

MAYBELLINE NEW YORK

OUTLINING CULTURAL TRUTHS FOR PRODUCT LAUNCH

Compiled By: wrm

POINTS OF DISCUSSION

Reflecting on the category

Decoding the consumer sentiment

Learning from Peers

Strategic Recommendations



The **Rise of Cushion Foundation** in India...

Cushion foundation didn't enter as a better foundation.

It entered as a better experience — one that felt **new, intuitive and visually distinct** from anything in the base category.



WHAT DROVE THE BOOM...

"Tap-tap" application that felt **effortless and satisfying**

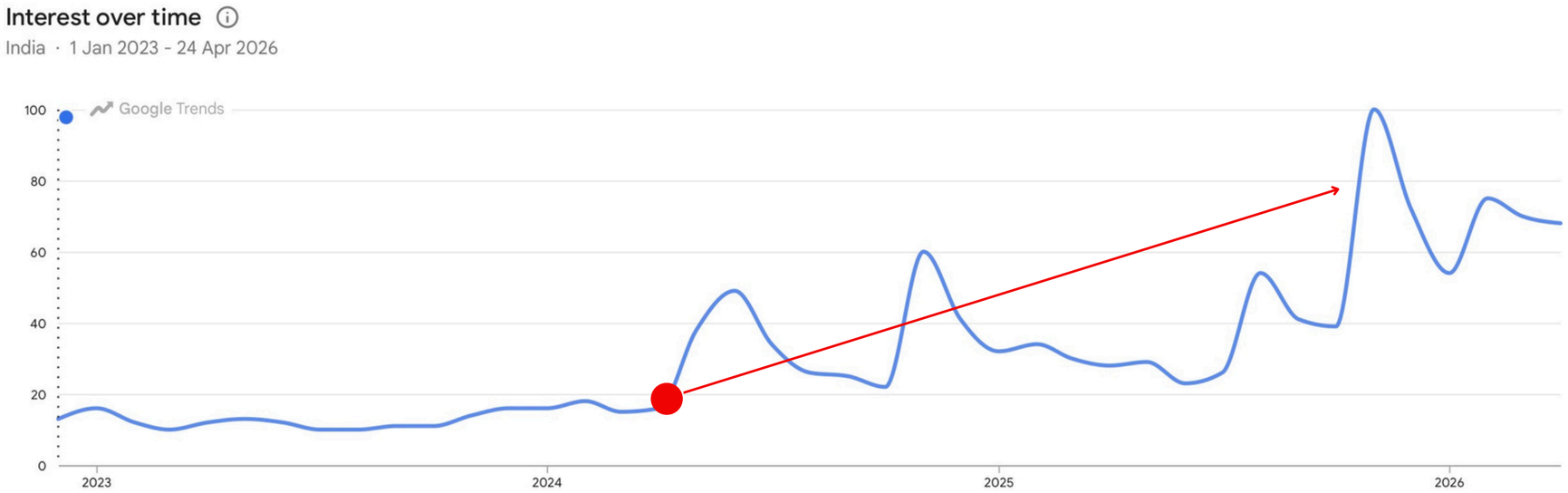
Compact, **on-the-go format** that looked and behaved differently

Discovery led by **K-beauty influence** and **creator virality**

*Cushion rose fast, driven by **culture, content and hype***

Adoption was driven by **Curiosity, not Conviction**





Early adoption was fuelled by the desire to try something new.

The format itself became the hook, drawing consumers in **through novelty rather than a deeply evaluated need.**

Cushion quickly moved **from niche to mainstream conversation.**

But as more consumers entered the category, the **nature of engagement began to shift.**

Today....

Early excitement is turning into informed consideration

Awareness has expanded, but depth of understanding varies across consumers

Conversations are moving beyond novelty to real world evaluation



Consumers are approaching the category with a **sharper lens to evaluate the format for its relevance, fit and payoff value**



CONSUMER SENTIMENT & SNAPSHOT

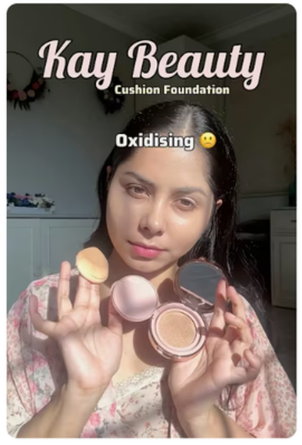




@georachelk9812 8 months ago
Bt look at their representation swatch pictures 😂 it looks super deep than what it is irl... shameful to see such act again and again from such a reputed brand
8 Reply

@soundariyaravishankar6020 8 months ago
Yes, it looks dark on the website

@XIE1SM 7 months ago
the shade range is so terrible especially for an INDIAN brand when india has various people of various shades from different regions, even foreign k-beauty brands like tiritr and tfit have better shade ranges than one's from our own country. a true shame. we should seriously call out these brands for the lack of inclusivity.



Watch this before buying Kay Beauty Cushion ...
121K views

@moonyoung_0 8 months ago
I don't understand why most of the Indian brand foundations oxidize 😭 ngl I hate foundation so much now that I stop buying them
179 Reply
1 reply

@saptashreetripathy2571 4 months ago
All foundations oxidise. All of them be it any brand. So you buy a shade lighter so even if it oxidises it still looks good.
12 Reply

@HimadriPatel 8 months ago
Yes it looked pale but then it oxidises alot ❤️ it looked great after 5min
89 Reply

@Simpletipsbyshruti 8 months ago
@HimadriPatel then should we order our real shade or a lighter one?
7 Reply

@vanshikaverma1937 8 months ago
@Simpletipsbyshruti the one you think matches your skin because it's was pale yellowish tone so that's why after it looks good on her on the top of it she do full face makeup so she can still make it look better but who don't know much about makeup will not be able to

@SnehaKumari-nc8cx 1 year ago
Hello mam mera maybelline fit me lumi matte me shade hai 220 to me konsa shade lu tirtir ka
Translate to English
1 Reply

@WaySheBlushes 1 year ago
Same mine and I could not find a shade befitting my skin.
This shade 31N turns dark after oxidising.
Next shade is 29N but I have heard its too light and has cool undertone.
Reply

@Nandini_saha21 1 year ago
I am 220 in maybeline...and the struggle 😅 is real i just cannot find my shade in this range....and the filter is 😢 not working in my phone
5 Reply

@penvsthoughts2448 1 year ago (edited)
It's looking dark because you have put too much product on. When applying a Korea cusion you have to put very sheer layers. Firstly, you have to press in then entire puff for equal distribution of the product not the edge. Secondly, you have to pat off the excess on the back of the lid over the cusion...

