

MOTIVES[®] LONG-WEAR LIQUID CONCEALER

MOTIVES
LOREN RIDINGER

BENEFITS

FAQ'S



0.5MLCC, 0.6MLCC, 0.7MLCC

BENEFITS

- Conceals under-eye circles and imperfections
- Smooth, even application that does not crease or transfer
- Moisturizes for a smoother-looking appearance
- Varying undertones of pink or yellow suitable for most skin tones
- Long-lasting, medium to full coverage with a matte finish
- Paraben free

FAQ'S

What skin tones does this product work best for?

The Motives Long-Wear Liquid Concealer shades have either a pink or yellow undertone for color correcting the under-eye area on most skin tones.

How do I determine the undertone of my skin?

Blue, pink or red undertones (cool) tend to burn easier under the sun – think Taylor Swift or Nicole Kidman. Yellow, olive or golden undertones (warm) tend to tan easier under the sun – think Jennifer Lopez or Rihanna.

How do I apply Motives Long-Wear Liquid Concealer?

This product includes a doe-foot applicator for directly applying concealer to the under-eye area and other imperfections. Use a concealer brush to blend remaining product into the skin, resulting in a natural, matte finish.

How much coverage does Motives Long-Wear Liquid Concealer provide?

Motives Long-Wear Liquid Concealer provides medium to full coverage that is buildable, so camouflaging imperfections is easy and flawless.

If I already use a foundation, what additional benefit do I get from using a concealer?

While foundation provides a good base preparing your face for makeup application, it's not as effective at covering blemishes or concealing dark circles in the under-eye area. Since a concealer is thicker than foundation, it is an ideal product for spot treatment. It is designed to