



5 PEOPLE TEST

We waited 4 whole *years* for Vieve to launch its first foundation – here's our honest review

Love at first swipe?



BY FIONA EMBLETON

29 August 2024

Our editors work with affiliates when we select some or all of the products featured. We will receive compensation from retailers and/or from purchases through these links.

Ever since she launched Vieve in 2020, Jamie Genevieve has given us sun-flushed skin with her award-winning cream bronzer and made Skin Dew the easiest, one-and-done nod to glass skin.

But there has always been one missing piece among Vieve's glowing complexion products, and fans have long been clamouring for a foundation. Well, the wait is finally over. Meet the new Vieve Skin Nova Complexion Balm, which goes on sale today and promises to both tend to skin and deliver a natural-looking veil of colour.

Foundation is undeniably a saturated makeup category. Making your mark with a standout product takes both time and innovation, not to mention *a lot* of testing and tweaking of the formula. Especially as the compass has shifted away from simply coverage and colour.



Most Popular



EMPOWERMENT

I went to a 'pitch your friend'