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Natural results, increased self-confidence. Happiness that looks good on you. Home » Body Contouring At IDI, we want you to feel confident in your body. We know that sometimes diet and exercise are not enough to help you reach your body. We know that sometimes diet and exercise are not enough to help you reach your body. We know that sometimes diet and exercise are not enough to help you reach your body. to various parts of your body, or feel better in your skin, we can help through advanced body contouring options. We want you to feel good in the skin you're in every day, no matter what outside factors have attributed to a loss of confidence. We believe in enhancing and elevating your natural features to sculpt out a body you love for years to come. Offering various body contouring options, our team of cosmetic experts is here to help you determine what procedure is best to reach your aesthetic goals. From liposuction and gynecomastia, we know you can achieve the look you want with us. Book An Appointment with us today to explore treatment options fit for you. Advanced Body Contouring Treatment Options Liposuction A surgical body contouring procedure, liposuction uses a suction technique to remove excess fat from different body areas. The most common locations include the stomach, legs, arms, neck, and buttocks. This is the ideal option for those who have stubborn fat that won't go away with changes in diet or exercise. Depending on the extent of the procedure, anesthesia may be required, and the timeline varies. However, results are generally permanent due to the reduction in fat cells in a specific area. Say good-bye to stubborn fat! Gynecomastia Surgery for this procedure typically referred to as a reduction mammaplasty, involves removing and flattening excessive tissue in the chest and enhancing overall contouring for a more masculine appearance. Ideal candidates are men who live with large or sagging breasts and those that are negatively impacted physically and emotionally. Firm your chest, lift your confidence! Our board-certified cosmetic specialists at IDI pride themselves on delivering quality results that fit your unique cosmetic surgery goals and boost your confidence. If you are struggling to love your body right now, we can help. With body contouring options fit for various lifestyles, we will work with you to determine the best treatment plan available. We are here to help eliminate whatever is causing you to feel concerned about your body's appearance. From age, weight loss, pregnancy, health conditions, or environmental factors, we believe that body contouring surgery can help boost your confidence for years to come. We understand that cosmetic treatments are often lifechanging surgeries and we are here every step of the way. To learn more about the best cosmetic treatment option for you or to schedule a consultation, book an appointment today. © 2025 Illinois Dermatology Institute. Excellence and Compassion Sitemap "Contouring is a technique to sculpt the face with makeup," Hurkman says. "This is also a great technique to softly 'correct' any features or slim areas of the face. You can even contour to enhance any areas to make them appear larger." Basically, contouring is the opposite of highlighting "highlighting "highlighting "highlighting "highlighting" to certain areas of your face, contouring involves darkening areas you want to define or recede. "Contouring is adding dimension and definition to the face using makeup to mimic light and shadow," says Levy. For example, one of the most common areas to contour is the hollows of your cheeks. Adding a darker color to this area sculpts your cheeks. Adding a darker color to this area sculpts your cheeks. can also contour the shape of your eyes, your nose, brow bones, cupid's bow, or jawline. One thing remains true, though, no matter what area of the face you decide to contour: "Contouring adds instant life," says Holm.Let's be real: Contouring walked so sculpting could strut. At its core, makeup sculpting is all about enhancing your natural bone structure—cheekbones, jawline, nose, you name it—using a mix of contour, highlight, and sometimes blush (shoutout to the overachievers). It's not just about creating shadows—it's about creating shadows—it's about creating shadows—it's not just about creating shadows—it's about creating shadows—it's not just about creating shadows—it's not jus take the whole face into account. Think of it as contour's cooler, more evolved cousin who knows lighting, angles, and how to make you look lifted and snatched without a single filter. Been loving "soft sculpting territory. The best part? Sculpting doesn't mean covering up or changing your face —it's about playing up what makes it yours. Because the goal isn't perfection—it's presence. Finding the perfect contour shade? It's part science, part magic. But don't worry—we've cracked the code. The key to a natural-looking sculpt is choosing a shade that's just a couple tones deeper than your skin and in the right undertone to mimic real shadows (read: not too orange, not too ashy). Below, we break it down by skin tone and undertones: Soft taupe, greyish browns, and neutral browns, sandy browns (avoid anything too ashy). Avoid: Grey-based or overly cool tonesNeutral Undertones: Neutral taupe, soft browns, taupes. Avoid: Warm or orange-based shadesWarm Undertones: Light golden browns, soft neutrals. Avoid: Ashy or grey-based shadesNeutral Undertones: Balanced browns, neutral taupes. Avoid: Anything extreme on either end of the undertones: Warm tonesWarm Undertones: Warm caramel, golden browns, light mocha. Avoid: Ashy or overly grey shadesNeutral Undertones: Balanced browns, neutral taupes. Avoid: Anything too warm or cool—it's all about harmonyOlive Undertones: Deep golden browns. Avoid: Orange-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWarm Undertones: Deep golden browns. Avoid: Grey-based or overly warm tonesWa overly cool shadesNeutral Undertones: Rich neutral browns, Avoid: Pink or ashy shadesCool Undertones: Rich neutral browns, espresso, deep neutral browns, espresso. Avoid: Overly