

The logo for 'Stylist Beauty Review' is centered at the top. It features the word 'STYLIST' in a white, serif font inside a teal rectangular box. Below this, the words 'BEAUTY REVIEW' are written in a bold, black, sans-serif font, with a teal triangle pointing upwards between 'BEAUTY' and 'REVIEW'.

STYLIST
BEAUTY
REVIEW

A large, brown, organic-shaped graphic dominates the center of the page, resembling a splash of foundation or a large drop. It contains the main title and introductory text.

THE WORLD'S BEST FOUNDATIONS

It sets the groundwork for our entire make-up regime. So to launch our new Beauty Review series, *Stylist* presents the top 10 foundations, ever

WORDS: FIONA EMBLETON

PHOTOGRAPHY: PIXELEYES

A teal square containing a white, stylized letter 'H', serving as a drop cap for the first paragraph.

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ere on the *Stylist* beauty desk, we are forever being asked our product recommendations – for the best mascara or the best night cream – which got us thinking: how can we keep you continually abreast of the very best beauty products out there? The answer is our new *Stylist* Beauty Review – a new series which sees us test hundreds of products to select the 10 products we swear by – and would recommend to anyone.

This issue, we kick the series off with foundations, which remains your biggest

beauty conundrum (it's currently the most googled beauty search).

Foundation is, as its name suggests, the first step in our beauty regime. The ancient Greeks initiated the concept (using white lead to lighten the skin), while modern foundations, starting with Max Factor's Pan-cake Foundation in 1935, subtly enhanced our natural skintones. It's become our most emotionally driven make-up purchase, with UK women spending £432million on it last year alone.

But the dizzying array of foundations means picking the perfect one isn't easy. Until now. Here's our pick of the 10 best foundations out there.

