

The Beginner Makeup Checklist

9 essentials, bought in order: face first, then eyes, then lips.

FACE



1. Foundation

START HERE

Look for: medium coverage, a shade that matches your jawline

Picks: e.l.f. Soft Glam Satin | L'Oreal True Match | Luxe Color Changing



2. Concealer

START HERE

Look for: crease-resistant, a shade close to your skin

Picks: e.l.f. Hydrating Camo | Maybelline Instant Age Rewind Eraser | tarte Shape Tape



3. Cream contour

Look for: a stick or wand, a shade close to your skin tone

Picks: wet n wild MegaGlo | SHEGLAM Sun Sculpt | e.l.f. Halo Glow Wand



4. Cream blush

Look for: liquid or cream, a soft shade you can build

Picks: e.l.f. Sheer For It | SHEGLAM Color Bloom | e.l.f. Camo Liquid Blush

EYES



5. Brows

Look for: a shade close to your natural brow color

Picks: e.l.f. Instant Lift Pencil | e.l.f. Wow Brow Gel | LAVONE 4-in-1 Brow Kit



6. Eyeshadow palette

Look for: neutral, blendable shades you can wear daily

Picks: UCANBE Palette | e.l.f. Perfect 10 Need It Nude | ColourPop Nude Mood



7. Mascara

START HERE

Look for: a buildable formula, start with one coat

Picks: Maybelline Sky High | Neutrogena Healthy Lengths | tarte tartelette XL

LIPS AND TOOLS



8. Lip tint

START HERE

Look for: a nude or soft pink close to your natural lip color

Picks: e.l.f. lip tint | NYX Butter Gloss | Wonderskin Lip Stain



9. Brush set or sponge

Look for: soft synthetic bristles; you will use about three

Picks: AOA Sponge Set | BEAKEY 13-Piece Set | BS-MALL 18-Piece Set

Shop Smart, Apply Right

Your mini-kit, your application order, and a quick pre-buy check.

NOT READY FOR ALL 9? START WITH THESE 4

Foundation + Concealer + Mascara + Lip tint

An even base, awake-looking eyes, and a touch of color in under five minutes. Wear these for a few weeks, then add the rest.

APPLICATION ORDER (cream and liquid first, powder last)

- 1 Foundation** small amount, blend with a sponge or brush
- 2 Concealer** under the eyes and over blemishes, blend the edges
- 3 Contour** a light line under the cheekbone, blend upward
- 4 Blush** smile, apply on the apples, blend toward the temples
- 5 Brows** brush up, fill gaps in short strokes
- 6 Eyeshadow** light shade on the lid, deeper shade in the crease
- 7 Mascara** wiggle at the base, then sweep up
- 8 Lip tint** swipe and press your lips together

BEFORE YOU BUY, CHECK

- ☐ The shade chart, for every face product
- ☐ A rating of 4.3 stars or higher with 1,000+ ratings
- ☐ Recent reviews, since formulas can change
- ☐ The current price and that you are viewing the single product, not a multipack
- ☐ Repeated complaints about irritation or breakouts (skip those)

Remember:

You do not need a drawer full of products. A handful of good ones, bought in the right order and learned slowly, is all it takes.