red-based or warm shades (unless balancing undertone) Warm Undertones: Rich espresso, deep neutral browns, espresso. chocolate. Avoid: Grey-based or ashy tonesNeutral Undertones: Deep cocoa, neutral browns with red/blue balance. Avoid: Anything extremely warm or coolGo 1-2 shades deeper than your foundationMatch your undertone (cool, warm, neutral, or olive)Avoid shades that look orange, grey, or overly pinkBlend, blend, and blend againNow that you've decided which type of contouring product is best for you, this is how to apply it to different parts of your face. This infographic will visually break down the five essential steps for a flawless contour application, making it easy for readers to follow. First, you will want to begin your makeup routine just like you normally would—with moisturizer, primer, and a powder foundation or liquid foundation or liquid foundation (depending on preference and skin type). "Adding definition to the face after doing complexion typically works best for me, but everyone works differently. [It's fine] as long as you're blending along the way and avoiding harsh lines," says Levy. Apply your foundation using a beauty blender or fluffy brush like the F.A.R.A.H Flat Foundation Brush. If using a powder foundation, you may want to apply a finishing powder or setting powder as well. "Whenever I'm contouring, I always start with my forehead because this makes a really great guide for the face," Holm explains. Using a cream contour is easiest because the formulation is easy to blend and leaves little room for error. Holm suggests placing small lines along the hairline, blending the product smoothly from your temple to about one-third of the way to the center of your forehead. Remember: Less product is always better. Start off with a small amount and build your way up to your desired pigmentation. After the contour around the hairline is well-blended, move down to the hollows of your cheeks. (If you don't know where this is, suck in your cheekbones. See where the indentation forms just below the apples of your cheeks? That's it.) Another pro-level trick to finding where to place your cheeks? That's it.) Another pro-level trick to finding where to place your cheeks? That's it.) Another pro-level trick to finding where to place your cheeks? That's it.) downward," suggests Holm. Placing contour here will give the illusion of sculpted cheekbones and will help give a lifted effect to the face (think: Bella Hadid). Once the contour along your cheekbones is blended, Holm suggests placing your contour along the "natural shadow right underneath the jawline." Taking your contour to your jawline will not only add structure to the face, but will also help pull the whole contour look together. Adding a bit of contouring to the nose is a great extra step to add if you want to boost your contouring to the nose is a great extra step to add if you want to boost your contouring to the nose, "says Holm. She also suggests applying and blending the contour with a tiny brush "for the most perfect placement." To finish off your nose contour, applying bronzers for the ultimate sun-kissed look. As you become more comfortable with using contour products, try customizing it to specifically accentuate your face shape. "Every face is different, and every look calls for adapted technique. But I always think adding a deeper, cooler shade just under the cheekbones and under near the jawline adds a lifted effect to the face, blending away harsh lines to create a more natural effect," says Levy. He says the best way to contour for your face shapes (oval, round, square, heart, square). "Round face shapes (myself included) tend to lose the shape of our cheekbones, so contouring under our cheeks is going to give us the illusion of sunken in cheekbones," Hurkman says. Those with a round face will want to start by applying contour at your temples. Then, move down from there to the hollows of your cheeks, just underneath your cheekbones. From there, move back out to the edge of your face and down again to your jawline. When putting these two steps together, they should combine to make a small three-like motion, similar to the basic shape we outlined in the tutorial above. Begin by sucking in your cheeks just slightly to identify where the hollows of your cheeks are. Once you find that line, lightly apply contour in that area on both sides of the face. "Softening the temples and the jawline with contour is a great area for placement," Hurkman says. Next, move down to your jawline and dust contour to the hollows of your cheeks. For rectangle-shaped faces, try to avoid applying contour too far into the center of the face. Instead, keep it closer to the sides of your face. Move up to your face. Move up to your face and apply contour along the hairline, starting in the center and stopping about halfway to your chin. Finish with a light dusting of contour right at the center of your chin. Those with oval-shaped faces will have the easiest time customizing their contour, as it's really only needed in the cheek area. Simply apply contour in the hollow of your cheeks and blend until seamless. Because your forehead and jawline are both already quite narrow, you can skip applying contour to these areas. "Contouring around the temples of the forehead for heart shaped faces typically works best," Hurkman says. "This will create more of a balance to the rest of the face." Begin by applying contour from the center of your forehead and sweeping down along your temples on both sides, following your hairline as you move down. From there, swoop down into the hollow of your cheeks, moving in towards the apple of your cheeks, and then back out. Whether you're a total beginner or a contour connoisseur, these are the most-asked questions we get about sculpting your way to snatched perfection. Contour works best where shadows naturally fall—think: just below your cheekbones, along the sides of your nose, at your hairline, and under your jaw. Not sure where to start? Our step-by-step guide to contouring is kind of like a face editor in real life. If you're looking to even things out, strategic shading can help balance features