

On the face of it

- 1. We use “on the face of it” for saying that something appears to be true but might not be true when you have examined it in more detail.**

On the face of it = AT FIRST GLANCE

- On the face of it, it seems like a bargain, but I bet there are hidden costs.
- We do not believe on the face of it that there has been illegal activity by the banks.
- On the face of it, he's a great candidate, but have you checked out his references yet?

In the face of

- 1. In a situation where you have to deal with something unpleasant or difficult.**

In the face of = DESPITE

- They won in the face of stiff competition from all over the country.
 - In the face of all her problems, Mary persisted in her studies.
- 2. When confronted with.**
- In the face of the angry crowd, the speaker maintained her calm.
 - In the face of several lawsuits, the company took the product off the market.