



SEPHORA COLLECTION



BEST SKIN EVER



Ready for your **best skin ever?** Us too!

Sephora Collection's newest foundation – Best Skin Ever – provides an effortless “no makeup, makeup” look that will put your skin in its best light.

The **long-wearing, anti-pollution** formula **hydrates** skin for up to **12 hours** with ingredients like **hyaluronic acid** and **algae extracts** and is clinically proven to reduce signs of stress and fatigue. This **natural finish** foundation provides medium, buildable coverage and a **lightweight** feel, plus is available in **50 shades for only \$20!**

Now it's your turn to get glowing! Sephora Collection's National Artist, **Helen Phillips**, shares some of her **go-to tips** and **tricks** for incorporating Best Skin Ever into your beauty routine.



“Try using our Makeup Match Foundation Brush for heavier coverage, or a fluffier brush like the Pro Foundation Brush #55 for something lighter. To mimic an airbrush finish, go over the look with a damp sponge.”



“If you want to boost your glow, try mixing in a few drops of our Golden Hour Liquid Luminizer to get that healthy sheen. It’s a super flattering, flexible formula!”



“Best Skin Ever can be set with any powder, but if you typically have settling in laugh lines, around the eyes or nose, be sure to prep with our Beauty Amplifier Eyeshadow Primer—it’s a serum so it won’t dry you out, but will ensure the makeup stays in place.”



Best Skin Ever will be available in-store at Sephora, on Sephora.com and on the Sephora app beginning January 15th, 2021
 Make sure to follow @SC to keep up with all the latest products and trends!
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