and bring harmony to your look. The key? Focus on softening or emphasizing areas to guide the eye. Learn exactly how with our guide to contouring an asymmetrical face. Great question—and one that gets mixed up a lot. Contour is cool-toned and brings a sun-kissed glow to areas where the sun naturally hits (like your forehead, nose, and cheeks). TL;DR: Contour sculpts. Bronzer warms. And yes, you can absolutely use both. You totally can—if you pick the right shades. A concealer a few shades darker than your skin tone can double as a cream contour in a pinch. Just make sure it's not too warm (we're sculpting, not bronzing!) Bonus: A lighter concealer can also highlight high points of your face for a full underpainting moment. Check out our blush contouring tips for even more multi-tasking magic. The best contour shade depends on both your skin tone and undertone to mimic natural shadows. For more precision (and less guesswork), our how to contour guide breaks it all down for every skin tone and face shape. FYI, your contour doesn't have to be as extreme as the makeup we see on the red carpet. There are different iterations of contouring—some softer and subtler than others, that make it wearable for everyday. For example, underpainting applies your contour under foundation for a more natural look. We talked to leading makeup artists to give you the scoop on how to execute a contouring. While we detail the entire process of contouring below, Mat Wulff, Ulta Beauty Pro team member and makeup artist, has a lazy makeup hack that works on days you're short on time (or patience). "Simply define your cheeks quickly with bronzer." Apply it to the sides of your cheeks, above the eyebrow, and down the middle of the bridge of your nose, he says. For an example of how to do this, see Gabbard's tutorial below. Courtesy of makeup artist and esthetician Amanda GabbardHow to Contour in 5 StepsYou've heard it before and you'll hear it again: good makeup starts with good skin care. With a clean face, apply a moisturizer like Charlotte Tilbury Magic Cream, which is a staple in so many makeup artists' kits for a reason. It's packed with hyaluronic acid, which plumps and hydrates skin. Then go in with a primer that will help your makeup last all day. We like Beautyblender's new Boost Firming & Smoothing Peptide Primer because it contains skin-loving peptides and locks in makeup for up to 18 hours. Beautyblender Boost 18-Hour Firming & Smoothing Peptide + Ceramide Primer2. Lay your base. Your contour will look best when it's applied on top of a smooth, even-toned canvas. Applying your normal foundation should be fine; keep in mind that if you're using a powder formula, it may not play well with a cream contour over top. Once you've applied your foundation and touched up any areas of discoloration with concealer, you're ready to get into chiseling with your contour. Makeup by Mario SurrealSkin Liquid Foundation offers good coverage without feeling too heavy or cakey. Known as one of the most popular ways to change your face shape with makeup. contouring is a widely utilized technique that instantly enhances your facial features. While you might think contouring—the trick is knowing what products to use and where to place them according to your face shape. Ahead, we've created a contouring guide that is easy to follow and will give you beautiful results, featuring expert contouring tips from celebrity makeup artist who specializes in red carpet and editorial makeup. Contouring is a makeup technique that helps to sculpt and define the face. Contouring chisels your appearance and helps change the shape of some facial features, too (if you so choose). Common areas for contouring is not about enhancing and accentuating the features the person already has," says Dalí. Contouring can vary based on face shape, too. "Contouring technique should be tailored to complement your features." Cream foundation sticks, cream bronzers, liquid concealers, powder bronzer, liquid concealer and face powders slightly darker than your skin tone are the most popular products to contour with. While there are no rules when it comes to makeup, there are few different formulas you can contour with, but regardless of which one you use, one of the most important things to remember is that the finish needs to be matte. Bronzer works just fine: You can absolutely use bronzer to contour that complements your skin tone," says Dalí. "It shouldn't be too warm or too dark," as these tones tend to look orange or severe. Below, find our step-by-step guide for the perfect contour. 01 of 07 The first step in preparing to contour your skincare, foundation, and concealer before moving on to the contouring portion of your makeup. This gives you a blank canvas to map out the areas on the face you want to apply your chosen contour product to. If you're doing a full beat, you can apply your eyeshadows, liner, and mascara before your contour based on the features you're looking to sculpt and enhance and the shape of your face. I have a slightly round/oval face shape, so I prefer to apply contour along the forehead, my cheekbones, and each side of my chin to create a little more of a pointed effect. I am using Chanel Beauty's Les Beiges Healthy Glow Bronzing Cream as my contour because I love a sculpted look that gives a healthy glow, and my skin is quite fair (so this is the perfect shade for me). For those with deeper complexions, check out Anastasia Beverley Hills' Cream Bronzer or Fenty Beauty's Match Stix. Dalí recommends you "avoid drawing lines that are too severe, sharp, and pronounced when applying your contouring product." Byrdie Tip Using a dense brush helps you apply the cream product right where you want it; you can build the color to ensure the contour looks natural and that you're getting the color you want. Anisa Beauty's Crescent Contour Brush has a unique shape allowing for easy contour, take a look and make sure it's exactly where you want it to be before blending. This is when you can add more products or blend some out if you've applied more than you want. As you can see, I've applied contour on my forehead, cheekbones, and the more familiar you are with your own features, the better it will turn out. 04 of 07 Lightly blend your contour in a circular motion with a fluffy brush to ensure everything is blended and looks cohesive. You can lightly blend along the numeral "3" on both sides of the face. 05 of 07 Once your contour is blended you can then move on to blush. I am applying Kjaer Weis' Cream Blush with Cle de Peau's Powder & Cream Blush with Cle de Peau's Powder blush if that's what you prefer. 