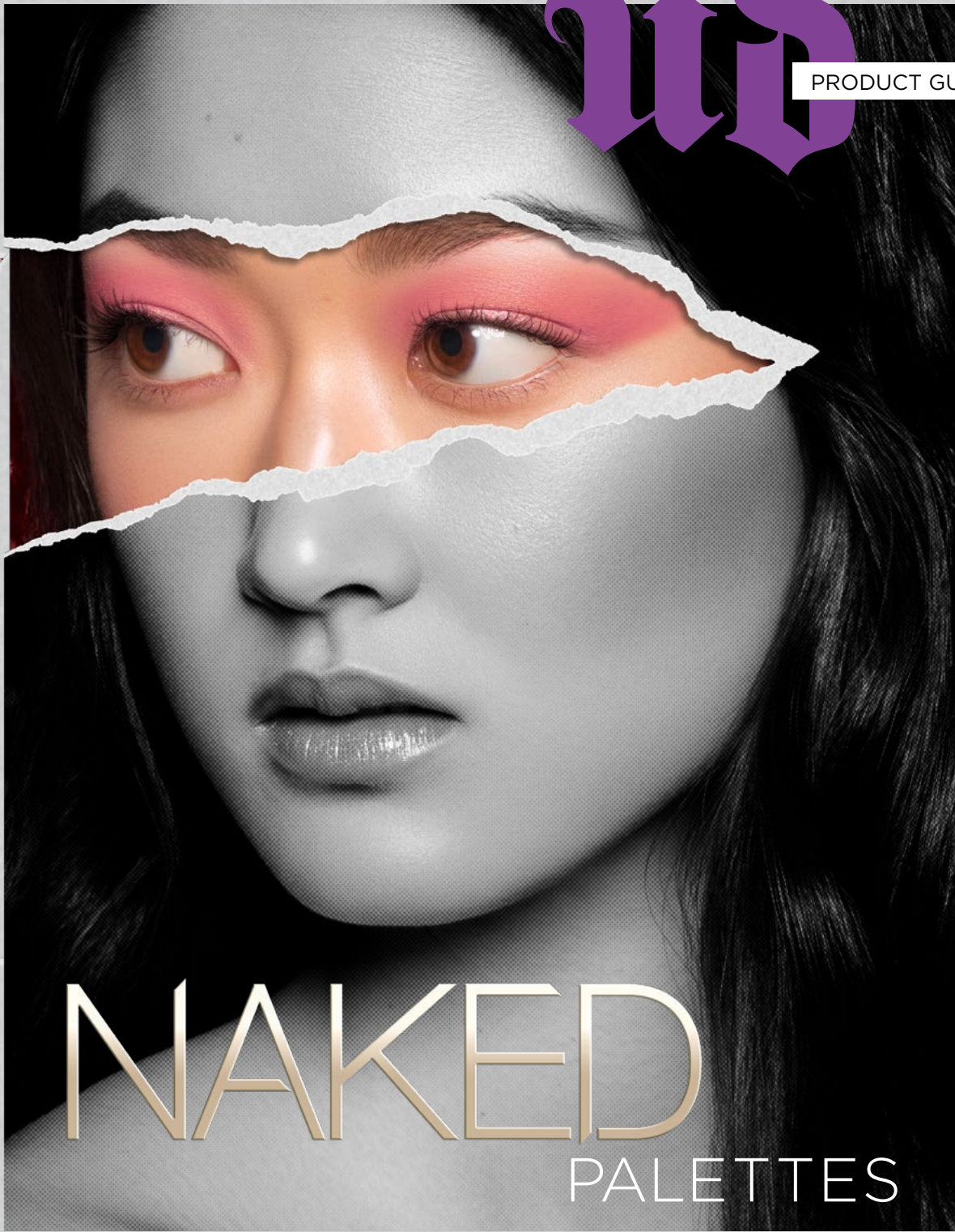




NAKED 2
DECA

in

PRODUCT GUIDE



NAKED
PALETTES

YOU LOOK

BETTER



WE KNOW YOU ARE THE EXPERTS AND KNOW EVERYTHING ABOUT OUR COLLECTION OF CULT-FAVORITE NEUTRAL EYESHADOW PALETTES THAT STARTED A REVOLUTION.

