

Your True Winter Color Guide

True Winters are the quintessential high-contrast cool season — think snow against a dark sky, jewels on black velvet. Your coloring is high-contrast and cool, and you look electrifying in bold, pure, cool colors.

Your Undertone: Cool

Best Metals: High-shine silver, platinum, white gold, crystals

Your Season Palette



Deep Navy
#3D4F6F



True Red
#C0282E



Emerald
#1A5C3A



Black
#2C2C2C



Pure White
#FFFFFF



Magenta
#8B2050

Your Best Colors

High-contrast, cool, and vivid — jet black, pure white, emerald, ruby red, sapphire blue, hot pink, sharp silver, true red, cobalt, magenta

Colors to Avoid

Warm muted tones — camel, olive, rust, peach, warm brown, beige, dusty pink, warm gold, earth tones

Top 5 Lip Products for True Winter

- MAC Lipstick in Russian Red**
MAC — Cool true red — the True Winter power lip
- Fenty Beauty Stunna in Uncensored**
Fenty Beauty — Cool vivid red, long-wearing
- NYX Matte Lipstick in Perfect Red**
NYX — Cool true red, budget
- Maybelline SuperStay in Pioneer**
Maybelline — Cool berry-red
- Rare Beauty Soft Pinch in Thankful**
Rare Beauty — Cool vivid pink-berry

Top 5 Cheek Products for True Winter

- NARS Blush in Outlaw**
NARS — Cool vivid red — dramatic and stunning on True Winters
- Tarte Amazonian Clay in Natural Beauty**
Tarte — Cool pink with clarity
- Glossier Cloud Paint in Haze**
Glossier — Cool berry-mauve
- e.l.f. Putty Blush in Fiji**
e.l.f. — Cool vivid pink, affordable
- Danessa Myricks Dewy Cheek in Berry**
Danessa Myricks — Cool vivid berry

Top 5 Eye Products for True Winter

- 1 Urban Decay Naked 2 Palette**
Urban Decay — Cool silvers and taupes — a True Winter staple
- 2 ColourPop Smoke Show Palette**
ColourPop — Cool dark smoky shades, affordable
- 3 MAC Eyeshadow in Carbon**
MAC — Pure matte black — True Winter essential
- 4 NYX Ultimate in Smokey & Highlight**
NYX — Cool dark neutrals, budget
- 5 Charlotte Tilbury Luxury Palette in The Rock Chick**
Charlotte Tilbury — Cool plums, silvers, and charcoals

Foundation Guide

Look for 'cool', 'porcelain', 'neutral-cool', or 'espresso cool' undertones. True Winter skin covers a wide range but always has cool (pink/blue) undertones. Never use warm or golden foundations. Full coverage with a semi-matte or velvet finish supports your high-contrast look.

Shopping Cheat Sheet

Words to Look For on Packaging

cool, vivid, pure, true, bold, blue-based, icy, high-contrast, sharp

Words to Avoid on Packaging

warm, muted, dusty, golden, earthy, soft, toned-down, 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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