

Your True Summer Color Guide

True Summers are the quintessential cool-and-muted season — think overcast skies reflected in calm water. Your coloring is medium-depth with cool, soft undertones. You shine in colors that are cool, blended, and slightly grayed.

Your Undertone: Cool

Best Metals: Silver, pewter, white gold, cool rose gold

Your Season Palette



Slate Blue
#8EA8C4



Soft Plum
#A090A8



Steel Blue
#7B98B5



Dusty Violet
#8B7B98



Teal Gray
#6B90A0



Periwinkle
#9898B0

Your Best Colors

Medium-depth cool muted tones — slate blue, dusty rose, mauve, soft raspberry, gray-blue, cool cocoa, lavender, muted teal, charcoal blue

Colors to Avoid

Warm earthy tones, bright orange, gold, rust, warm brown, black (too harsh), bright yellow, olive, warm red

Top 5 Lip Products for True Summer

1

MAC Lipstick in Twig

MAC — Cool mauve-brown — a True Summer essential

2

Fenty Beauty Gloss Bomb in Fu\$\$y

Fenty Beauty — Cool mauve-pink shimmer

3

NYX Lip Lingerie in Embellishment

NYX — Dusty mauve, budget-friendly

4

Maybelline Color Sensational in Almond Rose

Maybelline — Cool muted rose

5

Rare Beauty Soft Pinch in Grace

Rare Beauty — Cool raspberry-mauve

Top 5 Cheek Products for True Summer

1

Tarte Amazonian Clay in Paaarty

Tarte — Cool muted pink — natural flush for True Summers

2

Milani Baked Blush in Berry Amore

Milani — Cool berry, great price

3

Glossier Cloud Paint in Dusk

Glossier — Cool dusty mauve

4

e.l.f. Putty Blush in Tahiti

e.l.f. — Cool mauve, affordable

5

NARS Blush in Sin

NARS — Cool berry with shimmer

Top 5 Eye Products for True Summer

- 1 Urban Decay Naked 2 Basics**
Urban Decay — Cool-toned matte neutrals
- 2 ColourPop Stone Cold Fox Palette**
ColourPop — Cool grays and mauves, affordable
- 3 MAC Eyeshadow in Satin Taupe**
MAC — Cool taupe shimmer — versatile for True Summers
- 4 NYX Ultimate Shadow in Cool Neutrals**
NYX — Cool-toned range, budget
- 5 Charlotte Tilbury Luxury Palette in The Sophisticate**
Charlotte Tilbury — Cool plum and taupe

Foundation Guide

Look for 'cool', 'neutral', or 'pink' undertones in medium-depth shades. True Summer skin is typically medium with cool-neutral undertones. Avoid warm or golden formulas. Satin finishes work well — not too matte, not too dewy.

Shopping Cheat Sheet

Words to Look For on Packaging

cool, muted, dusty, rose, mauve, slate, blue-based, soft, grayed

Words to Avoid on Packaging

warm, golden, bright, orange, copper, vivid, neon, earthy, warm brown

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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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