Because of you, we have the best selling eyeshadow palettes on the market that let you experiment with every nude look—from bronze to taupe, rose to burnt, matte to shimmer.

Let's keep getting NAKED together.

The obsession began when Wende gave her Product Development team the ultimate challenge: Which four neutral shadows would they want if they were stranded on a desert island? After a lot of debate, they settled on the 12 versatile, must-have neutrals in the Naked palette.

8+ years later and Urban Decay is still the leader (and will always be the originator) of the best neutral palettes in existence. But you knew that already.

THE NAKED TRUTH

- AT LAUNCH, A NAKED PALETTE SOLD EVERY 7 SECONDS!
- IT TAKES 20 WEEKS TO MAKE A NAKED PALETTE
- OVER 1 BILLION NAKED PALETTES HAVE SOLD FROM 2010-2017
- IT TAKES 50 PEOPLE TO MAKE A NAKED PALETTE
- NAKED PALETTES ARE MADE IN THE USA



NAKED

ENDLESS WAYS TO GET NAKED

SIX CULT-FAVORITE PALETTES

THERE'S A NAKED PALETTE FOR EVERY LOOK—FROM BRONZE TO TAUPE, ROSE TO SCORCHED, MATTE TO SHIMMER (AND EVERYTHING IN BETWEEN).



NAKED CHERRY
Sultry and ripe for the picking.

A super fresh take on neutrals with shades that range from delicate to decadent.

12-all new cherry-hued neutrals ranging from shimmery pinks, warm peaches and deep burgundies.



NAKED HEAT
Our most sweltering Naked palette yet.

Naked Heat has 12 ALL NEW, can't live without, amber-hued neutrals.

Neutrals get scorched with warm browns, burnt oranges and rich siennas.

The artwork on the case seems as if you're looking through vertical blinds into a hot, steamy sunset.



NAKED PETITE HEAT
Six all-new matte shades inspired by Naked Heat.

This compact eyeshadow palette features six all-new scorched neutrals.

Five matte shades and one demi-matte highlighting shade create looks that range from soft and sultry, to flat-out fire.



NAKED3
A dozen exclusive (and beyond amazing) ROSE-hued neutrals.

Shades range from the palest, shimmery pink to deep, warm black.

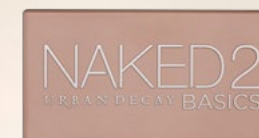
We embossed the rose-gold tin case with a big "Naked3" and gorgeous facets that beg to be touched.



NAKED2
The starker side of naked—featuring 12 TAUPE-hued neutrals.

Contains 12 never-boring neutrals, including a gorgeous grayish brown, a glittery copper and our lewdest, blackest black.

Naked2 comes in an art-school-inspired taupe metal case, embossed with a big "Naked2".



NAKED2 BASICS
The cooler side of Naked Basics.

Features six TAUPE-hued matte neutrals, including five never-before-seen shades.

Use the shadows alone or as a starting point for any look.



THE OG OF PALETTES

NAKED
The BRONZE-hued palette that revolutionized neutrals forever.

We loaded Naked with an arresting array of shades—from the palest champagne to the grittiest gunmetal.

We emblazoned the sleek, chocolate-brown velvet box with a big "Naked" in gold foil

MEET CHERRY

SHE IS NOT TOO
SWEET, SHE IS **SUPER
SULTRY** & SHE IS RIPE
FOR THE PICKING.

**THIS IS OUR WILDEST WAY YET TO
LOOK BETTER NAKED.**

With 12 never-before-picked neutrals,
this vamped-up cherry-hued palette is
sure to bring out your sultriest, most
tempting eye looks ever.



