



CRUELTY-FREE

Made Simple



CRUELTY-FREE
KITTY



THANK YOU FOR DOWNLOADING “CRUELTY-FREE MADE SIMPLE” AND CHOOSING CRUELTY-FREE BRANDS!

With your support, more companies will go cruelty-free and end their cruel practices across the world.

This guide was created to help you choose cruelty-free brands no matter where you’re shopping, and no matter your budget.

For more information and the latest updates, please visit www.cruelty-freekitty.com.

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NOTE: Brands marked with an asterisk () are cruelty-free, but are owned by a company that isn't. Brands marked with a “V” are 100% vegan.*



LIST OF CRUELTY-FREE BRANDS

#

100% Pure
3rd Rock Sunblock

A

A Perfume Organic
Abba
Acure
Adorn Cosmetics | V
Aesop
AFK Cosmetics
Afterglow Cosmetics
AG Hair
Alba Botanica
Alima Pure
Amika
Anastasia Beverly Hills
Andalou Naturals
Annabelle
Antonym
Arctic Fox | V
Ardell
Ardency Inn
Aromi | V
Arquiste
Astonish
Attitude
Au Naturelle | V
Aubrey Organics
Auromère
Australis
Avalon Organics
Aveda*
Axiology

B

Badger
Balm Balm
BareMinerals*
Barry M
Beauty Without Cruelty | V
Beautyblender
Becca*
Bellapierre
Benecos
Besame
BH Cosmetics
Bite Beauty
Binc
Blissoma | V
Booda Organics | V
Bulldog
Butter London
Buxom*

C

C.O. Bigelow
Cailyn Cosmetics
Captain Blankenship
Cargo
Carol's Daughter*
Caswell-Massey
Cate McNabb
Catrice
Chantecaille
Charlotte Tilbury
China Glaze
Christophe Robin
Ciate

CleanWell
Coloured Raine
Colourpop
Commodity
Concrete Minerals | V
COOLA
Cover FX | V
Crazy Rumors | V
Crystal Body Deodorant | V

D

D.S. & Durga
Das Boom
Davids
De Mamiel
Deborah Lippmann
Deco Miami
Deep Steep
Demes | V
DERMADoctor
Dermalogica*
DermOrganic
Desert Essence
DevaCurl
DeVita | V
Dose Of Colors
dpHUE
Dr. Alkaitis
Dr. Bronner's
Dr. Dennis Gross
Dr. Hauschka
Drybar
DuWop

E

Earth's Beauty
Earth Tu Face
Ecco Bella
EcoColors
EcoTools | V
ECOS
Edward Bess
e.l.f.
Elate
Elixery
ella + mila
Ellis Faas
Ellovi | V
Emani | V
EO Products
Epic Blend
Essence
Everyday Minerals | V
EVOLVh
Eyeko

F

FACE Atelier
Fairy Girl | V
Fiona Stiles
Fior Minerals
First Aid Beauty
Fitglow Beauty
Flower
Forager Botanicals
Formulary 55
Fortune Cookie Soap
French Girl
Furless

G

Gabriel Cosmetics
Giovanni
Girlactik

Glo Skin Beauty
Gloss Moderne
Glossier
GOSH
Graydon Skincare

H

Habit
Hana Organic Skincare
Hard Candy
Harvey Prince Organics
Hask
Hello Products
Hempz
Herbatint
Herbivore Botanicals
Horore Des Pres
Hourglass
House of Lashes
Hugo Naturals
Hurraw! Balm | V
Hush & Dotti
Hynt Beauty

I

I Am Selfcare
IGK
Iles Formula
ILIA
Illamasqua
Indie Lee
Inika | V
IT Cosmetics*
It's a 10

J

J.R. Watkins
Jack Black*
Jane
Jane Iredale

Japonesque
JASON
JINsoon
John Masters Organics
Jordana
Josh Rosebrook
Josie Maran
Jouer
Juice Beauty
Julep

K

Kahina Giving Beauty
Kat Von D
Kate Somerville*
Kenra
Kester Black
Kevin Murphy
Kiss My Face
Kirkland Signature
Kiko
Kjaer Weis
Koh Gen Do
Kopari Beauty
Kora Organics | V
Kryolan
Kylie Cosmetics
KYPRIS

L

L.A. Girl
Lather
Laura Geller
Lauren B. Beauty
Lavanila
Le Couvent Des Minimes
Le Labo*
Level Naturals | V
Lily Lolo
Lina Hanson
Lit Cosmetics
Live Clean

Liz Earle*
Lotis Wei
Lulu Organics
Lurk
LUSH
LVX | V

M

Mad Hippie
Madison Reed
MAHALO
Makeup Geek
Manic Panic
Marc Jacobs Beauty
Marcelle
Marks & Spencer
Marula
May Lindstrom
Mehron
Melt Cosmetics
Meow Meow Tweet | V
Merle Norman
Method
Milani
Milk Makeup
Mineral Fusion
Molly's Suds
Molton Brown*
Moroccanoil
Morphe
Mukti | V
MuLondon | V
MUN | V
Murad*
MV Organic Skincare
My Daughter Fragrances
My Konjac Sponge

N

Nad's
Nanshy

Natasha Denona
Nature's Gate | V
NCLA | V
Nellie's All Natural
Nip+Fab
Nourish Organic
Nubian Heritage*
NUDE Skincare
nyl skincare | V
NYX*

O

Obsessive Compulsive Cosm. | V
Odacite
Odylique
Ofra Cosmetics
Ole Henriksen
Omorovicza
One Love Organics
Oribe
Orly
Osea Malibu | V
Ouai
Ouidad
Out of Africa
Oz Naturals

