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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 goals. Whether you want to create natural-looking curves, enhance your assets, make subtle cosmetic updates to various parts of your body, or you just feel better in your skin, we can help through body contouring options. We want you to feel good, so your skin works in every day, but matters 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 gynecosmastia, 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! Gynecosmastia Surgery Gynecosmastia is a condition in men who have overdeveloped breast tissue. Body contouring surgery for this procedure typically referred to as a reduction mammoplasty, 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 life-changing surgery, and we are here to ensure 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, Inc. All rights reserved. "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. While highlighting "highlights" facial features by adding light 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 cheekbones by creating a shadow, making them appear sharper, higher, and more defined. You 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 shape, balance, and that she looks expensive energy.Where contouring typically focuses on adding dimension in a few key spots, sculpting zooms out to take the whole face into account. Think of it as its 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 sculpt" or "natural glam" looks lately? You're already in 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'll take it down by skin tone and undertone so you can contour with confidence—and avoid the dreaded muddy streaks and undertones. Soft taut, greyish browns, and neutral browns. Avoid: Orange-based or overly warm shades (they'll look unnatural)Warm Undertones: Neutral browns, soft sandy browns (avoid anything too ashy). Avoid: Grey-based or overly cool tonesNeutral Undertones: Neutral taupe, soft browns. Avoid: Anything too warm or too cool—stay balanced!Cool Undertones: Cool-toned browns, taupe. Avoid: Warm or orange-based shadesWarm Undertones: Light golden browns, soft neutrals. Avoid: Ashy or grey-based shadesNeutral Undertones: Balanced browns, neutral taupe. Avoid: Anything extreme on either end of the undertone spectrumCool Undertones: Neutral browns, cooler taupe. Avoid: Orange-based or very warm tonesWarm Undertones: Warm caramel, golden browns, light mocha. Avoid: Ashy or overly grey shadesNeutral Undertones: Balanced browns, neutral taupe. Avoid: Anything too warm or cool—it's all about harmonyOlive Undertones: Olive hues, golden browns. Avoid: Pink-based or overly ashy/cool tonesCool Undertones: Deeper neutral browns. Avoid: Orange-based shades, overly warm tonesWarm Undertones: Deep golden browns, soft cocoa, saddle browns. Avoid: Grey-based or overly cool shadesNeutral Undertones: Rich neutral browns. Avoid: Anything extreme—stick to the middleOlive Undertones: Golden browns, saddle browns. Avoid: Pink or ashy shadesCool Undertones: Deeper neutral browns, espresso. Avoid: Overly red-based or warm shades (unless balancing undertone)Warm Undertones: Rich espresso, deep chocolate. Avoid: Grey-based or ashy tonesNeutral Undertones: Deep cocoa, neutral browns with red/blue balance. Avoid: Anything extremely warm or cool!Cool 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 (depending on preference and skin type). "Adding definition to the face after doing complexions typically works best for me, but everyone works differently. [It's fine] as long as you're blending along the jaw and avoiding any 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 cheekbone contour is by "holding the [contour] stick at the top of the ear and bringing 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 the whole contour look together.Adding a bit of contouring to the sides of the nose is a great extra step to add if you want to boost your contouring routine. "I like to take my brush and apply two lines on the sides of 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, apply highlighter along the bridge of your nose.As a final step, finish by applying highlighter and applying bronzer. For our top product picks, check out our lists that feature the best highlighters and the best bronzers for the ultimate sun-kissed look.As you become more comfortable with 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 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 walks you through every area for a sculpted, lifted effect.Contouring is kind of like a face actor 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 mimics shadows to define your bone structure. Bronzer is warm-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 underpinning 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. Generally, go one to two shades deeper than your foundation, with a cooler or more neutral undertone to mimic natural shadows. For more precision (and less mess), use a shade breaker to all down your skin tone and shade range. FYI, your contour doesn't have to be as extreme as the contour 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, underpinning 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 contoured makeup look. Read on for everything you need to know about contouring.While we detail the entire press 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," Wulff says. "Alternatively, if you're in the mood for a blusher look, you can achieve a sculpted appearance by using blush instead of 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 Primer.2. 