

Range of skin shades available for foundation

This table accompanies the ethical makeup guide:

<https://www.ethicalconsumer.org/health-beauty/shopping-guide/make-up>

In the table, we've defined a brand as having a **'good'** range when there was a fairly even split between lighter, medium dark and darker shades, when the darkest shade was very dark for dark black skin and not only a medium or light brown, and there were a variety of shades for a spectrum of dark skin with multiple options for each level of shade.

'Some' indicates that the brand offered a few options but did not have much range in shades or did not offer very dark options for dark Black skin.

'Very little' or **'no'** means that the brand had barely anything to offer non-white or very light-coloured skin, if at all.

Brand	Number of shades available	Range of dark shades	Use of models for each shade?
17	20	Good range	No
Aveda	5	Very little	No
Avon	35	Good range	No
bareMinerals	35	Good range	Yes
Beauty Without Cruelty	6	No	No
Benefit	30	Good range	Yes
Bobbi Brown	43	Good range	Yes
Body Shop	40	Good range	No
Bourjois	15	Some	No
Clarins	23	Very little	No
Clinique	23	Very little	No
Cover Girl	40	Good range	No
Dior	42	Good range	Yes
Dr Hauschka	8	No	No
Ethique*	-	-	-
Elizabeth Arden	40	Good range	No
Estée Lauder	60	Good range	Yes
Fenty	59	Good range	Yes
Givenchy	35	Some	No
Green People	2	No	No

Guerlain	30	Some	Yes
KVD Vegan Beauty	40	Good range	Yes
Kylie Cosmetics	40	Good range	Yes
L.A. Colors	9	Some	No
L.A. Girl	14	Some	No
Lancôme	43	Good range	Yes
Laura Mercier	30	Some	Yes
Lavera	6	No	No
L'Oréal	48	Good range	No
Lush	40	Good range	Yes
MAC	8	No	No
Make Up For Ever	40	Good range	No
Max Factor	33	Some	No
Maybelline	38	Good range	No
NARS	35	Good range	Yes
No.7	30	Some	No
NYX	8	Good range	Yes
Odylique	12	Some	No
PHB Ethical Beauty	7	No	No
Revlon	18	No	No
Rimmel	25	Good range	Yes
Shiseido	30	Good range	Yes
Sleek MakeUP	23	Good range	No
Studio London	15	Some	No
Too Faced	35	Good range	Yes
Uoma	51	Good range	Yes
Urban Decay	49	Good range	Yes
Vichy	9	Very little	No
Yves Saint Laurent	40	Some	Yes

*Only sells lipstick in makeup range. No foundation sold.

Information correct as of autumn/winter 2023.