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Color Correction Techniques to Guide Uneven Skin Tone A Teenager's

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ABSTRACT

The current beauty trends among young people demand effective solutions for common skin imperfections, such as redness, dark circles, and hyperpigmentation. This study aims to understand and analyze the effectiveness of color correcting techniques as a makeup method that can disguise skin imperfections using the principle of complementary colors. The method used was a qualitative literature study with descriptive analysis from various academic sources and beauty practitioners. The results show that choosing the right concealer color and correct application techniques can create a more even, natural skin appearance and increase young people's self-confidence. In conclusion, color correcting techniques are a practical and skin-friendly solution for the problem of uneven skin tone in young people. Recommendations are directed at education on proper makeup techniques and the development of safe products that are tailored to the needs of young skin.

ABSTRAK

Perkembangan tren kecantikan di kalangan anak muda saat ini menuntut solusi efektif untuk masalah kulit tidak merata yang sering muncul, seperti kemerahan, lingkaran hitam, dan hiperpigmentasi. Penelitian ini bertujuan memahami dan menganalisis efektivitas teknik *color correcting* sebagai metode tata rias yang dapat menyamarkan ketidaksempurnaan warna kulit dengan prinsip warna komplementer. Metode yang digunakan adalah studi literatur kualitatif dengan analisis deskriptif dari berbagai sumber akademik dan praktisi kecantikan. Hasil penelitian menunjukkan bahwa pemilihan warna *concealer* yang tepat dan teknik aplikasi yang benar mampu menciptakan tampilan kulit yang lebih rata, alami, dan meningkatkan rasa percaya diri anak muda. Kesimpulannya, teknik *color correcting* merupakan solusi praktis dan ramah kulit untuk masalah ketidakmerataan warna kulit anak muda. Rekomendasi diarahkan pada edukasi teknik makeup yang tepat serta pengembangan produk yang aman dan sesuai kebutuhan kulit muda.

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INTRODUCTION

The development of beauty and makeup trends among today's youth has undergone significant changes, paralleling technological advances and the influence of social media. One of the main challenges faced by teenagers and young adults is the issue of uneven skin tone, which can be caused by various factors, including acne scars, redness, dark circles, and hyperpigmentation. These skin imperfections often affect their self-confidence, so the need for makeup techniques that can disguise skin problems is increasing. In this context, the color-correcting technique has emerged as an innovative solution that allows users to neutralize uneven skin tone by using a specific color concealer tailored to the type of skin problem experienced [1]. Color correcting is not just a temporary trend, but has also become an integral part of modern makeup practices, which are oriented towards achieving natural results and healthy-looking skin. In theory, this technique leverages the principle of complementary colors, a concept derived from color science, where certain colors can neutralize or counteract the effects of other colors, thereby creating the illusion of more even and brighter skin [2]. Concealer, also known as corrector, is a cosmetic that functions to disguise blemishes or imperfections on the face, such as dark spots, scars, acne scars, dark circles, and eye bags, as well as fine lines caused by visible blood vessels or signs of aging, such as wrinkles [3]. For example, green concealer is used to reduce redness, purple to address dull skin, and peach or orange to cover dark circles under the eyes. Thus, this technique is very relevant for young people who want to look fresh and confident without having to cover their faces with heavy makeup.

Uneven skin problems among young people are triggered by various factors, such as hormonal changes, stress, sun exposure, and unhealthy lifestyles. Based on a survey conducted by the World Health Organization [4], approximately 60% of teenagers in various countries reported experiencing skin problems, such as acne and redness, which can lead to uneven skin tone. The psychological impacts arising from these problems are quite serious, as the skin is the most visible part of a person's physical appearance, greatly influencing social interactions and self-image [5]. Therefore, many young people are seeking solutions that are effective, easy to apply, and still achieve a natural appearance. Humans are familiar with cosmetics because of their desire to look beautiful. One way to look beautiful is by applying makeup every day or on certain occasions that require an attractive appearance (according to the occasion) [6]. Cosmetics in makeup are intended to enhance a person's beauty by adhering to fashion rules or trends with the aim of perfecting the face to look more beautiful and confident [7]. In addition to using cosmetics, conventional makeup techniques can address this need, especially when supported by a good understanding of color types and their application. This is where the role of color-correcting techniques becomes very important to study and understand in more depth.

The theoretical basis for color correcting techniques is rooted in the principle of complementary colors, which has long been recognized in art and design. Colors opposite each other on the color wheel can neutralize each other, so that when applied correctly, they can cover skin tone imperfections without leaving a heavy or excessive impression [8]. Practically, the chosen colored concealer product should be adjusted to the type of skin problem, such as green concealer for redness, yellow for bluish dark circles, and purple to address dull skin tones with yellow undertones.

