

# Popular Blushes Worth the Money

By: Abbey MacMullen

As a consumer, it can be very hard to decide whether or not products are worth it especially when it comes to makeup. Specifically, blush is very popular right now and there are so many popular brands that influencers and advertisements have promoted, causing brands' sales to skyrocket.

Because of this, it can be really challenging as a buyer to determine what is truly worth your money. So, I bought three blushes by popular brands at the moment and wanted to see which one was the best, and if they're really worth it.

The first blush I chose to review was by the brand Merit. This brand sells nine different shades of this blush and I bought the flush balm in shade persimmon. "Microfine pigment powders provide a touch of color without covering up your natural skin texture", according to the Merit website.

This has become a very popular makeup product due to its lightweight look and appealing packaging. This blush sells for \$30 on the Merit website. It is supposed to be blendable without excessive tapping and is formulated without acne-triggering ingredients. After swabbing this product, my opinion is it is very lightweight and almost glides onto the skin in a buttery, smooth way. I really liked this because it came off very natural and was not super pigmented. One downside to this is it's a very small container for how much you are spending, but I didn't need to use a lot for the color to show so it will most likely last a while. The next blush I tested was the most famous item from Rare Beauty, the liquid blush. This brand has thirteen different shades, and I chose one of the most popular ones in shade "happy".

"A weightless, long-lasting



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The three different blushes in order starting from the left Merit, Milk Makeup, and Rare Beauty.

liquid blush that blends and builds beautifully for a soft, healthy flush", according to the Rare Beauty website by Selena Gomez.

This blush sells for \$23 on the Rare Beauty website. Upon testing out this product, I really liked the formula of it. It goes on like a thick liquid, and doesn't feel as lightweight as the Merit blush, but blends out very nicely. I also liked how only a little bit goes a long way because the blush is super pigmented and for me personally, a pea sized dot is all you need for the color to show up. I thought the packaging was very nice and you get a good amount of product for the price. The only downside to this product was that it was very hard to purchase due to the high demand for it and is constantly sold out. The last blush I tested was by Milk Makeup. This brand offers eleven different shades of this blush and I chose the shade "werk". This product sells for \$24 on the Milk Makeup website.

According to the Milk Makeup website, "A two-in-one cream blush and lip color formulated with hydrating ingredients for buildable, blendable color".



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Three swatches of each different blush in the same order as the other image.

After swabbing this blush, one of the first things I liked about this product was how smoothly it glided into the skin and the natural appearance it gave my skin. I thought the color wasn't too sheer, but also wasn't overly pigmented. I also thought the amount they gave you for the price was very reasonable and not very expensive. One downside to this product was since it goes on like a stick, the applicator was very wide and was harder to apply to a specific spot on the skin, since the circle is so wide on the blush stick.

After reviewing all of these blushes, I enjoyed all of them and can see why they are so popular and why so many people enjoy them. However, if I had to choose my favorite one, I would pick the Rare Beauty liquid blush not only because of its appealing packaging, but in my opinion it had the best applicator since it was a twist off blush stick, the liquid formula of the blush was very easy to apply and felt very nice on the skin, and I also thought the pigment of the blush itself was beautiful and liked how you didn't need much at all for it to show up. It also had the widest range of colors and offered a decent amount of product for the price.