HOT SPOT
ivory matte

BANG BANG
shimmering pink with
gold shift and iridescent
micro-sparkle

JUICY
soft warm
peach

AMBITIOUS
metallic rose
copper

DEVILISH
reddish plum
matte

DRUNK DIAL
deep metallic
burgundy

CAUTION
soft neutral
beige matte

FEELZ
soft dusty rose
matte

TURN ON
pale metallic rose
shimmer

BING
deep mauve
matte

YOUNG LOVE
metallic
cranberry

PRIVACY
deep brownish-
plum matte

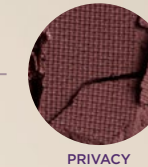
OUR NEWEST ADDITION TO THE
NAKED COLLECTION HAS A **SEXY VIBE**
THAT'S MORE **TART THAN SWEET.**

STEAL THE LOOK

BANG BANG
Spotlight



YOUNG LOVE



PRIVACY

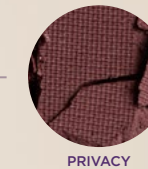


BANG BANG

PRIVACY
Intense Smoky



BANG BANG



PRIVACY



DRUNK DIAL

DRUNK DIAL
Smoky



DRUNK DIAL



PRIVACY



TURN ON

JUICY
Graphic Defined Edge



JUICY



BANG BANG



HOT SPOT

BING
Bold Colorful



BING



YOUNG LOVE

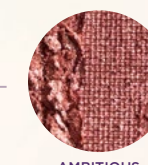


DEVILISH

AMBITIOUS
Soft Metallic Contour



TURN ON



AMBITIOUS



HOT SPOT

These 12 all-new shades
include an array of soft
mattes and sizzling
metallics, ranging
from creamy ivory and
shimmering coppers
and plums to the most
intense black cherry.

Because serious staying
power and shadow
that doesn't flake or
fade out on you are
non-negotiables, each
shade is made from our
mind-blowing formula
that gives its velvety
texture, rich color and
blendability.

DON'T
MEAN
TO BRAG...

Our palettes have been award winning since day one. You know like we know that the **NAKED** franchise has singlehandedly changed the game when it comes to eyeshadow, and we take pride in having set the bar in the palette world. What's the saying? "Imitation is the best form of flattery." Well, consider us very, very flattered.

AND THESE ARE JUST A FEW
OF OUR AWARDS

NAKED 3
PERFECT PALETTE
THE MAKEUP SHOW 2017

NAKED 3
BEST EYESHADOW
PALETTE
HOLLYWOOD LIFE

NAKED 2
BEST EYE SHADOW
READERS' CHOICE AWARD
ALLURE MAGAZINE

NAKED HEAT
BEST FALL COLLECTION
TEMPTALIA EDITOR'S
AWARDS

NAKED HEAT
BEST PALETTE
TOTAL BEAUTY

THERE'S MORE

WE NEVER COULD HAVE IMAGINED THAT NAKED WOULD BECOME THE ULTIMATE GATEWAY DRUG INTO OUR BRAND, WITH A HUGE (AND CONSTANTLY GROWING) RANGE OF PRODUCTS. EVEN NOW, THE NAKED PALETTES GET MORE BEAUTY JUNKIES HOOKED ON OUR BRAND THAN ANY OTHER PRODUCT - AND KEEP THEM COMING BACK FOR MORE.



WE ARE COUNTING ON YOU TO SHARE THE PERFECT PARTNER PRODUCTS TO GO ALONG SIDE EVERY NAKED SALE:

- Eyeshadow Primer Potion
- 24/7 Glide-On Eye Pencil
- All Nighter Makeup Setting Spray

Link-sell these with Naked Palette and keep our customers hooked.



THAN ONE WAY

TO GET NAKED



IN LOVING MEMORY

THE OG

NAKED PALETTE

2008 - 2018

EVEN THOUGH WE
WERE HALF BAKED
AND WE KNEW IT WAS
A SIN, WE'LL NEVER
FORGET OUR FIRST
TIME NAKED. IT WAS
VIRGIN TERRITORY.

NAKED WAS HERE
FOR A GOOD TIME,
NOT A LONG TIME. AS
WE WELCOME IN NEW
WAYS TO GET NAKED,
WE SAY GOODBYE TO
THE TRAILBLAZER,
THE LEGEND THE
FIRST OF ITS KIND.