

FOUNDATION REVIEW

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DATE: _____

2013

PRODUCT NAME: _____

PRODUCT COLOR / SHADE: _____

PRICE & SIZE: _____

PRODUCT CLAIM OR INTENT: _____

CONSISTENCY OF FOUNDATION:

THICK LIQUID

AVERAGE LIQUID

THIN LIQUID

CREAM / LOTION

GEL

FOAM / MOUSSE

OTHER: _____

COVERAGE OF FOUNDATION:

COLOR OF FOUNDATION:

LIGHT

MEDIUM

HEAVY

PERFECT

TOO PALE

TOO DARK

TOO PINK

TOO ORANGE

OTHER: _____

FOUNDATION BEST APPLIED WITH:



SPONGE



BEAUTY BLENDER



HAND



BRUSH



OTHER: _____

PROS:

- ABSORBS QUICKLY
- BLENDABLE
- BRIGHTENING
- BUILDABLE
- CREAMY
- CREASE RESISTANT
- DEWY
- EASY TO USE
- GENTLE
- GOOD VALUE
- LIGHT WEIGHT
- LONG LASTING
- MOISTURIZING
- MULTI-USE
- NON-DRYING
- PIGMENTED
- SMELLS GREAT
- TRUE TO CLAIM
- VERSATILE
- WATERPROOF

CONS:

- CAUSES ACNE / BREAKOUT
- CREASES
- DOESN'T ABSORB WELL
- DOESN'T LAST
- DOESN'T WORK
- DRYING
- FADES
- FLAKING OF SKIN
- GREASY SKIN
- HARD TO APPLY
- IRRITATION / REDNESS
- NO COVERAGE
- NOT AS DESCRIBED
- POOR APPLICATOR
- POOR BLENDING
- POOR VALUE
- STREAKY
- STRONG ODOR
- TOO HEAVY

RECOMMEND TO A FRIEND:

YES

NO

MAYBE

REPURCHASE:

YES

NO

MAYBE

FAVORITE THING ABOUT THIS PRODUCT: _____

LEAST FAVORITE THING ABOUT THIS PRODUCT: _____

PICK YOUR OVERALL RATING:



_____ OUT OF _____

COLOR SWATCH:

COVER WITH A PIECE OF TAPE.

INITIAL THOUGHTS / REACTION: _____

THOUGHTS ON PACKAGING: _____

DATE OF FIRST REVIEW: _____

NOTES: _____

DATE OF SECOND REVIEW: _____

NOTES: _____

DATE OF THIRD REVIEW: _____

NOTES: _____

TIPS ABOUT USING THIS PRODUCT: _____

FINAL THOUGHTS / REACTION: _____