores, scars, etc. Traditionally applied HD makeup can also be customized for an exact skin match. At Fresh Coast Beauty, our "go to" line is a professional line that includes color adjusters and even a thinner so we can custom mix a product that is created specifically for you and your skin.



SAMANTHA ELIZABETH

## WHICH COVERS IMPERFECTIONS MORE EFFECTIVELY?

This can depend on the severity and the desired amount of coverage. It also depends on what is viewed as an "imperfection." I love letting a client's freckles show, while some want them to be completely camouflaged. Some may want a scar completely disguised, while others could see it as a badge of honor.

Airbrush is most likely too thin to completely camouflage acne, scarring, or wrinkles. With airbrush, "flaws" need to be hidden manually (think concealers and color correctors) and then airbrushed over and layered. This can create a less natural finish.

My recommendation is that if you feel that you want full coverage to camouflage problematic skin, choose traditional HD. If you want a blanket of sheer color, choose airbrush.

## WHICH LASTS LONGER

Both! Our traditional HD lines and airbrush lines that we use for bridal services are professional products specifically formulated for all day wear. Both are water and sweat resistant and smudge proof. With the correct skin prep and setting products, both can last all night. The longevity of your makeup will depend on your specific skin type.

## STILL HAVE QUESTIONS?

I really hope that this help clears some of the confusion over which options to choose. We always recommend a trial &/or preview of your wedding makeup. At your trial, we can apply traditional HD and airbrush so you can choose the best option for you!

Please feel free to reach out to us with any questions you may have and to schedule your free 15 minute phone consultation to further discuss your different options and services we can provide for you!