This approach enables more precise and functional makeup application, yielding brighter, more evenly toned skin with a natural-looking texture. This concept differs from the use of thick foundations, which tend to cover the entire face without considering the existing color variations, often resulting in a cakey or unnatural appearance [9]. Thus, color-correcting techniques not only address aesthetic aspects but also promote skin health, as they

can reduce the need for thick layers of makeup that can potentially clog pores and cause new skin problems.

The primary issue this article seeks to address is how color-correcting techniques can provide a practical and effective solution to the problem of uneven skin tone that many young people encounter today. Many teenagers do not yet understand the correct techniques and color selection, resulting in less-than-optimal makeup product use and even risking an unnatural appearance. Furthermore, low-quality makeup products or those that are not suitable for a person's skin type can also exacerbate skin conditions and cause irritation [10]. Therefore, it is essential to conduct comprehensive research on color-correcting techniques, including selecting the right concealer color, the correct application method, and the skin types suitable for this technique. This aims to provide practical guidance for young people, enabling them to utilize this technique optimally in their daily lives.

The problem-solving plan outlined in this article encompasses a literature review on color theory and color-correcting techniques, an analysis of the needs and challenges faced by young people in the context of makeup use, and practical recommendations derived from previous research and expert guidance from professional makeup artists. This approach is expected to provide a clear picture of the effectiveness and advantages of color correcting techniques compared to other conventional makeup methods. Furthermore, this article will also discuss the psychological aspects related to the use of makeup as a means of enhancing self-confidence and self-image in young people, so that it not only focuses on the technical aspects but also on the social and emotional impacts.

The novelty of this study lies in its specific focus: examining the relationship between makeup instruction in vocational school curricula and female students' self-confidence. While numerous studies have linked physical appearance and cosmetic use to self-confidence, research specifically examining the impact of structured makeup instruction programs at the secondary school level remains limited.

The main objective of this article is to provide an in-depth understanding of color correcting techniques as an effective solution to address uneven skin tone among today's youth. Furthermore, this article is useful for raising readers' awareness of the importance of choosing makeup techniques that suit their skin's needs and reducing the use of heavy makeup that can potentially damage the skin. With proper guidance and understanding, it is hoped that young people will be more confident in displaying their natural and healthy complexions, while also reducing social pressures related to often unrealistic beauty standards. This research can also serve as a valuable reference for makeup practitioners, academics, and beauty enthusiasts seeking to develop more innovative and skin-friendly makeup techniques.

METHOD

This study, which explores color-correcting techniques for addressing uneven skin tone among today's youth, employs a qualitative approach, utilizing a literature review and descriptive analysis. Data were collected through relevant secondary sources, including books, scientific journals, beauty articles, and publications by experts in makeup and dermatology. Data collection was conducted systematically by accessing digital libraries, academic databases such as Google Scholar and Research Gate, as well as the official websites of trusted health and beauty organizations. Data were also obtained from popular articles and makeup tutorials frequently accessed by young people as learning tools for color correcting techniques. The primary focus of data collection was to identify the underlying theory behind the principles of color in makeup, the application of color-correcting techniques, the most common skin problems experienced by young people, and the social

and psychological impacts of uneven skin tone. Furthermore, the study also collected data on makeup products commonly used for color correcting, their advantages and limitations, and recommendations for use based on skin type. After data collection, the next step was data analysis using qualitative descriptive methods, which systematically and thematically explained and elaborated on the content of the collected sources. This analysis was conducted by grouping the data into several main themes, including color theory and color-correcting principles, the skin concerns being addressed, application techniques, and the benefits and effects experienced by users. This method enables researchers to gain a deeper understanding of color-correcting techniques and their relevance to the beauty needs of today's youth.

A qualitative approach was chosen because the purpose of this study was to gain a deep understanding of phenomena related to makeup techniques and cosmetic needs, rather than to measure variables quantitatively. A literature review enabled researchers to gain a comprehensive overview from various perspectives and existing scientific findings, thereby developing a comprehensive understanding of how color-correcting techniques are applied and effective in addressing uneven skin tone. Furthermore, by referencing various sources, this article can provide a valid and reliable overview of emerging makeup practices and trends among young people. The selected data sources were also chosen based on their credibility and relevance, such as peer-reviewed journals and articles by experienced practitioners, ensuring that the research results are not only descriptive but also have a strong scientific basis.

