

Your Deep Winter Color Guide

Deep Winters (also called Clear Winters) are the deepest and most dramatic season. Your coloring is high-contrast, deep, and cool — think midnight skies, deep jewel tones, and dramatic contrasts. You command attention in rich, dark, cool colors.

Your Undertone: Cool

Best Metals: Silver, gunmetal, platinum, dark metals

Your Season Palette



Midnight Blue
#2C3E5A



Dark Cherry
#8B1A2C



Forest Green
#0D3B2E



Royal Purple
#3A1A5C



Deep Teal
#1A3A4A



Wine
#5C1A3A

Your Best Colors

Deep and cool — black, navy, dark emerald, burgundy, royal purple, dark teal, charcoal, true red, stark white, deep magenta

Colors to Avoid

Pastels, warm earth tones, peach, light pink, camel, beige, warm gold, light warm colors, muted dusty tones

Top 5 Lip Products for Deep Winter

- MAC Lipstick in Sin**
MAC — Deep cool plum — dramatic and gorgeous
- Fenty Beauty Stunna in Unveil**
Fenty Beauty — Deep cool berry
- NYX Suede Matte in Alien**
NYX — Deep cool plum, budget
- Maybelline SuperStay in Composer**
Maybelline — Deep berry-wine
- Rare Beauty Soft Pinch in Delight**
Rare Beauty — Deep cool mauve-berry

Top 5 Cheek Products for Deep Winter

- NARS Blush in Sin**
NARS — Deep berry with shimmer — made for Deep Winters
- Milani Baked Blush in Red Vino**
Milani — Deep cool berry, budget
- Fenty Beauty Cheeks Out in Drama Cla\$\$**
Fenty Beauty — Deep cool plum
- e.l.f. Putty Blush in Bora Bora**
e.l.f. — Deep mauve-berry, affordable
- Tower 28 BeachPlease in After Hours**
Tower 28 — Deep berry cream blush

Top 5 Eye Products for Deep Winter

- 1 Urban Decay Naked Smoky Palette**
Urban Decay — Deep cool smokes and silvers
- 2 ColourPop Smoke Show Palette**
ColourPop — Dark cool tones, affordable
- 3 MAC Eyeshadow in Sketch**
MAC — Deep burgundy-plum — True Winter drama
- 4 NYX Ultimate in Smokey & Highlight**
NYX — Deep cool darks, budget
- 5 Charlotte Tilbury Luxury Palette in The Glamour Muse**
Charlotte Tilbury — Deep jewel tones and charcoal

Foundation Guide

Look for 'cool', 'neutral-cool', or 'deep cool' undertones. Deep Winter skin ranges from medium to deep with cool (blue/pink) undertones. Avoid any warmth in your foundation. Full coverage with a semi-matte or matte finish supports the intensity of your coloring.

Shopping Cheat Sheet

Words to Look For on Packaging

deep, cool, rich, jewel-toned, dark, vivid, blue-based, bold, intense

Words to Avoid on Packaging

warm, light, pastel, golden, earthy, dusty, muted, peachy, soft

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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.

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