@keri471 7 months ago
Dark skin is never the target audience for most brands
14 Reply

@lalnuntluangitluangi1443 7 months ago
That's not your shade match girl even after oxidising it still won't be a shade match for you cause it's got the wrong undertone for you

r/IndianBeautyTalks • 2mo ago
Thick_Subject3917
Tir tir cushion foundation shade recommendation
makeup



I have shared my bare skin pic and in the next pic Maybelline 128 foundation swatch and a blended swatch as well , pls recommend by looking at the bare skin and the Maybelline swatch . For everyday I use Mars bb cream in the shade fair it is a bit light on me but after 20 minutes it becomes my skin tone just a bit lighter but in a good way. Pls recommend me tir tir cushion foundation red or pink . I have combination skin t zone oily and rest of the face dry I have acne marks so.wanted high coverage and it should look.natural. after atleast a setting spray rn I use swiss beauty high on glow

unfltrdghazal • 16h ago
this cushion foundation is perfect for girlies who hate oxidation! i'm ghazal, the founder, and we literally co-created this foundation with 150 indian girls in a room and your post literally makes me feel like all of it was worth it
so glad you loved the foundation and unfltrd as a brand!
1 Reply Award Share
Gullible_Ad_1395 OP • 15h ago
Omg i didn't think it would reach to you
My only complain is that i feel the cushion applicator a bit rough but nevertheless i love it
1 Reply Award Share

@laxmigupta8046 2 weeks ago
Shade suggested for dusky sking
Reply
@soundariyaravishankar6020 2 weeks ago
I am dusky deep... I use Kay beauty 180 y, tir tir 43n, loreal 595....
Reply

CONSUMER SENTIMENT

1. **Shade matching has become a low-confidence exercise with consumers being frustrated on what works on their indian skin tones. They are navigating shade selection through creator comparisons, swatch decoding, comment threads and trial-and-error because category cues feel unreliable.**

2. **Oxidation has turned shade fit from a selection problem into a wearability problem. Across brands, oxidation has made trust fragile, turning shade credibility into a bigger concern than shade breadth alone**

Make choosing and wearing shade feel more dependable

-Borrow trust from the Superstay ecosystem and anchor it within "Superstay way to make it work"as consumers have already learned workarounds with superstay foundation around oxidation, layering and pairing
-Build confidence through oxidation-transparent education, pairing guidance (primer, concealer, prep), undertone decoding help

BRAND IMPERATIVE

CONSUMER SENTIMENT & SNAPSHOT



My Clean Makeup Look | Soft Polished Makeup for 30s & up





NO FOUNDATION: your skin but BETTER makeup routine for acne prone skin!

- your skin but better **cc cream**
- your skin but better **setting spray**
- your skin but better **foundation + skincare**
- your skin but better **makeup**
- your skin but better **foundation**



- easy skin **prep before** makeup
- **oily** skin easy makeup **tutorial**
- **simple** makeup **fair** skin
- easy **everyday** makeup **for brown** skin
- easy makeup **for mature** skin
- easy makeup **for indian** skin
- easy makeup **for acne** skin
- easy makeup **for tan** skin
- easy makeup **for morena** skin

Reddit · r/Makeup
180+ comments · 2 years ago

Women in your 30s, what is your makeup routine and products?

I'm starting to notice makeup doesn't look good on me anymore. I'm using your typical full coverage foundation and it's not it anymore. I've ...

Reddit · r/IndianMakeupAddicts
10+ comments · 3 weeks ago

Girlies, what does your everyday makeup routine actually look like? : r/IndianMakeupAddicts

I'm genuinely curious what people actually do on a daily basis vs what we see online. Do you guys really use foundation every day? And if yes, which ...



Reddit · r/IndianBeautyTalks
20+ comments · 3 months ago

r/IndianBeautyTalks - My go to products for an everyday makeup look for work

Foundation: I alternate between the red tirtir cushion foundation and the silver one. I also sometimes use the masaba all in one skin tint.

Okayisnotokay · 2y

Normal skin, Mac nc25

1. La shield sunscreen spf 40
2. Lakmé absolute wet and dry compact in rose crème I skip this step if my skin is looking good after the sunscreen and replace this with Tiny bit of Mac strobe cream
3. Eyebrow pencil - wet n wild brow pencil in medium brown
4. eyeliner or kajal - I never do both L'Oréal liner magique Lancôme le stylo Kajal
5. If I am feeling fancy, then some light eyeshadow and mascara - else skip this Huda beauty nude eyeshadow palette - medium Mac mascara

@anagha_sawant • 10 mo ago

Lakmé Cc cream tried and tested... more than for 7-8 years... my go to for office ❤️❤️❤️❤️

@swathipai1 • 2 yr ago

Me to office : sunscreen, compact , lipstick eyeliner bcz we don't wanna put chemicals on skin everyday

Reddit · r/IndianMakeupAddicts
40+ comments · 2 years ago

Share your office makeup routine if you're into makeup

Primer, colour corrector on under eyes and acne, concealer, tinted moisturiser, blush, setting powder, kajal and use the same as eyeliner.

Reddit · r/IndianBeautyTalks
20+ comments · 11 months ago

I need makeup recs for college : r/IndianBeautyTalks

For minimal makeup-L'Oréal tinted serum or Tirtir cushion foundation. Concealer-HUDA beauty all the way. For cheeks-ELF liquid blush (so many ...

CONSUMER SENTIMENT

The Indian consumer has already built her on shorthand for "easy skin" through BB creams, skin tints, powders and hybrids. Cushion doesn't introduce convenience, it enters a space where convenience is already expected and ends up fighting for relevance within a category of products that make the same promise in different ways

Define a distinctive role for cushion foundation within the routine so it earns relevance rather than duplication

BRAND IMPERATIVE

CONSUMER SENTIMENT & SNAPSHOT

Reddit · r/IndianBeautyTalks
1 comment · 2 months ago

Has anyone tried the un:fltrd cushion foundation? : r/IndianBeautyTalks

I use light makeup and only for special occasions, barely 3-4 times a year , so I want something easy to carry and apply. For the price honestly ...

weisp · 1y

It’s meant be convenient and there are so many good ones that are worth the money

Since having a baby, I can’t go back to liquid foundation unless I have extra 15mins to do makeup but I don’t

I do my makeup only when my husband is driving or I’m taking the train to work

TemperatureExotic631 · 1y

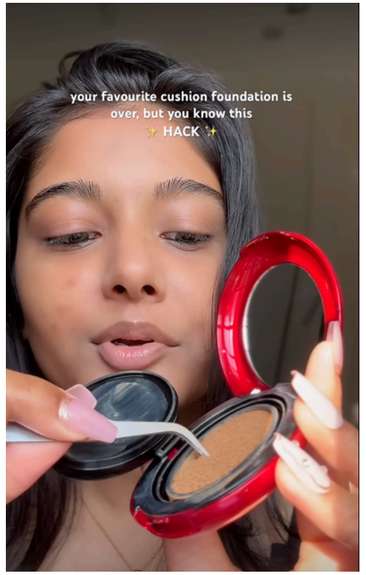
I travel a lot (work, vacations, overnight/weekender trips, etc) and my current collection of foundations all come in glass bottles. I was thinking of just getting smaller pumps to take with me, but I was thinking of getting empty cushion compacts and using those. If I remember from my early makeup days, not every foundation is meant to go into a cushion compact.

oddcalico · 2y

I have/use both and for cushions, I use them for convenience and with the added bonus of spf, it's great for simple daily wear (I still wear a spf underneath my makeup). Not to mention it's travel friendly. Cons are that it's very little product compared to buying a liquid foundation and they don't make any cushions without spf so I don't use it on occasions where I know there are going to be pictures with flash taken. Also these days I don't use a cushion for touch-ups anymore since I've been using a concealer compact instead.

homegirlespe · 2y

I own both, liquid and cushion foundations, usually apply the cushion when I’m going out and I will, most likely, need to retouch, or when I’m traveling, since it’s way more comfortable to carry around.





pepperxpeppermint · 1y
Top 1% Commenter

This is just a skill issue on my part, but I personally find the cotton puffs super annoying to use; takes forever to completely blend the foundation in and hard to get into the crevices of my face. I end up just having to scrape the foundation out of the cushion with a makeup spatula and blend it with a standard tear drop-shaped makeup sponge.

r/AsianBeauty
u/shinkirou_coon · 6y

[Cushion foundation] What are your tips and tricks when the middle dries faster than rim?

Discussion

Given the way cushions foundations operation (push down on the cushion -> cushion dips down -> product in applicator. The middle of the cushions inevitably runs dry faster than the edges.
Then it's time for "the messy flip" (cos there's still a substantial amount of product near the rims when I flip the cushion over).