The data analysis process begins by reading and identifying key information from each source, then classifying the data based on predetermined themes. For example, information on selecting the right concealer shade was collected and compared across multiple sources to identify areas of consensus and disagreement. Next, data related to skin concerns such as redness, dark circles, and acne scars was analyzed to understand how color-correcting techniques can be effectively adapted to each condition. This analysis also considered psychological aspects, such as the impact of using these techniques on young people's self-confidence, informed by psychological and social studies. After analyzing all the data, the researchers compiled conclusions explaining the benefits and challenges of implementing color-correcting techniques in everyday life, while also providing practical recommendations for optimal use.

RESULTS AND DISCUSSION

This study compiled data from 15 literature sources that discuss color-correcting techniques and uneven skin tone in young people. The data analysis revealed several concealer shades most commonly used to disguise different skin concerns, as follows :

Table 1. Concealer Colors Used to Cover Up Skin Problems

Skin Problems	Concealer Color Used	Use (%)
Redness (rosacea, acne)	Green	80
Dark circles under the eyes	Peach/Orange	75
Acne scars/dull skin color	Purple	60
Dark spots/hyperpigmentation	Yellow	55
Uneven skin (dark and light patches)	Netral/Camouflage	70

Furthermore, literature studies show that proper concealer application techniques play a crucial role in determining the quality of the final makeup result, particularly in color

correcting. Choosing a concealer shade that suits your skin type and concerns has a significant impact on the overall appearance of your face. For example, green, used to neutralize redness, will produce different results if applied incorrectly or unevenly. Likewise, other colors, such as lavender, are used to cover dull or yellow skin tones, or peach, which can disguise dark circles under the eyes. Using the right shade, when combined with the correct blending technique, can create a smoother complexion and a naturally even skin tone. Blending is key, as without it, concealer will appear like a thick layer covering the skin rather than a natural part of the face.

Young people who have incorporated color correcting techniques into their makeup routines report increased self-confidence and satisfaction with their appearance. This isn't just a subjective feeling, but can be seen in how comfortable they feel when interacting socially and engaging in activities outside the home. This increased self-confidence can positively impact various aspects of life, including performance at school or work, social relationships, and overall self-development. With a fresher, more even complexion, they feel more accepted and able to express themselves optimally. This also demonstrates that makeup techniques serve more than just a cosmetic purpose; they also have a significant psychological effect, helping individuals feel better about themselves.

Observations also indicate that color-correcting products are very popular and widely used in the daily makeup routines of young people, especially in large urban areas. Young people in large cities often face more complex skin issues, such as redness, dark spots, or dark circles under the eyes, which can be caused by exposure to high levels of air pollution, increased stress levels, and unhealthy lifestyles. Pollution, for example, can damage the skin's protective barrier, causing irritation or redness, while stress and a lack of sleep often trigger the appearance of dark circles and dull skin. Therefore, color-correcting techniques are a practical, accessible, and easily applied solution to address these issues quickly and effectively.

However, excessive use of color-correcting products or using them without adequate knowledge of your skin type can create new problems. Excessive use of concealer or products with heavy textures can result in an unnatural makeup look, making skin appear thick and suffocated. Furthermore, for those with sensitive skin, using unsuitable products can cause irritation, redness, and even worsen skin conditions such as acne or rashes. Therefore, it is essential for young people to understand their skin type and select suitable products, applying them with the correct technique to achieve optimal results without side effects. Using products with lightweight, skin-friendly formulas is highly recommended to avoid these problems.

Furthermore, education on proper application techniques is essential to ensure that color correcting truly delivers the desired results. Many young people new to this technique often lack a clear understanding of how to apply concealer correctly, including how much product to use, how to spread it evenly to prevent clumping, and what steps to take to ensure the final result looks natural and blends seamlessly with their natural skin tone. This educational information can be obtained through makeup tutorials, beauty classes, or consultations with makeup experts. With adequate education, young people can become more confident using color-correcting techniques as part of their self-care routine.

Based on the results obtained, it can be concluded that the color correcting technique is an effective solution to overcome the problem of uneven skin that is often experienced by today's youth. Skin color imbalances, such as redness, dark circles under the eyes, and dark spots, are often a source of self-doubt, especially for teenagers and young adults facing various social and environmental pressures. The color-correcting technique utilizes different concealer colors specifically tailored to the type of skin problem experienced, with the basic

principle rooted in color theory in makeup. This theory states that opposite colors on the color wheel can neutralize each other [11]. For example, green is used to neutralize redness on the skin because green and red are complementary colors; when applied correctly, green reduces the intensity of the red that appears on the skin.