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 facial features. While you might think contouring has to look severe to win that's far from the truth. You can achieve natural makeup looks with contouring—the trick is knowing which products to use and where to place them according to your face shape. Ahead, we've created a contouring guide that's easy to follow and will give you beautiful results, featuring expert contouring tips from celebrity makeup artist Carolina Dalí. We promise this won't be hard. Meet the expert: Carolina Dalí is a celebrity makeup artist who's worked 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 contour are the nose, cheeks, forehead, and jawline/chin. "My approach to contouring is not about erasing and creating new features but about enhancing and accentuating the features the person already has," says Dalí. Contouring can vary based on face shape, too. "Contouring that works for one person doesn't [necessarily] work for all," says Dalí. "We each have features unique to our face, and your contouring technique should be tailored to complement your features." Cream foundation sticks, cream bronzers, liquid concealers, powder bronzer, 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 some guidelines that can help streamline your sculpting: Make it matte: There are a 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—as long as it doesn't have any shimmer. Consider your undertones: "Choose a shade of 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 face is to apply 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 also apply your eyeshadows, liner, and mascara before your contour or after, it really up to you and the method you prefer. 02 of 07 You'll want to choose the shade of your contour based on the features you're looking to sculpt and enhance on the shape of your face. I have a slightly rounded 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 Beverly Hills' Cream Bronzer or Fenty Beauty's Match Stick. Dalí recommends you "avoid drawing lines that are too severe, sharp, and pronounced when applying your contour 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 Scented Contour Brush has a unique shape allowing for easy contour placement and application. 03 of 07 After you've applied your 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 chin area, and my face is starting to look naturally sculpted. Take your time with contouring when you're just starting out: There is no rush, 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 forehead, down to the cheekbones, and along the jawline to the chin area in a sweeping motion mimicking 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 Jaiar Weiss' Cream Blush with Cle de Peau's Powder & Cream Blush Wand to add soft color to my cheeks. Using a cream blush will aid in keeping your skin looking dewy, but you can also use a powder blush if that's what you prefer. 06 of 07 I love a good highlight, so I absolutely apply cream highlighter to the bridge of my nose, my cheekbones, and my chin. I am using the highlighter from the same brand as my blush, so I can ensure that the highlighter blends seamlessly with the blush. 07 of 07 The final step in contouring is to apply your lipstick. I am wearing a shade of pink from the same brand as my 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 Ajeandre 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 will draw attention away from the wider parts of your jaw, so that it looks more defined. Sweep the bronzer back and forth using a fluffy brush. You can also create more definition by contouring from just in front of the ear and down to your jaw.Sculpt your cheeksUse 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 contour line to really make it pop.miljko/Getty ImagesSlim your noseOne of the easiest and most effective 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. 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 a shadow. Then blend the contour, so that there's no harsh line. Shop our top product picks for contouring:Now 30% OffCredit: Spacing NK Makeup technique For other uses, see Contour (disambiguation). For the physical reshaping of body parts, see Body contouring. Example of contouring the cheekbone with makeup. Contouring is a makeup 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 lighter powders and shades and little to no darker ones. In the 16th century, contouring was used by Elizabethan stage actors, who would apply chalk and soot to their faces to help audience members read their facial expressions.[3] In the late 1800s, when electricity was invented and lights were widely used, soot was no longer an option. Instead of 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. 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 actresses 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 "body contouring" – the application of contouring to other parts of the body than the face, such as shinbones or breasts ("boob contouring") – became more widely noticed, due to the increasing number of images of celebrities appearing in social media.[2] In the 2010s, contouring took a new turn as makeup techniques advanced, with contouring having existed for centuries to some extent, the technique has evolved into a variety of styles, such as Kawaii Goth 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 helps features to appear pulled backwards to create a lifting and sculpting effect. The goal with 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 where features can appear reshaped 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 Wands as an easy liquid contour that blends like a dream and looks so natural - there are 7 SCULPTING SHADES to choose from, making contouring easy for everyone! Discover how to contour with my Hollywood Contour Wands and create sculpted-looking Hollywood makeup in seconds! Tilbury Tip: Every face is different, darlings! When 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 every face shape and learn the most flattering contouring tips for your face!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 and notice the natural indent. You only need a small amount of product to chisel the look of 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 a fluffy brush and gently blend the product into your skin. Tilbury Tip: Dragging your brush down the side of your cheekbone will alter the illusion of your contour, drawing the same line down the side of your cheekbone and if any lighter powders and shades and little to no darker ones. 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