So what are your tips and tricks for when this issue occurs or what do you do to prevent the uneven distribution in the first place?

(PS: I love cushion pact too much to give up on them)

Reddit · r/AsianBeauty
7 comments · 3 years ago

Tips for Using a Cushion Foundation that is Drying Out : r/AsianBeauty

Flip the cushion over, the other side should have more product. Use a tiny spatula/any small clean object to sort of press down and scrape the product from the ...

CONSUMER SENTIMENT

Consumers are placing cushion within different contexts — rushed work mornings, commute touch-ups, new motherhood, errand days, casual social plans, travel, skin recovery days — using the format less as a glam shortcut and more as a flexible tool for looking put together across life’s varying demands

From application tweaks to cushion managing hacks and tool modifications, optimisation is becoming part of cushion usage culture itself, turning the format from a static beauty product into a participative format

BRAND IMPERATIVE

Anchoring cushion in the everyday, low-effort beauty identity* relook (best of both world aspect- liquid foundation+compact powder)

Build format around adaptable performance, where “hacks” are treated as extensions of product value

CONSUMER SENTIMENT & SNAPSHOT



Reviewing 6 VIRAL CUSHION FOUNDATIONS | With Skin Type Recommendation | Chetali Chadha

14,394 views 3 wk ago 9 products ...more

Chetali Chadha 622k Subscribe



I Tested 8 Cushion Foundations So You Don't Have To

58,165 views 4 mo ago ...more

Robert Welsh 1.1m Subscribe

Sparkly-Siren · 364d

Can anyone who's super acne prone comment on whether or not Tirtir cushion aggravates it? My face completely cleared up after switching to Nars base makeup (was using Makeup Forever earlier which I thought was a great brand) so I'm really on the lookout for base products that don't aggravate acne.

S @sujatanewar0905 · 1 yr ago

Ma'am I wanna ask if the viral tirtir red cushion foundation is non-comedogenic and acne safe or not?? Please please reply me

@SuperSunshine · 2 wk ago

I have a very dry sensitive skin, when I tried the kay beauty one on a insanely humid and hot day, instantly hated it cuz of how sticky it was, generally I don't use any powder to set my makeup that's how dry my skin is but I used loose powder on whole face, it was still sticky. P. S I heavily moisturize my skin to prep it for makeup followed by a moisturizing sunscreen so that might have been the issue, but It still felt heavy and sticky

Reddit · r/AsianBeauty
10+ comments · 1 month ago

Cushion foundation : r/AsianBeauty

For Parnell, there is a matte version. Rom& is acne safe based on the non-comedo testing. From personal experience it didnt break me out.

Reddit · r/IndianBeautyTalks
1 comment · 1 year ago

Tir tir foundation or kay beauty for dry acne prone skin : r/IndianBeautyTalks

Reddit · r/IndianBeautyTalks
30+ comments · 8 months ago

Which foundation can survive a hot summer day (lots of sweating ofcourse)

Hi girlies Looking for foundation recommendations. I need a foundation that can atleast survive 9-5 with lil bit of sun hours. On top of that I am ...





r/IndianBeautyTalks

Top 1% Commenter

SPOILER

[REVIEW] TIRTIR pink cushion foundation on Dry/Combo Skin: 6+ Hour Wear time.

Product Reviews ✨



CONSUMER SENTIMENT

They approach cushion through a pre-existing category intelligence lens. They are actively seeking evidence of how cushion behaves under lived conditions across skin types, textures, Indian weather and long hours. Hence, consumers are not entering with blind excitement but are evaluating product against a personal archive of base failures and workarounds

Lead with performance-first narratives rooted in lived realities, making proof in real conditions central to how Superstay Mattemax cushion is introduced

BRAND IMPERATIVE

CONSUMER SENTIMENT & SNAPSHOT

PinkMoonbow • 1y

You might have already done this, but try using it different ways. While researching reviews on it, I came across so many opinions, a lot of people got better results by using it a certain way.

So try it with and without primer, applied with or without cushion/foundation brush/fingers etc. So basically how you layer n apply it- change that method n see if another works better for you.

Also ensure you are applying it the right way - and not directly putting the cushion on your face, you are supposed to pat it off first and work with the tiniest amount. Most influencers are applying wayyy to much product imo.

4

asassy OP • 7y

Thank you! How do you evenly spread the product on your face? What happens is that on the first "pat" on my face, I deposit like 80% of the product, then there's nothing left for the remaining pats.

5

sheerdazzle • 7y
|Pigmentation/Dullness|Combo|SG

My tip for this is to apply first on the area where you need the most coverage, for me it is on the cheekbones where I have some melasma. And pat really gently, it makes a difference!

I also sometimes use my foundation brush to blend out the product along the hairlines & jawline as it is faster, easier & that zone typically doesn't need much coverage.



Why can't people use this Foundation right?! | I'm Going To Show You How!

@Sayurilera • 2 mo ago
i used the puff thing with three fingers all under the strap thing but i have been enlightened on how to hold it more tightly 👁️👄👁️ thankiu robertt 🎉🎉

@whateverpip9033 • 1 yr ago
for nose texture areas - a fluffy brush swipe helps spread the coverage out without too much disruption to the skin . Also TT red cushion also likes to oxidise on some skin types so let it settle down for a afew mins before judging the tone and cover :)

r/IndianBeautyTalks
u/consumerismaesthetic • 1y • youtu.be

Robert welsh explaining how to do cushion foundation

I know we are all on the hype wagon if tirtir maskfit cushion foundation and we all brought it and are struggling to make it work. I have seen tons of videos online and nothing compares to how well he explained how to use them. So if you have been struggling like me with getting tirtir work here's his videos on how to apply them with proper technique. And I will also link another video in comments on how he makes it work for different skintypes

eekhaa • 1y

This. Once you figure out how to properly control the amount of product you get on the sponge, cushion foundation just makes sense. Yes, it's more expensive, but the convenience makes the price worth it.

PinkMoonbow • 1y ago

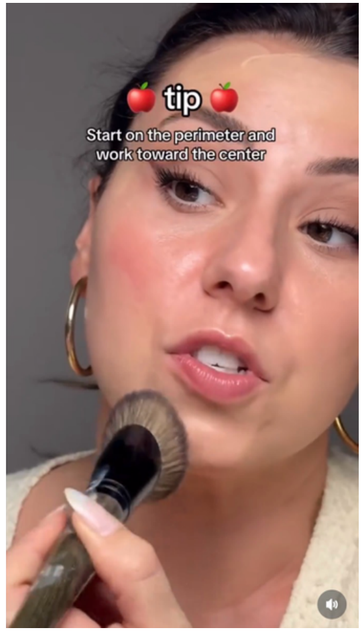
Ditto.

I tap the sponge on the back of my hand, then buff it into a brush.

Using cushion directly on face leads to uneven application (high on some places and low on others) and by the time I blend, some foundation particles dry around my pores 🔮 (I have dry skin too).







FORMAT MISCONCEPTIONS

Reddit · r/AsianBeauty
10+ comments · 1 year ago

How long do cushion foundations last + Tips on maintaining? : r/AsianBeauty

Maybe you could also hand wash your cushion puffs . In the 6 months Ive had this current one, the puff and cushion have not smell bad or dry up.

skinomgskin OP • 7y

Thank you for your insight! I'm still trying to decide if they'd be useful to me too, since I never touch up throughout the day. The hygiene is also a HUGE "ick" factor for me, although I read that if you get a cushion with a patented anti-microbial puff (only those manufactured by Amore Pacific or one of its affiliated companies like Laneige or Dior), hygiene *shouldn't* be a factor..

