

PRODUCT REVIEW REPORT CARD

Brand: The Crayon Case

Product

Name: the Blush Binder

Type: Blush Palette

*Based on the average of each category ranked on a 5-"star" (beauty product type) ranking system.

PACKAGING

Pros: Professionally packaged

Creative and Colorful

Durable and Fun to display

Cons: No "identity" given to Shades

May be too large for a
travel-sized makeup bag

Shades aren't available in singles



BLUSH
RATING



PRODUCT

Pros: Velvet-soft texture

18, full-size pans

Warm, Cool, Neutral,

Very unique blush shades

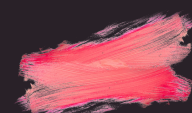
Suitable for a wide range of skin tones

Cons: Broad selection may feel intimidating
to a makeup novice

Talc-based formula may not be
suitable for those with a talc sensitivity



BLUSH
RATING



PAYOFF

Pros: Richly saturated color

Blends to skin effortlessly

Build-able, flexible layering

Cons: Talc ingredient gives

false impression of actual
shade in initial application



BLUSH
RATING



PRICE

Pros: Budget-friendly

Generously low on grand scale

Always an opportunity to

save extra money on retail value

Cons: High demand

Sells out in minutes

Slow replenishment



BLUSH
RATING



OVERALL VALUE

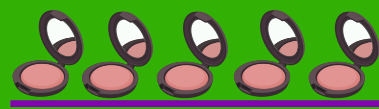
Pros: Large selection of shades to choose

Big money saver for those building a kit

Perfect for both novice & experienced
artists makeup enthusiasts/Influencers

Cons: May be difficult to fit in some travel
makeup cases

May feel like "too much" selection for
someone who is a "shade minimalist."



BLUSH
RATING



VERSATILITY

Pros: Multi-use item

*can be used as cheek/contour/eye
colors

Displays beautifully

Photographs well, no flashback

Cons: Some shades may feel

intimidating for those with little to no
makeup experience or color theory
knowledge



BLUSH
RATING



OVERALL RATING



4.5
BLUSHES

We rate this product 4.5 Blushes overall. It makes for a wonderful addition to a new or revamped makeup collection. If you are a blush-lover, then you will have a ball playing in this palette. One crucial detail missing is there are no "identifying" names/numbers/etc for the end-user. So, if someone asks, "Which blush shade are you wearing?", the person doesn't have a way to quickly identify which one it is; however, the price and value of what is offered makes up for any shortcomings. This palette is worth the wait and the investment.

See FULL Review on the Candied Y.A.M.S. Makeup Artistry Blog at www.yamsglam.com