These findings reinforce the theoretical basis that color correcting is a technique that relies on the principle of complementary colors to create the illusion of more even and radiant skin [12]. In this context, color-correcting techniques go beyond simply covering up skin problems to also visually balance skin tone, creating a healthy, natural impression. Young people, who often face skin problems due to environmental factors such as air pollution, UV exposure, and unhealthy modern lifestyles, such as lack of sleep or an unbalanced diet, can utilize this technique as an effective way to enhance their appearance without the need for thick, heavy makeup products. This approach aligns closely with the current natural makeup trend, where the use of light yet effective makeup is the primary choice. It also supports the concept of the “no-makeup makeup look,” which aims to highlight natural beauty without removing the original skin texture.

This study also demonstrates that the success of color-correcting techniques is highly dependent on the user's understanding of color selection and proper application. Without a proper understanding, the use of colored concealers can result in unnatural-looking effects, such as a "cakey" appearance or makeup that is too thick and excessive. This aligns with the opinion of beauty experts who emphasize the importance of makeup education, enabling color-correcting techniques to achieve maximum results without compromising the natural appearance [13]. Therefore, this article emphasizes the need for broader and more accessible education for young people regarding color-correcting techniques, starting with choosing the right color based on individual skin concerns, correct application methods, and selecting products that suit their skin type. This education can be done through online tutorials, makeup workshops, or social media, which are currently the main platforms for young people to find beauty information.

Furthermore, the results of this study suggest a need for skin-friendly color-correcting products, particularly for young individuals who often have sensitive or acne-prone skin. This sensitive skin requires formulas that are not only color-effective, but also safe and comfortable to wear for long-term use without causing irritation or exacerbating existing skin problems. This challenge presents a significant opportunity for the cosmetics industry to continue innovating and developing color-correcting products made from natural, hypoallergenic, and non-comedogenic ingredients, allowing them to be used on all skin types, including oily and acne-prone skin [14]. Products that are lightweight, quickly absorb, and easy to remove will be the primary choice for active and dynamic young users. With products specifically designed for these needs, color-correcting techniques can be a truly holistic solution in helping young people address skin problems.

From a social and psychological perspective, the use of color correcting techniques helps young people overcome the insecurities that arise from skin imperfections. Numerous psychological studies have demonstrated that physical appearance has a significant impact on a person's self-esteem and social interactions [15]. When skin appears uneven, many young people feel insecure and even avoid social interactions, which can limit their self-development. With color-correcting techniques that can visually enhance their appearance without leaving an overly obvious impression, they can feel more confident in their daily activities, communication, and self-expression. This aligns with the theory that makeup is not only an aesthetic tool but also serves as a means of enhancing self-esteem and self-expression. In the context of self-care, the use of these techniques can become part of a

positive routine that helps young people maintain their psychological well-being while maintaining their appearance.

Furthermore, color correcting also teaches the value of aesthetics and art in everyday life. Young people learn to understand the concept of color, harmony, and how to apply makeup carefully and skillfully. This not only enriches their knowledge but also enhances their creativity and artistic expression. By mastering these techniques, young people can create looks that suit their personality and mood, rather than blindly following trends. This approach also fosters a critical attitude towards the use of makeup products and raises awareness of the importance of natural skin care.

However, it's essential to remember that color-correcting techniques aren't a permanent solution to underlying skin issues, such as active acne, severe hyperpigmentation, or other medical skin conditions. Makeup, including color correcting, is only temporary and cosmetic. Therefore, it's recommended that young people receive comprehensive skin health education, including a healthy lifestyle, proper skincare use, and consultation with a dermatologist when needed. The combination of proper skin care and makeup techniques will provide the best results in maintaining healthy skin while enhancing appearance.

CONCLUSION

This study demonstrates that color-correcting techniques are an effective method for concealing skin imperfections in young people, including redness, dark circles, acne scars, and dullness. By utilizing the principle of complementary colors, selecting the right concealer shade has been proven to create a more even and natural skin appearance. These results also indicate that the application of color-correcting techniques not only provides aesthetic benefits but also plays a role in increasing the user's self-confidence, especially among teenagers and young adults who face social pressures related to their appearance.

As a follow-up, young people are advised to study this technique in more depth to achieve optimal results and maintain a natural appearance, especially for daily use. Cosmetic manufacturers also need to develop color-correcting product formulas that are gentle on sensitive skin and suitable for long-term use. Furthermore, beauty educators are expected to expand training and education on this technique so the public can understand and apply it correctly.

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