CONSUMER SENTIMENT

A layer of early cushion adopters has evolved from users into informal format guides. Having learned through experimentation, they now carry accumulated know-how around application, maintenance, tools and hacks and actively pass this on through communities, tutorials and beauty educator references

BRAND IMPERATIVE

Build education with enough depth and credibility to earn a place in the experienced users' consideration set and enter the peer-to-peer knowledge networks shaping the category

Therefore, leading to a rich caricature of the **post-hype consumer** that can be broadly understood as...

CUSHION EXPLORERS

Consumers (non-user, intenders) evaluating whether the format deserves entry into their routine

CONVERSION BARRIERS

TRUST BARRIER
Claims need validation before entry

RISK-BARRIER
Fear of mismatch, oxidation, or wasted trial makes experimentation feel risky and raise the perceived cost of entry

EFFORT-BARRIER
Unclear technique makes convenience feel conditional



CUSHION PRACTIONERS

Consumers already working with the format and developing behaviours around it

RETENTION LEVERS

PERFORMANCE-REINFORCEMENT
The format stays in rotation when it proves itself in lived conditions.

ADAPTED VALUE EXTRACTION
Users deepen value through hacks, routines and personalisation

CONDITIONALLY RELIANCE
Repeat exists when the format earns dependable routine relevance.



This broad caricature plays out differently across consumers, **creating distinct mindsets in how they approach the format**

PROOF SEEKER

"I'll believe it when I see it, and even then, I'll verify."



THE ADAPTER

"It's not perfect — but I can make it work."



THE EVERYDAY OPTIMSER

"I just want something that works — fast and reliably."



CUSHION EXPLORERS

WHAT DEFINES HER

Her vanity is built around products that have earned trust through repeat use. She approaches cushion the same way - something that needs to earn legitimacy before it earns her trial. She does not reject innovation, but filters it through evidence, comparison and real-world validation before entering.

WHAT SHE SEEKS

Reassurance - Confidence that the format will perform as promised, in her realities

What She Needs

- Real-condition demonstrations (heat, skin types)
- Comparative proof and wear tests:
- Credible educator-led breakdowns
- "What to expect" content that reduces trial risk

Need: Nudge to enter the category

CUSHION PRACTIONERS

WHAT DEFINES HER

Her vanity is fluid, assembled around different needs and occasions rather than a single routine. She sees cushion as something to tweak, layer and adapt to match her needs. For her, value lies not only in product performance, but in how much she can make the format work on her own

WHAT SHE SEEKS

Agency - Freedom and guidance to personalise the format rather than use it passively

What She Needs

- Technique-led education and advanced application content (pressure, quantity, technique)
- Format optimisation, Hack-led content (tools, fixes)
- Community-led tutorials and creator know-how
- "How power users use it" content

WHAT DEFINES HER

Her vanity is filled with convenience-first products with cushion being a part of it. She engages with the format less as a beauty innovation and more as part of how she manages everyday self-presentation, evaluating it across the roles it can play across life contexts and identity expressions

WHAT SHE SEEKS

Relevance - A meaningful place for cushion within how she wants to show up

What She Needs

- Occasion and need-state content (work, motherhood, errands, travel)
- "Put together" identity narratives
- Clear superiority vs other routine products

Need: Reasons to stay in the category and re purchase

To drive trial, we need to serve different ways consumers seek value from the format

DIVING INTO THE PEER LANDSCAPE

Because the format is still fairly young in India, players are each choosing distinct growth strategies to make it legible to consumers...

L'ORÉAL PARIS | Kay Beauty | TIRTIR | NYKAA cosmetics | LAKMÉ



Across peers, category growth is being pursued by adopting different routes of reducing adoption friction

ACTIVATION

CORE: MAKE THE FORMAT DESIRABLE

GROWTH STRATEGY:
DRIVE CATEGORY CURIOSITY AND FIRST-TIME TRIAL

NYKAA cosmetics LAKMÉ

Campaign-specific lens to the foramt where cushion is less of a a routine staple and more a beauty object with novelty, buzz and vanity appeal

Fcousis on expand consideration by making the format feel socially and culturally relevant

INTEGRATION

CORE: MAKE THE FORMAT EASY ENOUGH TO ADOPT

GROWTH STRATEGY:
REDUCE ADOPTION FRICTION THROUGH PROOF & BEHAVIOUR CUES

L'ORÉAL PARIS Kay Beauty

Making an unfamiliar format feel credible and intuitive enough to belong to a lifestyle.

Make product enter consideration and repeat usage by reducing cognitive effort, codifying usage behaviours, providing evidence and embedding the format into everyday routine

ELEVATION

CORE: MAKE THE FORMAT MEANINGFUL ENOUGH TO INVEST IN

GROWTH STRATEGY:
INCREASE CATEGORY CONVICTION

TIRTIR un:fltrd

Stretching the meaning of the format beyond utility.

Enrich the format through new value layers like shade authority, community problem-solving, expertise cues to deepen conviction and raise the category's cultural and emotional value by elevating cushion into something consumers invest belief in

Kay Beauty

MARKETPLACE COMMUNICATION







FOCUS: ENABLE PURCHASE CONFIDENCE

Breaks down key uncertainties like shade guidance, product performance and usage behaviour to reduce cognitive load
Only player to introduce usage behaviour

CREATOR COLLABORATIONS

Demonstrate routine integration, ease of use and reinforce usage behaviour to help reduce intimidation and drive familiarity

CELEBRITIES



BEAUTY WIZARDS




EVERYDAY BLISSMAKERS






SOCIAL MEDIA COMMUNICATION

CONTENT FOCUS: NORMALISATION & HABIT BUILDING

OVERALL LAUNCH APPROACH
Drive **low-friction adoption and de-risk format** by making cushion feel intuitive and a natural extension of existing routines and aesthetics

PRODUCT FRAMING

CUSHION AS A DAILY ESSENTIAL

Move cushion beyond being perceived as a gimmicky or hype-driven format, rooting it firmly within “my skin, but better” philosophy. Reinforces new product identity through codified usage cues like “tap–dab–blend,” to reduce the cognitive effort around format

CONTEXT FRAMING

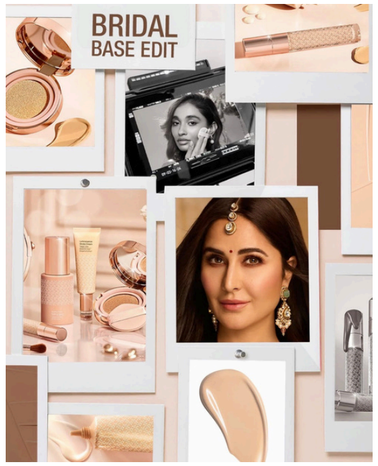
Placed within everyday routines and soft glam moments to stretch the functional imagination of the product and making it feel like a natural, low-effort step in existing beauty habits a “one-stop” solution to deliver a complete base with fewer steps

PRODUCT EDUCATION CORE: BENEFIT-LED

ROLE OF EDUCATION:
Reduce hesitation by making the product feel credible and intuitively desirable

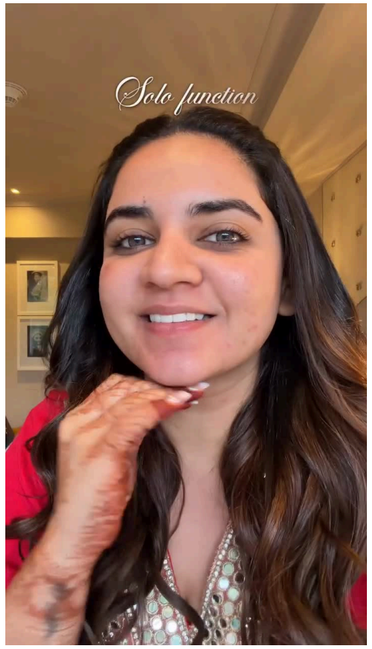
Uses education through content and creator collaborations to legitimise why this cushion deserves consideration. The product is framed through what it carries like SPF 40 PA++, hyaluronic acid, squalane where education becomes a vehicle to embed the format within the brand’s broader #MakeupThatKares philosophy

