The relationship between Hue and Lightness of Various Foundation Makeup Brands Closer to 0 is pure black and 1 is pure white **AMOREPACIFIC** Anastasia Beverly Hills **Almay Armani Beauty Au Naturale** bareMinerals **Beauty Bakerie** beautyblender **BECCA Cosmetics Benefit Cosmetics** Antonym **Bobbi Brown Bite Beauty** Black Up **BLK/OPL Burt's Bees** Catrice **Charlotte Tilbury** Clinique COOLA boscia ColourPop **COVER FX** r. Dennis Gross Skincaı CoverGirl **Dose Of Colors** e.l.f. Cosmetics **Elcie Cosmetics Erborian** Dermablend Dior Dr. Jart+ Essence NTY BEAUTY by Rihan **Estée Lauder** Exa florence by mills **FLOWER Beauty** Gucci Guerlain HOURGLASS **HUDA BEAUTY Hynt Beauty** Givenchy Juvia's Place **KEVYN AUCOIN** ILIA **It Cosmetics** J.Cat Beauty jane iredale **Josie Maran Jouer Cosmetics Juice Beauty KIKO Milano** Koh Gen Do lightness L'Oréal L.A. Girl La Mer **LAWLESS** lilah b. LORAC MAC **KVD Vegan Beauty Laura Mercier** Kosas Lancôme **Makeup Revolution Marc Jacobs Beauty** Maybelline **MILK MAKEUP** Morphe **NARS Natasha Denona NUDESTIX YX Professional Makeu** MAKE UP FOR EVER Milani PÜR Origins **Pacifica** PAT McGRATH LABS Perricone MD **Physicians Formula** e Beauty by Selena Gor **Pretty Vulgar** Revlon **Ofra Cosmetics** rms beauty SEPHORA COLLECTION Shiseido **SMITH & CULT Tarte The Ordinary TOM FORD Too Faced** ULTA **UOMA Beauty Smashbox** surratt beauty 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 **ZOEVA Jrban Decay Cosmetics** VDL **W3LL PEOPLE Wander Beauty** Wet n Wild Winky Lux **Yves Saint Laurent** 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 0.25 0.50 0.75 1.00 Lightness

Source: The Pudding