

Your Cool Winter Color Guide

Cool Winters are the coolest of the Winter family — deeply cool without necessarily being extremely dark. Your coloring is cool-dominant with medium-to-deep contrast. You look striking in rich, cool colors.

Your Undertone: Cool

Best Metals: Silver, platinum, white gold

Your Season Palette



Steel Blue
#5B7FA5



Raspberry
#8B3A5A



Navy
#3D5070



Plum
#7B5080



Petrol Blue
#4A6B80



Cool Rose
#A05070

Your Best Colors

Cool and deep — navy, icy pink, true red, charcoal, emerald, white, plum, burgundy, cool gray, blue-red

Colors to Avoid

Warm earth tones, orange, gold, rust, warm brown, camel, peach, warm yellow, olive green

Top 5 Lip Products for Cool Winter

- MAC Lipstick in Diva**
MAC — Deep cool burgundy — a Cool Winter statement
- Fenty Beauty Stunna in Uncensored**
Fenty Beauty — True cool red
- NYX Suede Matte in Vintage**
NYX — Cool deep mauve-plum, budget
- Maybelline SuperStay in Voyager**
Maybelline — Cool berry-wine
- Rare Beauty Soft Pinch in Fierce**
Rare Beauty — Cool berry-pink

Top 5 Cheek Products for Cool Winter

- NARS Blush in Seduction**
NARS — Cool plum-berry — stunning on Cool Winters
- Milani Baked Blush in Berry Amore**
Milani — Cool berry, budget
- Glossier Cloud Paint in Storm**
Glossier — Cool deep mauve-berry
- e.l.f. Putty Blush in Fiji**
e.l.f. — Cool pink, affordable
- Tarte Amazonian Clay in Blushing Bride**
Tarte — Cool rosy pink

Top 5 Eye Products for Cool Winter

- 1 Urban Decay Naked 2 Palette**
Urban Decay — Cool-toned silvers, taupes, and grays
- 2 ColourPop Stone Cold Fox Palette**
ColourPop — Cool grays and mauves, affordable
- 3 MAC Eyeshadow in Cranberry**
MAC — Cool berry shimmer — adds drama beautifully
- 4 NYX Ultimate in Cool Neutrals**
NYX — Cool-toned range, budget
- 5 Charlotte Tilbury Luxury Palette in The Rebel**
Charlotte Tilbury — Cool plums and silvers

Foundation Guide

Look for 'cool', 'pink', or 'neutral-cool' undertones. Cool Winter skin ranges from fair-cool to deep-cool with pink or blue undertones. Avoid warm, golden, or yellow-toned foundations completely. Medium-to-full coverage with a satin-matte finish complements your sharpness.

Shopping Cheat Sheet

Words to Look For on Packaging

cool, blue-based, berry, plum, wine, icy, silver, true red, crisp

Words to Avoid on Packaging

warm, golden, orange, copper, camel, earthy, muted, peachy

Want Unlimited Product Scanning?

Download the TruHue app — scan any product's barcode for an instant YAY, OKAY, or NAY personalized to your season. | truhue.app

TruHue is the only app that combines 12-season color analysis with real-time makeup product scoring. Built by Claudia and Liv, a mom-and-daughter team from Oklahoma. We took color analysis classes, learned the science behind undertones, and built the app we wished existed.

Follow us: [@truhueapp](#) on Instagram, TikTok, Pinterest, and YouTube