CONTENT MOODBOARD

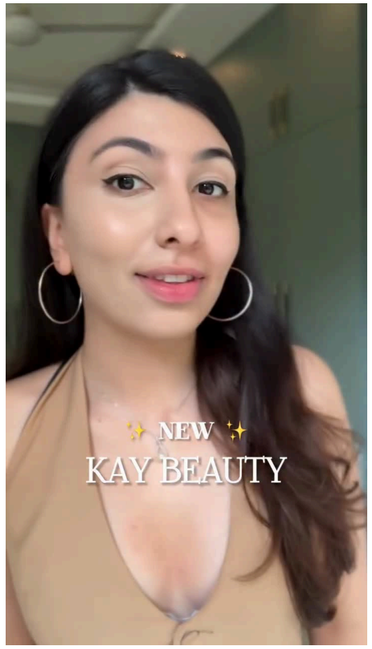


ELEVATED CONTEXTS TO BUILD ON PRODUCT SERIOUSNESS

Kay builds on cushion being an “every-occasion-pick” to also highlight moments that carry intimate essence



SOLO WEDDING OCCASION

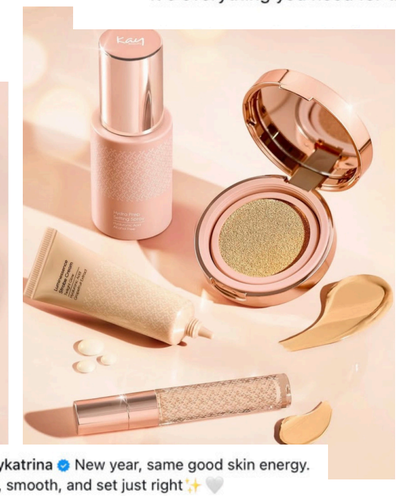


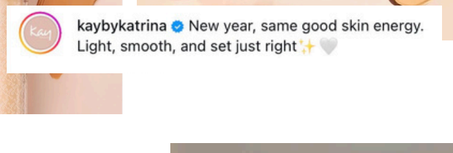
FULL GLAM LOOKS

EXPECTATION SETTING

Absorbs cushion into existing base expectations placing it as a “better expression” of base







NATURAL EXTENSION OF EXISTING ROUTINES

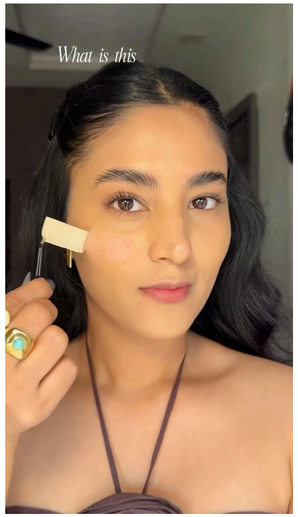
Pairs format with existing staples in "routine carousels” to cue the cushion in a larger, comprehensive routine while encouraging cross-usage of brand offerings

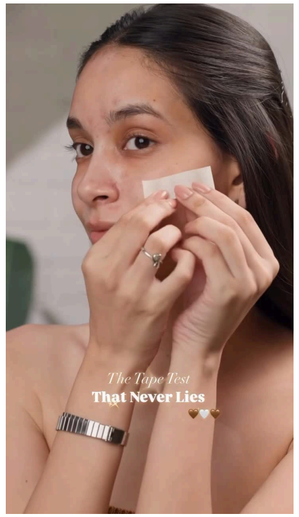


Founder’s personal beauty philosophy guides content communication











ADDING PERFORMANCE CREDENTIAL

Hero communication around high-coverage, demonstrated through category proof formats and creators that carry more authentic category footprint (acne-first advocates, skincare lovers)

CONSUMER RESPONSE

Promotional credibility came under strain

Consumers weren’t rejecting influencer use per se, but pushing back when creator enthusiasm felt disconnected from lived product experience.

Claims were stress-tested and contested against real use

consumers guaging brand claims around coverage, oxidation, wearability and shade precision against actual performance, signals the category is operating under a higher proof threshold

“Dupe” discourse diluted originality cues

positioned the product in relation to TIRTIR rather than as a distinct proposition in its own right. While dupe discourse can create relevance, it also subtly frames the product as derivative rather than category-shaping

Calling out promotional approach of the influencer collaborations

strvwbery • 245d

Every video I have watched is an ad and influencers talking about perfect match but the comments are all telling them how the undertone is off. Will pass on this

Extra-Bicycle3573 • 264d
Skincare Enthusiast

Influencers will make videos gasping "omg Katrina , girl what is this?! I'm in love" aur general public as always will be again mislead

Kay Beauty as a dupe

Reddit · r/IndianBeautyTalks
60+ comments · 10 months ago

Favorite Kay Beauty Products : r/IndianBeautyTalks

I've heard it's a dupe to Laura. Rumi2019. • 10mo ago ... How can I get the Kay beauty cushion foundation (the one with spf) in the US??

Fine_Farm_8583 • 264d

Nykaa has turned Kay beauty into a gimmicky brand. They just come out with copies of anything that’s trending. When it first started it was supposed to be to an extension of Katrinas personality. It was basic but nice. Now it’s just a cash cow that launch’s gimmicks every month with insane prices.

Concerns around the product usp of coverage, wearability and shade range

VeryNervous6872 • 67d

I like the product because I use it everyday for minimal makeup. Can’t rely on it for heavier coverage tho. But damn I it did look a little yellow on me, and I thought that maybe I was alone and imagining this 🤣🤣



@PritiShah-i1e • 3 mo ago

Most genuine review i have come across, everyone else is hyping that it’s insanely full coverage. Thanks for finally saying it is not. I have stubborn acne marks and was looking for a single full cover solution.

@georachelk9812 • 8 mo ago

Bt look at their representation swatch pictures 😂 it looks super deep than what it is irl... shameful to see such act again and again from such a reputed brand

@XIE1SM • 7 mo ago

the shade range is so terrible especially for an INDIAN brand when india has various people of various shades from different regions, even foreign k-beauty brands like tiritr and tfit have better shade ranges than one's from our own country. a true shame. we should seriously call out these brands for the lack of inclusivity.

