

Battle of the Neutrals: Which Popular Palette is Best for your Collection?
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Buying an eye shadow palette can be an overwhelming experience with so many different products on the market. Hearing words like pigments fall out, mattes, and shimmer can start to sound like gibberish when looking to make a new purchase. Thankfully, we've laid out the facts for three of the most popular neutral palettes the makeup world has to offer to help decide which one would work best for your taste.

“Naked” Palette

This Urban Decay palette may be one of the most popular of all time, and for good reason! The 12 colors allow you to create looks suitable for a glamorous night out or if you want to play it safe at the office. This palette would be perfect for the shimmer obsessed consumer, although it does also include a few matte shades.

Price: \$52

“In the Light” Palette

This palette by Stila includes 10 of the brands most wearable and popular shades, including cult-classic “Kitten”, which is a shimmery champagne color. The shades go on smooth and blend flawlessly, allowing you to create a sultry smoky eye or a summertime bronze effect effortlessly.

Price: \$39

“Lorac Pro” Palette

The combinations that are possible with this palette from Lorac are close to endless, with eight shimmer shades and eight matte hues offered. The ultimate pigmentation and long lasting formula from this product is sure to make anyone's eyes pop and bring a color pay off like no other. After applying some of these shades, anyone is sure to look like a “Pro!”

Price: \$42