

concealer

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Concealer

Highly pigmented makeup applied to specific areas rather than to the whole face. Concealer is [Foundation](#) with the pigment load turned up and the spreadability turned down, and choosing one is really choosing between **coverage and movement**, which trade against each other directly.

The formats

Format	Pigment load	Best for
Liquid, doe-foot wand	Medium	Under-eye; the default
Liquid, high-coverage	High	Blemishes, discoloration
Cream, pot or stick	High	Blemishes, scars, tattoo cover
Compact / heavy cream	Very high	Birthmarks, vitiligo, tattoos — see Tattoo Cover-Up Makeup
Powder	Medium	Setting rather than covering

Two jobs, two different products

The most useful thing to understand about concealer is that **under-eye and blemish work want opposite properties**.

Under the eye the skin is thin, mobile and creased by every blink. The failure mode is creasing — product collecting in fine lines within an hour. What helps: a lighter, more flexible, less heavily pigmented formula; a **small quantity**; setting with a fine [Setting Powder](#); and placing it in a triangle under the shadow rather than smearing it along the lash line. A concealer one shade lighter than the skin brightens the recess; more than one shade lighter reads grey in photographs.

On a blemish the skin is static but the surface is raised and often flaking. The failure mode is texture — a matte, thick product sitting on a bump makes it more obvious, not less. What helps: a **thin, high-pigment, quick-setting** product applied with a small brush **only to the discoloured area**, patted rather than blended outward, and set lightly. Colour-correct first if the redness is strong: a green or yellow-toned base under a skin-tone concealer beats piling on more of the latter.

Colour correction underneath

The complementary-colour logic: **green** neutralises red; **peach or orange** neutralises blue-grey, which is why peach correctors work under the eyes on deeper skin tones and on beard shadow; **lavender** neutralises yellow. Applied thinly under the concealer, not instead of it. See [Colour Corrector](#).

Where it sits in the rules

Cosmetic in the US — FDA primary category (08), makeup preparations (not eye) — except that a concealer used **in the eye area** falls under (03) eye makeup preparations, and the eye-area rules then bite:

- **Only colour additives approved for eye-area use** may be present. Some pigments permitted in a lip or face product are not permitted near the eye.
- Under MoCRA the **small-business exemption from registration and listing does not apply** to products that regularly contact the mucous membrane of the eye.

Since most concealers are marketed for under-eye use, the stricter set generally governs. Certified colour additives must come from **FDA-certified batches**.

Shelf life

Twelve months after opening for a wand or tube. **Doe-foot applicators go back into the tube after touching the skin**, which is the contamination route, and using one on an active blemish and returning it to the tube seeds the whole product. Use a brush for blemishes, or decant.

Anything used on the eye area follows the strict rule: **stop at the first sign of eye irritation or infection and discard**. Pots and compacts contaminate faster than tubes.

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- Regulatory statements here follow the FDA and EU sources listed on [Cosmetics](#), read 16 August 2026.