Reddit · r/IndianBeautyTalks
8 comments · 3 months ago

Disappointed with Kay Beauty's cushion foundation : r/IndianBeautyTalks

My issues with this foundation: The finish is amazing but it transers heavily! An hour into wearing it, you'll already feel the foundation…

MARKETPLACE COMMUNICATION





FOCUS: ENABLE PURCHASE CONFIDENCE

communication to build confidence in how the product will behave over time on skin by addressing deeply rooted anxieties in base makeup of oxidation and shade shift over time

CREATOR COLLABORATIONS

Demonstrate the dual payoff of “quickly ready” and “long-lasting” by showing rapid application in everyday moments while delivering instant readiness and sustained wear

AMICABLE ORACLES



BEAUTY WIZARDS



EVERYDAY BLISSMAKERS



ENTERTAINERS



L'ORÉAL PARIS



SOCIAL MEDIA COMMUNICATION

CONTENT FOCUS: PERFORMANCE

OVERALL LAUNCH APPROACH
Localised cushion for India to convert user skepticism into belief through lived validation while also structuring usage cue of “tap-tap-tap” to position it as a dependable version of cushion for Indian routines

PRODUCT FRAMING

CUSHION AS UPGRADE

Anchored in contextual proof to frame cushion as a practical, performance-driven solution tailored for Indian conditions with a focus on on-the-go usability

CONTEXT FRAMING

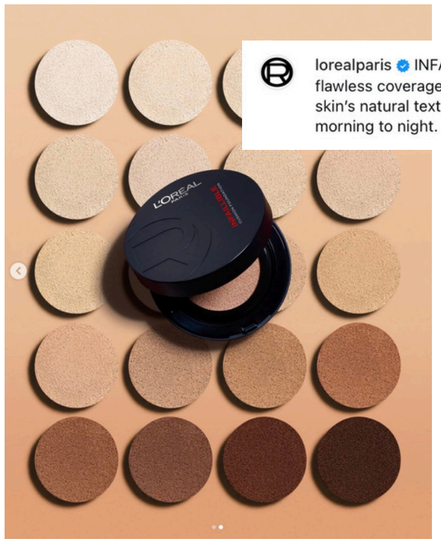
Situates the cushion within high-friction, time sensitive moments to show the product performance while addressing user anxieties involving base cracking, melting and oxidisation

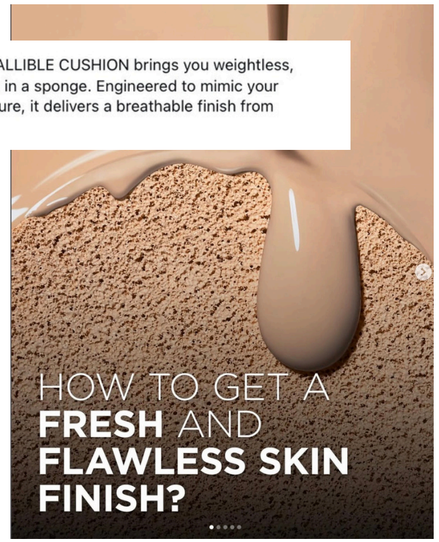
PRODUCT EDUCATION CORE: COMPARATIVE PERFORMANCE

ROLE OF EDUCATION:
Build trust through visible evidence and performance validation

Focus is on demonstrating payoff like coverage, finish, wear, behaviour in Indian weather, so consumers can evaluate how the product performs relative to known base products. Technique education exists, but largely at a light behavioural shorthand (“tap-tap-tap”) rather than deeper usage coaching

CONTENT MOODBOARD







Behavioural cue to normalise format in everyday use

_mansi_kukreja Okay wait... I did one tap and I was like — ohhh?? 😳

The newly launched @lorealparis Infallible Cushion Foundation is actually THAT good. The whole tap–tap–tap application makes it so easy and mess-free, and the coverage is beautiful without looking heavy. It gives that soft semi-matte, skin-like finish that still looks like your skin.

Also, the shades are tailored for Indian skin tones and the match is chef's kiss 🤌 And the best part? It doesn't oxidise. No random grey/orange face after 30 minutes.

If you want quick, flawless coverage that still feels natural — this one is honestly approved by me. 💛

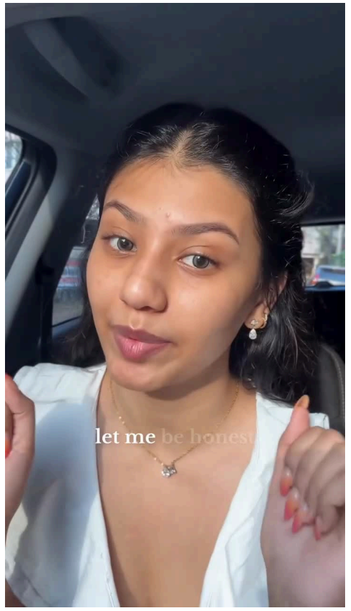


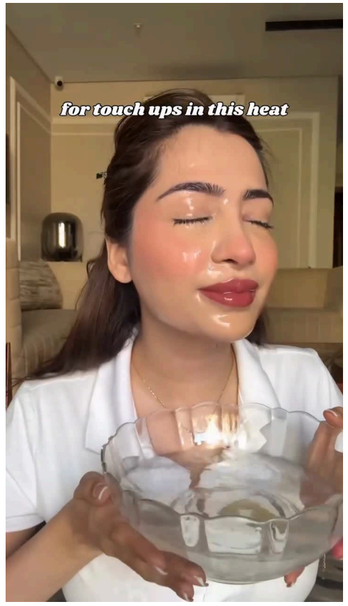
Anchors cushion within performance credibility under Indian conditions, using its existing "Infallible" equity to make the format feel reliable and reposition it within a performance-first narrative

Globally, L'Oréal also invests in usage education with application techniques and usage behaviours, signalling that the brand recognises cushion as a format that still requires understanding and standardisation. However, in the Indian context, this educational layer takes a backseat to practical performance storytelling









Narrative around "Korean trend but not made for Indian shades" allows L'Oréal to localise the global K-beauty momentum while positioning itself as a more appropriate and adapted alternative.

CONSUMER RESPONSE

Promotional credibility came under strain

Consumers showed resistance to overly demonstrative influencer storytelling against moments where performance theatre appeared to outpace credibility

Shade limitations emerged as the primary friction

Unlike broad dissatisfaction with the product, shade discourse appears as a pointed but contained tension

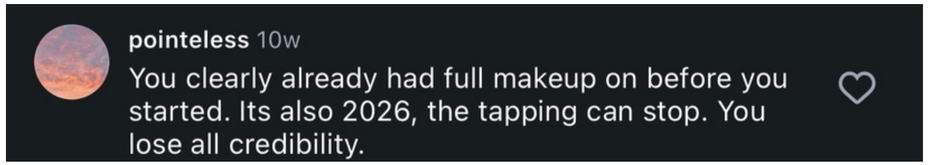
Performance claims found stronger validation

Claims around wearability, natural finish and resilience in Indian weather were not only echoed by the brand, but often reinforced by users themselves

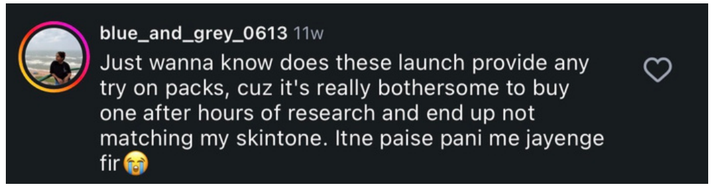
L'ORÉAL PARIS

Consumers have gotten wary of the promotional aspect of product-influencer





Limited shade range is a concern across makeup staples





Appreciate the product performance in the Indian context of weather and USP of "natural" base

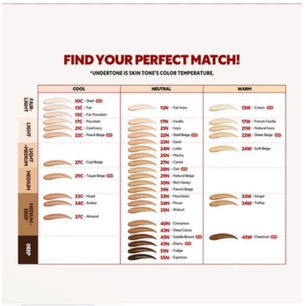




TIRTIR

MARKETPLACE COMMUNICATION







FOCUS: ENABLE SHADE CONFIDENCE

Drive intent by layering on aspirational payoff of hype-driven “glass skin” while addressing high-friction decision barrier of shade mismatch by making their 40-shade display as the hero to signal authority and seriousness in complexion accuracy

CREATOR COLLABORATIONS

Leverage creators as problem-solvers and value translators, acknowledging mismatch and demonstrating hacks. This taps into the community-driven nature of beauty consumption, where users learn through adaptation

AMICABLE ORACLES



EVERYDAY BLISSMAKERS



BEAUTY WIZARDS





SOCIAL MEDIA COMMUNICATION

CONTENT FOCUS: DISCOVERY & COMMUNITY TRANSLATION

OVERALL LAUNCH APPROACH

While TirTir entered India with trend momentum, it scaled the category through shade inclusivity and allowed for real-world negotiation through creators, making the product feel workable even when not exact. This builds entry by making cushion feel accessible and a credible format that can stand alongside liquid foundations

PRODUCT FRAMING

CUSHION AS AN HYPE-DRIVEN UPGRADE

Framed within familiar “natural finish” codes and positioned cushion as a corrective, on-the-go tool to demonstrate its ability to restore while also building equity on it being a flexible format that can be adjusted through blending, layering and technique for the Indian skin

CONTEXT FRAMING

Globally, places cushion within demonstration-heavy, real-use contexts like shade trials, reapplication moments and visible skin concerns. In India, this extends to contexts of imperfect match and adaptation

PRODUCT EDUCATION CORE: TECHNIQUE-LED EDUCATION

ROLE OF EDUCATION:

Deepen conviction by helping consumers personalise and optimise the format

Beyond product claims, the emphasis moves into application methods, colour correction, skin-type adaptations and hack culture, extended through creator ecosystems.Here education is not just about making cushion understandable, but about making it workable for diverse Indian users.