06 of 07 I love a good highlight, so I absolutely apply cream highlighter to the skin when I've finished my blush for a beautiful, all-around glow. Chanel Beauty's Baume Essentiel Multi-Use Glow Stick is easy to use, as it comes in stick form and blends well. I apply highlighter to the high points of my face so that when the light hits, my skin looks radiant. 07 of 07 To complete your contoured look, add mascara, lipstick, or any other makeup you'd like. You can contour for natural makeup or more dramatic looks—there's no limit to how you can wear your contour. Jump to: Arriving at the 82nd Golden Globe Awards, Angelina Jolie's makeup looked impeccable - a big nod to Raoul Alejandre at Tom Ford for creating it. Flawless skin, juicy lips, a simple eyeliner flick and, of course, her genetic bone structure completing the look. Angelina, whose face is all angles and contours, is the original "snatched jawline" icon (before Lily-Rose Depp and Anya Taylor-Joy vied for the credit). This is a term being whispered in many aesthetic clinics across the country. But if you'd like to enhance your features à la Angelina, without any ouch or downtime, here's how. Contouring - hang on, don't raise your eyebrows just yet - has taken on many guises over the years and, yes, it has been the cause of many red carpet fails, too. However, when applied correctly, it is still the best technique to create the illusion of sharper, more chiselled features. All you need is a matte bronzer - and we all have one of those lurking in the bottom of our makeup bag. Irina Marwan//Getty ImagesContouring is a technique that allows you to transform your face shape using makeup to create shadows and highlights. By applying a bronzer a few shades darker than your natural skin tone to areas such as the hollows of the cheeks and sides of the nose, you can add depth and dimension to the face. Once blended correctly, contouring can artfully balance proportions of the face and enhance its natural angles. Typically, a bronzer works to add warmth and a sun-kissed glow to your skin. In this instance, you need a bronzer that's matte (no shimmer, please) and slightly cooler in tone, so it mimics the natural shadows on the face. You can also use a concealer that's two shades darker than your skin, too. If you're using a powder bronzer, a small and dense makeup brush will allow precision and keep the product concentrated to only the areas you're trying to "shade in" and sculpt. On larger areas, use a larger, fluffier brush. If you're using a cream bronzer, or a darker shade of concealer, buff it out with a damp makeup sponge or a stippling brush. Define the jawlineLook in the mirror and create a "double chin" by pushing your face back into your neck. The area where you have surplus skin is where you should focus your contour application, as it will create a shadowed effect. This lures attention away from the wider parts of your jaw, so that it looks more definition by contouring from just in front of the ear and down to your jaw. Sculpt your cheeks Use a bronzer stick in a diagonal line from the centre of the cheek up towards the ear. The higher you place the contour, the sharper and more sculpted-looking your bone structure. Blend out and finish with a sweep of highlighter above the contouring tricks is temporarily changing the shape of your nose. Use a small angled makeup brush to draw two lines of cream bronzer on each side of the nose. The closer the lines are together, the slimmer your nose will look. Then use a highlighter down the centre of your nose will look. Then use a highlighter down the centre of your nose. Plump your lipsPlace a tiny amount of bronzer - try using a clean eyeshadow brush - underneath the middle of the lower lip to give the illusion that lips are full and creating technique that uses cosmetics to define, enhance and sculpt the structure of the face[1] or other body parts, such as breasts.[2] Contouring is usually produced by placing a warm or cool toned color that is one or two shades darker than the skin color in areas such as in the hollows of the cheeks, on the side of the nose, and on the temples to give a shadow and a slimming effect. It can be complemented with a highlighter that is one or two shades lighter than the skin color on areas of the face that are more prominent such as on the apples of the cheeks and the tip of the nose or the t-zone (forehead, nose, and chin). This technique can also be referred to as strobing, which generally uses only soot, actors would use greasepaint to help audience members decipher their emotions. In 1800s-1900s, Queen Victoria deemed makeup as vulgar, as only stage actors and prostitutes wore makeup could only be purchased in costume stores.[3] In the 1920s and 1930s, contouring could be seen in the film world. German actress Marlene Dietrich would contour her face for her films. She would accentuate the natural lines of her face with shading and sculpting.[3] In 1934, makeup artist Max Factor Sr. was famous for applying makeup for stage actors. He added shading to the face so that it would not appear flat on film. In 1945, he presented the first tutorial on how to contour the face, for different face shapes.[3] In 1944, Ben Nye, a famous makeup artist, did the makeup for characters in Gone with the Wind and Planet of the Apes. He then created his own makeup line, which is still popular today.[3] In the 1950s, a time of Old Hollywood glamour, features were subtly contoured and shaded. This method was used by actresse such as Audrey Hepburn, Marilyn Monroe, and Elizabeth Taylor.[3] In the 1990s, makeup artist Kevyn Aucoin was wholly responsible for the sculpted, chiseled look of many celebrities and top models, including Cher, Madonna, Gwyneth Paltrow, Cindy Crawford, and Janet Jackson.