P

Pacifica | V
Pai | V
Painted Earth
Pangea Organics
Paul Mitchell
Paula's Choice
Penhaligon's
Perfekt
Phlur
Physicians Formula
PiperWei
Pixi
Pour Le Monde

Pravana
Primal Pit Paste
Priti NYC | V
Province Apothecary
Puracy
Pur Cosmetics
Pure Anada

Q

Queen Helene

R

Radical Skincare
Rahua
Rare Elements
RCMA
Real Techniques | V
REN*
Red Apple Lipstick | V
Renee Rouleau
Reverie
Rita Hazan
Rituel de Fille
RMS Beauty
Rodial
Rouge Bunny Rouge

S

S.W. Basics
Saavy Naturals | V
Sachajuan
Samana Naturals | V
Sappho
Schmidt's Naturals* | V
Scotch Naturals | V
Seche
Seventh Generation
Shea Moisture*
Sibu | V
Silk Naturals

Skinny & Co
Smashbox
Smith & Cult
Soapwalla | V
Sonia Kashuk
SpaRitual | V
Stargazer
Stila
Strange Invisible
Sugar Venom | V
Sugarpill
Suki
Sukin
Sunday Riley
Suntegrity
Superdrug (B.)
Supergoop! | V
Suva Beauty

T

Tarte*
Tata Harper
TATCHA
Terra Nova
The 7 Virtues
The Beauty Chef
The Body Shop
The Gnarly Whale | V
The Ordinary
TheBalm
Thesis | V
TO112
Tom's of Maine* | V
Too Faced*
Trader Joe's
Tree Hut
Trish McEvoy
Trust Fund Beauty
Tsi-La

U

Urban Decay*
Ursa Major

V

Vapour Beauty
Verb
Vered Organic Botanicals
Vernon Francois
Vintner's Daughter

W

W3LL PEOPLE
Wander Beauty
WEN by Chaz Dean
Whish
Whole Foods (365)
Wet'n'Wild
Wunderbrow

Y

Yarok | V
Yes To
Youngblood Mineral
Youth To The People

Z

Zoeva
Zoya | V

CRUELTY-FREE FROM HEAD TO TOE

Everyday Essentials

Switching to cruelty-free products? Let me make it easy for you.

The first thing you want to do is swap out your animal-tested everyday products for cruelty-free options.

Here are the helpful links you'll need for this step, all in one place. Click the product category to read the guides.

FACE + BODY

[Deodorant](#)

[Soap](#)

[Dental Care](#)

[Facial Moisturizer](#)

[Shaving & Hair Removal](#)

[Sunscreen](#)

[Perfume](#)

[Nail Polish Remover](#)

HOUSEHOLD

[Cleaning Products](#)

[Laundry Detergent](#)

MAKEUP

[Ultimate Guide](#)

[Mascara](#)

[Foundation](#)

[Concealer](#)

HAIR

[Shampoo & Conditioner](#)

[Hair Dye](#)

[Dry Shampoo](#)

[Hair Spray](#)

SEPHORA • CRUELTY-FREE BRANDS

Below are the cruelty-free brands carried by Sephora. Your local Sephora might not carry them all, but they're all available online. [Full guide](#).



MAKEUP

Anastasia Beverly Hills
BareMinerals*
Beautyblender
BECCA*
Besame
Bite Beauty
Blinc
Buxom*
Ciate
Cover FX
Hourglass
Josie Maran
ILIA
Kat Von D
Marc Jacobs Beauty
Milk Makeup
Natasha Denona
Perfekt
RMS Beauty
Smashbox
Stila
Tarte*
Too Faced*
Urban Decay*



SKIN & HAIR

Amika
DERMADoctor
Dr. Dennis Gross
Drybar
First Aid Beauty
Herbivore Botanicals
Juice Beauty
Kate Somerville*
Lavanila
Murad*
NUDE Skincare
Ole Henriksen
Omorovicza
REN*
Sunday Riley
TATCHA
Tata Harper
Verb
WEN by Chaz Dean

DRUGSTORE • CRUELTY-FREE BRANDS

Many drugstore beauty brands test on animals. I've gathered the cruelty-free options below, and you should find them at Target, Walmart, CVS, and more. [Full guide](#).



MAKEUP

Ardell
Annabelle
B. (Superdrug)
Bonne Bell
e.l.f.
EcoTools
Flower
GOSH
Hard Candy
Jane
Jordana
Makeup Academy
Marcelle
Milani
Mineral Fusion
NYX*
Pacifica
Physicians Formula
Pixi
Prestige
Sonia Kashuk
Wet'n'Wild



SKINCARE

Acure Organics
Alba Botanica
Andalou Naturals
Aubrey Organics
Avalon Organics
Derma E
Desert Essence
JASON
Kiss My Face
Mineral Fusion
Nip + Fab
Nourish Organic
Pacifica
Tom's Of Maine*
Queen Helene
Yes To

CRUELTY-FREE RESOURCES

Please visit the links below for more of my cruelty-free resources. It would be greatly appreciated if you shared these articles on Facebook with friends and family.

INFO

[List Of Companies That Test On Animals](#)

[Everything You Need To Know About Animal Testing](#)

[China & Animal Testing: What You Need To Know](#)

[How To Determine If a Company Is Cruelty-Free](#)

SHOPPING CRUELTY-FREE...

[At Ulta](#)

[On Amazon](#)

ULTIMATE GUIDE TO...

[Cruelty-Free Makeup](#)

[Cruelty-Free Skincare](#)

[Cruelty-Free Fragrances](#)