**CONTENT FOCUS ON A GLOBAL NARRATIVE*

CONTENT MOODBOARD

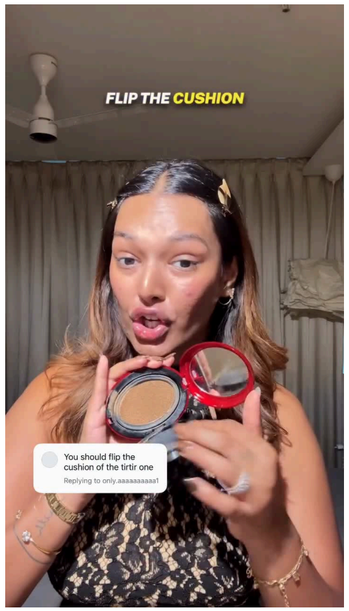
TIRTIR

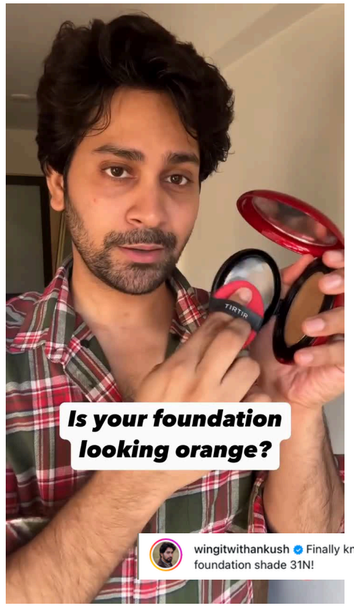


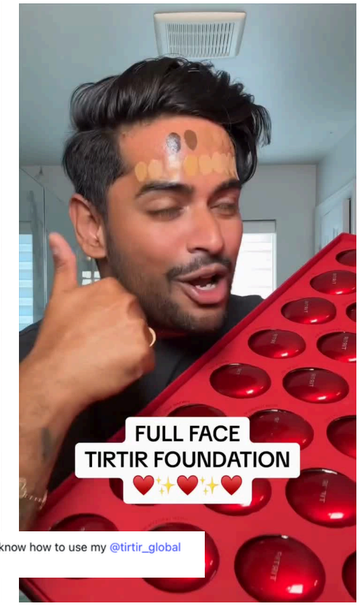


RESPONSIVE MARKETING

Open discussion on mismatches, undertone issues and oxidation to introduce a level of transparency that aligns strongly with consumer sentiment, acknowledging imperfection while still showcasing value

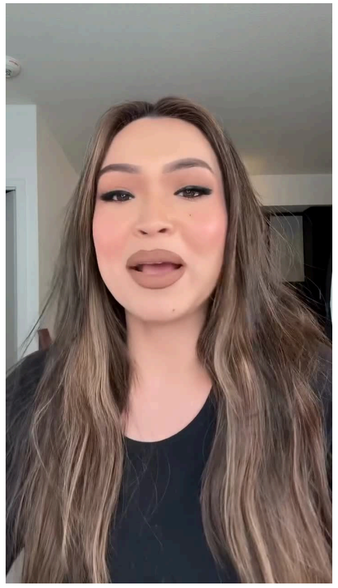






HACK-LED CONTENT FOR COMMUNITY VALIDATION

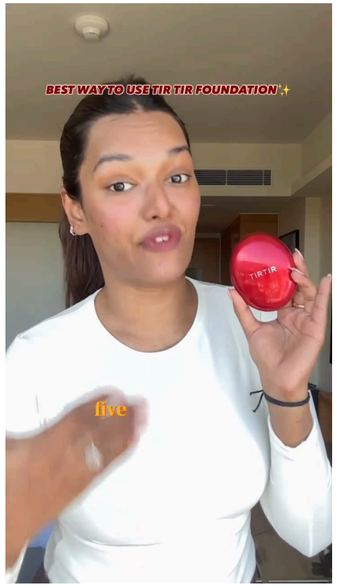
Hack-led, community-native content like mixing shades, managing oxidation through colour correction turns the format launch into a participatory culture, making the brand feel co-owned by its audience while introducing a layer of experimentation that makes the format more fun and open

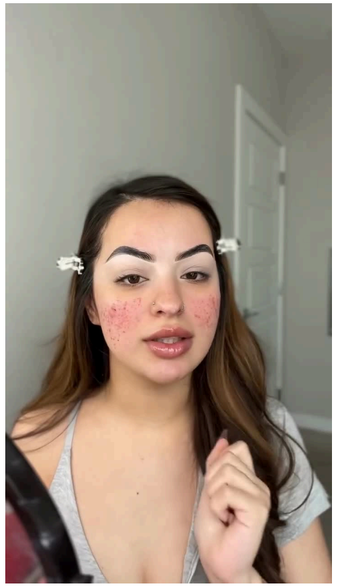




EXPANDING PRODUCT CONTEXT

TIRTIR positions cushion not just as an entry-level base, but as an ongoing maintenance product through moments of usage while simultaneously showcasing the brand long-wear claim







ADDING MEANING TO PRODUCT

Contextualising the cushion within existing routines, real skin concerns, and personalised application methods, TIRTIR shifts communication from demonstrating the product to centring the user and how different people make it work for themselves

CONSUMER RESPONSE

TIRTIR

co-building product understanding through know-how culture

Consumers lead with a torubleshooting approach, sharing tips and trucks around application methods, layering fixes, sponge upkeep, shade adjustments and routine pairings, lending it a more learnable and flexible association

Hype is driving trial

Consumers enter the brand through K-beauty excitement, Korean credibility and viral momentum. At the same time, it has raised the bar for validation. Tirtir is benefiting from aspirational pull, but is equally being stress-tested by consumers asking whether the reality lives up

Consumers appear willing to ‘work with’ the product

Criticism around product often comes with adaptation behaviour, suggesting the product has moved beyond novelty object into something consumers see as worth optimising

Growing community culture of fixing & educating around product usage and upkeep

r/IndianMakeupAddicts
u/chutneysamosaa • 1y

Join

Tirtir foundation

Constructive Critique

I bought into the trend and got myself a tirtir foundation and its a perfect match! Its worth all the hype and it leaves my face looking dewy and fresh. My only concern is that it somehow exaggerates my pores. Idk what it it is about this particular foundation but whenever i wear it the pores on my face look really prominent. Wearing a primer and setting powder makes it somewhat better but i really wanted to use it as a daily wear single product 😐

PinkMoonbow • 1y

I have pores that have a tendency to get exaggerated at the slightest base application, however Tirtir didn't do that. I used a moisturiser + squalene oil for skin prep, followed by sunscreen, then primer (Milani, hydrating one), then applied the least amt of foundation possible and used a fluffly brush to blend it over my face.