[3] In October 2000, he published his industry defining cosmetics book, Face Forward, which became a New York Times bestseller. The book was widely noted for introducing makeup sculpting and contouring to the general public for the first time. In the 2000s, the practice of "book contouring") became more widely noticed as a result of the increasing number of images of celebrities appearing in social media.[2] In the 2010s, contouring became even more intense as makeup technique was revolutionized by celebrities, such as Kim Kardashian and makeup artists incorporating it even more into their looks. The trend of contouring has taken over beauty brands by prompting the sale of items meant specifically for contouring and strobing, its lighter counterpart. Contouring the sale of items meant specifically for contouring the sale of items meant specifically for contouring and strobing, its lighter counterpart. both light and dark colors for highlighting and contouring, as well as cream contour products that can create a more emphasized look.[5] ^ Picardi, Phillip (2014-01-24). "So: What Is Contouring and Why Should You Care?". Teen Vogue. Retrieved 2016-01-18. Contouring is giving shape to an area of the face and enhancing the facial structure through makeup ^ a b Schwedel, Heather (24 February 2017). "On the Oscars Red Carpet, Keep an Eye Out for Boob Contouring". Slate. Retrieved 25 February 2017. ^ a b c d e f g "From 1500 to 2015: The Fascinating History of Contouring". Slate. Retrieved 25 February 2017. ^ a b c d e f g "From 1500 to 2015: The Fascinating History of Contouring". 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In this guide, discover how to contour with my legendary Hollywood Contour Wands and learn how to get the sculpted contouring for decades, using makeup, contouring is all about light and shade. Makeup artists have been contouring for decades, using makeup, contouring is all about light and shade. Makeup artists have been contouring for decades, using makeup to create the appearance of natural-looking shadows on areas of the face such as around the forehead, on the hollows of the cheeks, and along the sides of the nose and jaw. Contouring is to enhance the look of your bone structure to make your face appear more chiselled and sculpted. Creating carefully placed, cool-toned shadows forms an optical illusion with makeup where features can appear more chiselled and resized. When you know how to contour like a makeup artist, darling, you can cheat the appearance of Hollywood bone structure! Shop Hollywood Contour Wand Contouring doesn't have to be difficult, darlings! One of the most common questions I get from beauties in my makeup chair is how do I contour? They often worry about overdoing it, looking ashy, or not knowing the correct placement to get the sculpting effect they are looking for. I created my legendary Hollywood Contour contouring, always think about your own beautiful, unique features and the makeup placements that will make them pop! Discover my guide on how to contour your cheekbones, take your perfect shade of Hollywood Contour Wand and swipe along the hollows of your cheeks towards your hairline. To reveal the hollow of your cheek, suck in your cheeks, use a light hand and swipe along the underside of the cheekbone, angling towards the top of your ear for a lifting effect. When you are ready to blend, take the angled end of my Super Nudes Shapewear™ Brush and blend your contour with upward motions; this will help to enhance the subtle lift effect you have created with your contour. Tilbury Tip: Dragging your contour downwards will alter its placement and disrupt the illusion. Aim to keep your contour situated on your cheekbone and if any migrates underneath, use a light shade of concealer underneath your contour for a carving effect that reestablishes your contour. Discover how to blend contour makeupYour nose is the central point of your face, so perfecting your nose contour, create two vertical lines down either side of the bridge of your nose, then apply underneath the tip of your nose for a shading effect. This will help your nose to appear shorter, slimmer, and more sculpted. You will want your nose for a shading effect. This will help your nose to appear shorter, slimmer, and more sculpted. You will want your nose to appear shorter, slimmer, and more sculpted. You will want your nose for a shading effect. This will help your nose to appear shorter, slimmer, and more sculpted. You will want your nose to appear shorter, slimmer, and more sculpted. 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Tilbury Tip: Adding highlighter to the tip of your nose is one of my favourite glow tricks! A small dot of my Beauty Light Wand or Hollywood Glow Glide Face Architect Highlighter can instantly lift the look of your nose. Discover how to contour your nose sometimes referred to as the beige rainbow, contouring your forehead builds depth and dimension in your makeup and helps to sculpt the look of your face shape. To contour your forehead, dot your face shapewear Mend onto your face shapewear to buff it into your skin and blend it seamlessly with your foundation. This will help to shorten the appearance of a larger forehead as well as sculpting the look of your face shape. Tilbury Tip: To emphasise the lift effect you have created with contour, try meeting the edge of your contour on your temples with the outer corner of your eyeshadow to create even greater dimension. You can sculpt the look of your jawline with contour; just swipe your Hollywood Contour Wand along your jaw to create a natural-looking shadow. Shading your jawline will create the illusion of a sharper, more angular jaw, helping to recede the appearance of a double chin and making your bone structure appear stronger and more sculpted. To get a seamless blend with your jaw contour, use the larger end of my Super Nudes Shapewear. Brush to buff into your jawline. Tilbury Tip: When contouring your jaw, I recommend applying foundation onto your neck to avoid any harsh gradient from your jawline. Tilbury Tip: When contouring your eye shape? Taking your Hollywood Contour Wand and applying it in the same way you would apply a cream eyeshadow can help to create the appearance of a deeper, more sculpted-looking socket. Dot my contour wand onto the crease of your eyelid, then use the small, fluffy end of my Super Nudes Shapewear™ Brush to diffuse your liquid contour with backand-forth motions. This beauty trick allows your eye shape to look more defined and sets beautiful groundwork for your eye, set it into place using the neutral shades in my Super Nudes Easy Eye Palette. Discover which eye shape you have WHAT'S THE BEST MAKEUP BRUSH FOR CONTOURING? The best makeup brush for contouring is an angled brush that intuitively follows the contours of your face. I created my Super Nudes Shapewear™ Brush as the perfect contouring brush; it has an angled end that's perfect for swiping on cream and powder contour to carve out defined-looking shapes on foundation and concealer before sculpting and chiselling with cream contour. However, some makeup artists prefer to contour before foundation to enhance the look of bone structure and set the framework for their makeup look - this technique is known as underpainting. For makeup beginners, I would suggest contouring after foundation then cleaning up any makeup mistakes with concealer. The choice is yours, darlings! Discover the correct order of makeup steps IS CONTOURING STILL POPULAR IN THE 2020s? Yes - Contouring reached a fever pitch in the 2010s, taking over social media and becoming a driving force in makeup virality! Images of makeup lovers with lines and dots over their faces circulated far and wide, and everyone was talking about the new makeup technique on the scene. The truth is though, darlings, contouring has been a part of makeup artistry for decades! It continues to be a timeless trick for sculpting and shaping the look of every face from red carpets to fashion editorials. While the contouring the look of every face from red carpets to fashion editorials. of the 2010s has taken a backseat in the 2020s, contouring continues to be a key aspect of makeup artistry and always has a time and place. WHAT IS BRONTOURING? Brontouring is a makeup technique where bronzer is applied in the same areas you would apply a classic contour. There is a difference between bronzer and contour, darlings, but bronzer can be used as a substitute when a look doesn't call for the transformative effects of contouring. The purpose of contouring is to sculpt the look of your face, whereas bronzer is designed to add warmth; some people gravitate towards bronzer is brighter than same manner you would contour. Choose your perfect shade of Beautiful Skin Sun-Kissed Glow Bronzer or AIRbrush Bronzer, then apply to the cheekbones, nose, forehead, jawline, and crease to softly sculpt the look of your complexion. To brontour, you should apply bronzer more strategically; rather than bronzing wherever the sun would naturally hit, keep in mind the areas of your bone structure that you are looking to shade. Darlings, contouring can be quick and easy! Now that you know how to contour your face, you can sculpt, shape, chisel, and lift the look of your complexion, just like that! Contouring isn't only for makeup artists, darlings... With my 7 SCULPTING SHADES of Hollywood Contour Wand, everyone, everywhere can carve out their facial features, contouring just like a makeup artist. Remember darlings, for your best face contour, reach for cool-toned contour products that create seamless-looking shadows, and always use the correct contour placement for your face shape! With over 30 years experience, Charlotte Tilbury MBE is the world's number 1 makeup artist and British beauty entrepreneur. Charlotte established Charlotte Tilbury Beauty in 2013, which is now a record-breaking beauty brand that has won over 400 awards. Item 1 of 11Whether your skin is fair, medium, tan, or deep, discover the best contour shade for your skin tone and create naturally sculpted looking facial contours. Item 2 of 11Discover how to contour for oval, round, square, heart and diamond face shapes using my world-famous Hollywood Contour Wands. Item 3 of 11Learn the differences between bronzer vs contour and discover how to use them together to create bronzed, sculpted-looking makeup. Item 4 of 11Create the most convincing, captivating contour look with a seamless blend using my tips and tricks on how to blend contour make your lips look fuller and sculpted with my lip contouring tips and tricks. Item 6 of 11Discover how to contour the appearance of your nose to enhance the look of the structure of your face with ICONIC Hollywood Contour & Beauty Light Wands! Item 7 of 11Dreaming of a perfectly, visibly defined jawline. Item 8 of 11Discover how to use concealer as a cream contour that shapes and sculpts the look of your face. Item 9 of 11Discover our contouring for beginners guide so you can master contouring whatever your skill level, with Charlotte Tilbury's NEW Hollywood collection. Item 10 of 11Discover how to create a sculpted-looking, sun-kissed complexion with my guide to tantouring and how to contour using self tan. Item 11 of 11Discover where to apply concealer to create the illusion of a more sculpted-looking face and where to put concealer for a lift effect. Contouring in makeup is one of my favourite ways to create a natural definition of my face. I've been using this method daily for the last few years and I love it! Whether you're prepping for a special event or want to enhance your everyday routine, this guides the create a natural definition of my face. I've been using this method daily for the last few years and I love it! Whether you're prepping for a special event or want to enhance your everyday routine, this guides the create a natural definition of my face. I've been using this method daily for the last few years and I love it! Whether you're prepping for a special event or want to enhance your everyday routine, this guides the create a natural definition of my face. I've been using this method daily for the last few years and I love it! 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I've been using the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natural definition of my face and the create a natu provides easy steps to help you achieve beautifully sculpted features, with all your contouring questions answered. Before diving into how to contour, you need to understand what it is. Contouring is about using darker and lighter makeup shades to create shadows and highlights, giving your face definition and depth. Though it sounds tricky, it's actually easy once you know where to apply each shade! There are two main types of contour products—powders and creams. In general, powders work best for oily or combination skin, while creams suit dry skin. You can also use foundation, apply it before contouring. Knowing your face shape—oval, round, square, heart, or diamond—helps you contour strategically. Each shape benefits from specific techniques that enhance natural features. Apply a shade darker than your skin tone to areas like the hollows of your cheeks, along your hairline, and under your jawline. Remember to blend well for a seamless look. As you can see from the diagram, contouring for each face shape differs slightly. But the main trick is to figure out where your cheekbones are and create a definition there. Image: Iconic London Apply highlighter, concealer or foundation a shade or two lighter than your skin color. Apply it to the high points of your face, like the centre of your forehead, above your cheekbones, down the bridge of your nose and on the centre of your chin. I'm really enjoying the Elf Halo Glow Filter and the Iconic London Illuminator Drops! Blending your contour is super important for that sculpted flawless finish. So make sure you blend, blend and blend some more. Using a damp beauty blender is one of the best ways to get seamless contour, but a brush works well too. Make sure there are no harsh lines, or really any lines at all. To set your contour for long-lasting makeup, opt for a setting powder or a setting spray. Contouring is such a beautiful way to add definition to your face and bring out your best features! Start slow, experiment with your face shape, and have fun with the process! Hollie xx Hi, I'm Hollie, and I'm passionate about everything beauty. Over the last decade and a half, I've tested thousands of products to bring you the best! I also love bringing you fun and creative beauty looks. Learn more. Beauty profile - 35, dry, aging skin, focused on aging well with a healthy glow and natural makeup look Anastasia Beverly Hills bareMinerals Benefit Cosmetics ELEMIS Estée Lauder Eucerin Fenty Beauty Fresh Giorgio Armani Hourglass IT Cosmetics L'Oreal Lancome Laura Mercier LORAC MAC Makeup Revolution Maybelline Molton Brown Morphe Nars Natasha Denona Neutrogena NYX Origins Peter Thomas Roth PÜR Cosmetics Revlon Sigma Beauty Smashbox Stila The Ordinary Too Faced Urban Decay YSL It's hard to remember a world in which a sculpted complexion wasn't a makeup mainstay. This ubiquitous beauty look is usually achieved through contouring, a makeup method that gained mainstream popularity in the 2010s thanks largely to the meteoric rise of YouTube beauty tutorials and full-beat faces, defining contouring is all down to the definition itself. "Contouring is a technique that creates shadows using makeup to define and sculpt certain physical aspects of the face and body," says makeup artist Valeria Ferreira, who notes that the technique has been used for centuries in oil painting, with well-placed shadows offering the illusion of depth while light (and in the case of makeup, highlighter) helped to illustrate volume. As noted by Melligner, the method has been employed throughout history by the likes of Elizabethan actors and drag performers, each seeking a more striking, feature-forward (or obscured, depending on your inclination) face. In the present tense, contouring is a tool to subtly elevate your organic beauty, pulling focus toward the most appealing elements of your natural bone structure. That said, makeup artist Omayma Ramzy advises against using contour to completely reinvent your face (unless, of course, you're performing, or said full-tilt transformation allows you to feel even more like yourself). "In small doses, contouring can be a fun way to enhance the beauty you all already innately have, so just have fun with it," says Ramzy. Mellinger agrees: "Experiment with what looks good for you and you alone," she says. "Do what makes you feel good, but also remember that you are your own unique and gorgeous self." Katie Mellinger is a makeup artist who works in New York City and Los Angeles. Contouring allows you to temporarily alter the appearance of your bone structure, and thus your face. The first step is getting to know your face like an oil painting, where exactly do those your complexion in different lighting, noticing how the shadows shift and in turn transform your face. In the ultimate lighting, where exactly do those your face is desired. shadows fall? "The more observant and strategic you are with your contour placement, the more natural and effortless the result will be," says Ferreira. When applied correctly and thoughtfully, contouring can easily boost your facial definition in an understated way. "It is much better to be subtle as the effect will be much more realistic and believable," says Mellinger. The best part? "No one will notice that anything has been done; you'll just look magically 'different,' somehow." The first step toward achieving an artfully "snatched" makeup look is assembling the correct products and tools. Your skin type and skill level will help determine which approach is best for you—but ultimately, little bit of each iteration will help contribute to a fully "done" face. "I find using a contour cream in stick form so easy," says Mellinger, noting that she's a big fan of sticks for nose contouring. "I love to use either to directly draw the contour onto your face in the area you want to contour, and then blend out as needed. If I am contouring a large area, I like to use the fat back end of a Beauty Blender Sponge to stipple blend out the edges or the BK Beauty 109 Mini Contoured Foundation Brush." We tested the best contour sticks and found Fenty Beauty's Match Stix Matte Contour Skinstick to be the best overall. "For other creams not in stick form, my favorites are Tower28 Sculpting Cream Contour and Tom Ford Shade & Illuminate. I particularly like both for contouring the cheek," says Mellinger. For those who favor liquid products over creams, experts agree that Charlotte Tilbury's Hollywood Contour Wand makes for a worthy investment. "I like to use the Sigma F53 Air Contour/Blush Brush to apply and blend for cheek contour," says Mellinger, who favors the brush for cream products. While you can technically carry off a contoured look sans highlighter—why would you? Blending highlighter at the high points of the face works in tandem with your contoured shadows, accentuating and enhancing the effects. Try Rose Inc's Solar Radiance Hydrating Cream Highlighter, Nudestix's Nudies All Over Face Color-Glow, or Dior Highlighter Powder for an instant luminous glow. When it comes to the best highlighters out there, Jouer Cosmetics' Powder Highlighter gave our testers the most luminous glow. "In my opinion, the best pressed powder contours out there are the One Size Made for Shade Bronze & Sculpt Trios and the Make Up For Ever Artist Longwear Skin-fusing Contour Powder (the cool undertones are perfection for contouring)," says Mellinger. "My favorite brush to use for contouring larger areas with powder is Spectrum's Sculpt Number 9 Brush The Universal Makeup Brush. It's my go-to brush for a lot of areas as needed. If you're contouring a smaller area like the nose, you can use a tapered blending eyeshadow brush: just about every brand that makes brushes has one." Keep your look in place and soak up any excess oil with a final application of setting powder after applying cream products, but before applying powder contour. Charlotte Tilbury's Airbrush Flawless Finish works for all methods, as does LYS Beauty Triple Fix Translucent Pressed Setting Powder. "Brilliance is such a gorgeous shade, and I reach for it all the time to blend out powder product's edges are sticking, try blending the edge with a setting powder." Tarte's contour with highlighter, blush, and ample blending for a complete look. Start by doing your usual skin-centered routine. Apply your daytime skincare—ample moisturizer will ensure a smooth, hydrated canvas—followed by foundation and concealer as needed. After you've determined the optimal contour pattern for both your general face shape and your entirely unique complexion, apply your preferred contour. The methodology will differ depending on the desired results—let your face be your guide. Swipe or brush on contour to chisel angles, deepen hollows, slim down and soften sharper features, and more. (Don't forget to pause post-application to ensure that the trompe l'oeil shadows are correctly placed before proceeding.) Blending is perhaps the most crucial step in contouring, transmuting added color into depth and your face into a seamless work of art. "Blending is key," says Mellinger. "If there are hard lines, then the contour will be extremely obvious, completely ruining the effect." Use a fluffy brush and gentle sweeping motions to incorporate the color. And, as mentioned above, use setting powder as needed for a flawless blend. "Use loose powder to blend out any edges that catch on to creamy areas you may have missed," says Mellinger. Highlights create the illusion of plumpness and volume that further accentuate the contour's shadow, making the duo and any edges that catch on to creamy areas you may have missed," says Mellinger. excellent team. Apply highlighter to the areas that the light hits naturally (areas that you'll have pinpointed during your facial study sessions). While blush is by no means a contouring mandate, if it's a regular part of your beauty routine, a simple swirl can help make your look more cohesive. Reach for your go-to setting powder or spray to lock in your look. Et voilà! Your face is a work of art. As you begin to understand the shapes and planes of your face, you'll notice that contour patterns and planes of your face, which may mean carving and sculpting for some and blurring and softening for others. Round and oval faces benefit from added structure, meaning contour should be placed deeper in the cheeks and jawline. Soften square-faced features by applying product toward the perimeter points and rounding out, and sculpt a heart-shaped face by focusing on the cheeks and forehead. The more you practice and get to know your face, the more obvious your personalized placements will become. Contouring should be, above all, subtle—an unassuming elevation rather than an exaggerated overhaul of your features. Avoiding hard lines and too-deep tones is a good place to start. "You definitely want to avoid going too dark with your contour, especially in your day-to-day look, as it will come across as too harsh and bring attention to the area rather than take away attention from the area—the opposite of what you are trying to accomplish," says Mellinger. Frequently Asked Questions Contouring is the process of carving and creating shadows, while bronzer is applied similarly to highlighter or blush. "Contour colors are neutral or cool-toned and mimic shadows, as opposed to bronzing, which should add healthy warmth to the complexion in places that the sun would hit," says Ramzy. So, while bronzers can sometimes be used to contour, the difference really lies in the application process.

apply and thus an ideal option for beginners, while powder is the better choice for anyone with oily skin and blends out well with a fluffy brush. The reality? A fully contoured face will likely benefit from a little bit of both, strategically applied. Yes! "When you apply your makeup and go about your day, the lighting changes," says Mellinger. "If you

walk into the coffeeshop in broad daylight in the middle of the afternoon with makeup you beat on your face at 6 a.m. in your poorly lit bathroom before the sun came up, that makeup is going to look wild. Try your contouring in different types of lighting before you settle on what's best for your face."

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