I suggest try different application techniques and layering to figure out a combo that works.

GunsNRozies • 1y

Istg I love it so much. I got the wrong shade at first when it dropped on Maccaron for super low - after my shade match the new one I got, I’ve literally been using it daily for office etc and it’s taken my daily makeup time down too. No intense effort blending, just slap it on with some blush and a setting powder/spray and there’s no oxidising no movement and flawless for 12+ hrs daily. I have a lot of uneven patches and dark spots so the coverage is perfect - evens out my skin tone and covers most of the spots/patches in just the one layer but a v natural finish so it doesn’t look super heavy or mask entirely.

Paired with a color corrector and the tiniest bit of concealer for spot correction, it’s perfect even for special occasions for me.

Grand_Birthday_6609 OP • 1y

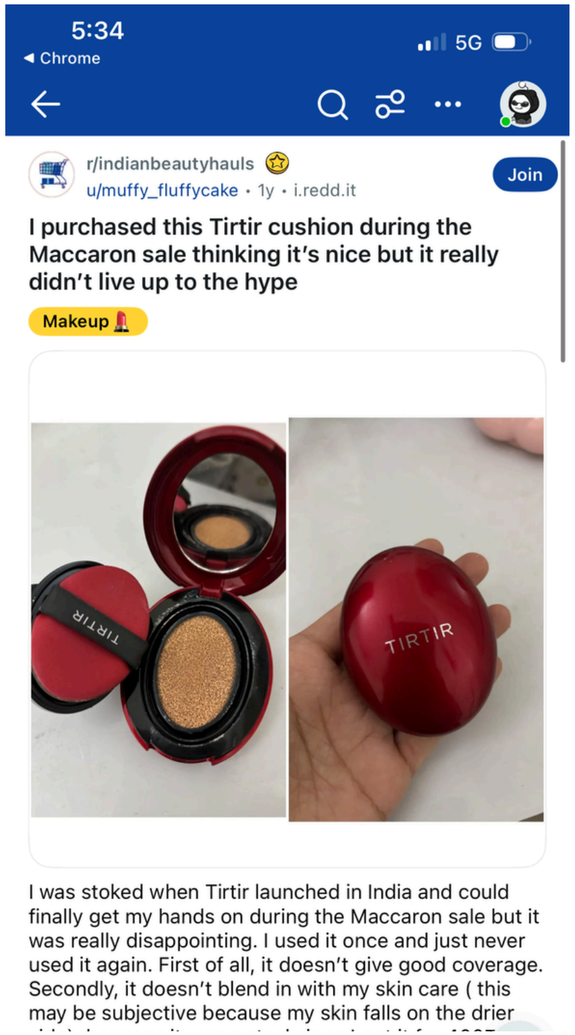
Also a Quick Tip for all of you who own this now, after you feel like the top is getting dry as you keep using it, store the compact upside down so gravity does the magic and the top of sponge will have more product by your next use ❤️ And once it feels very very dry, and you feel as if it's finished, DON'T Throw it away, Turn the Sponge upside down with the help of a tweezer and you'll have so much more still left ✌️

Reply 52

micasakookie • 1y

Hi OP, seems like you're familiar with cushion foundations, I have a question for you. Whenever I'm using the applicator sponge that comes w the foundation, I notice that it soaks up a lot of the product. Do you think it's a good idea to damp the applicator & use it like a beauty blender? Would love to know your thoughts

Hype-driven consumer



Therefore, learnings from our peers

1

Trust is being built through different centres of gravity
Peers are building trust through different centres of gravity to address mutlidimensional concerns of the consumers where they are each over-indexing on different territories like hype, proof, habit or conviction with limited ownership across the others

2

Product education is emerging as a core growth mechanism
Education is being used as strategic device for moving consumers from trial to confidence as consumers are actively looking for help decoding fit, technique, performance. Peers are using educative content to spotlight benefit credentials and enabling mastery through technique-led guidance

3

The category is beginning to move from claims-led communication to participative enablement
Where earlier communication was enough to drive trial, emerging consumer behaviour around hacks, troubleshooting, peer-led optimisation is pushing brands like Tirtir to support the “working out” of the format to make it usable for their consumers. However, much product communication in the Indian landscape remains transactional and claim-heavy

4

Peers are trying to give cushion a defined usage territory beyond base-makeup function
Peers are beginning to answer not just “why use cushion,” but “where does cushion fit in my life” by framing it as an everyday essential, an upgrade or a portable touch-up format, mediated through creator collaborations that often remain promotional in tone. As a result, consumers often see these cues as endorsement scaffolding rather than authentic relevance-building



OUR WHITE SPACE:

Most players today are still behaving like they are marketing a product launch where they are trying to make cushion desirable, credible or understandable in isolated ways. They help trial the format, but they don’t systematically help the category get adopted.

We move from product marketing to adoption architecture where we don’t treat growth as a communications problem alone, but as a behaviour-shaping problem

HOW WE DO IT:

MAYBELLINE NEW YORK

Build format relevance

CURRENT REALITY

Cushion is often evaluated against doubts around shade fit, climate performance and whether it translates beyond Korean-origin beauty conditions

RECOMMENDED SHIFT

Move cushion from a format consumers question into one that feels designed for Indian lived realities

Deepen format practice

CURRENT REALITY

Usage learning is fragmented across hacks, creators and peer communities, with consumers often left to “work the format out” themselves

RECOMMENDED SHIFT

Move from isolated product education to a richer system that helps consumers use, adapt and optimise the format

Drive Routine Reliance

CURRENT REALITY

Cushion often sits in experimentation or occasion-led use, still earning its place in routine

RECOMMENDED SHIFT

Build stronger reasons for cushion to become part of everyday beauty behaviour

What content looks like across the pillars

Build format relevance	Deepen format practice	Drive Routine Reliance
Reduce conversion barriers and build confidence in the format	*Enable audiecne to optimise on the format*	*Make cushion culturally and behaviorally repeatable*
A. Make claims believable through proof structures *Lived Validation through*: — Real-life performance test content (Sweat test, oxidation test, commute/day-in-the-life proof —Skin-type and weather-based wear proof — Community proof-led creator reviews ***B. Make the format legible*** *-"Where cushion fits" explainers* *-Format comparison content* *-Occasion-led use cases* *-Beginner myth-busting* ***C. Reduce first-use anxiety*** *—First-use walkthroughs* *-"Your first week with cushion"* *-Common mistakes content* *-Simple starter routines* ****Treat education as de-risking***	***A. Legitimise adaptation*** *-Cushion hacks and modifications* *-Tool pairings* *-"Use it differently for different outcomes"* *-Layering systems* ***B. Build depth-led education ecosystems*** *-Advanced how-to series spotlighting pressure, quantity, finish outcomes across skin-types and conditions* *-Expert-led education IPs* *-Creator pedagogy formats around maintainence etc* *-"Technique clinic" formats* ***C. Seed participative knowledge loops*** *-User hack spotlights* *-Community co-created routines* *-Creator + user troubleshooting formats* *-"Fix this with us" participative formats* ****Treat education as mastery***	***A. Define everyday roles for cushion*** *-Everyday identity narratives (commute face, office polish, travel base, new-mother beauty shorthand)* *-Routine diaries* *-"Where cushion lives in my life" storytelling* ***B. Build performance memory*** *-AM–PM reliability proof* *-Seasonal performance stories* *-Long-term user testimonials* *-Repeat-user rituals* ****Shift education from mastery to routine enforcement***

THANK YOU

Compiled By: