

# Cruelty-Free Made Simple

How to shop ethically, find the best beauty brands,  
and help end animal testing.

2022



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## Why Cruelty-Free?

More than half of the brands you see in stores still test on animals. Animal testing is less reliable than non-animal alternatives to determine product safety, yet companies or governments rely on it because it's cheap. By choosing cruelty-free products, we can vote with our money and show brands that animal testing will no longer be tolerated.



## How does Cruelty-Free Kitty help?

We verify brands by contacting them directly, and each brand added to our cruelty-free list has been carefully vetted and has answered all our questions.

One of the differences between Cruelty-Free Kitty and organizations such as PETA or Leaping Bunny is that we're the ones reaching out to companies, while PETA and Leaping Bunny certification is done on a voluntary basis. By reaching out to brands, we gather animal testing policies from companies that are otherwise overlooked. This is why our database includes over 850 brands, including all the popular brands found in stores.

Many big brands try to trick consumers with misleading claims and incomplete policies. We publish their full animal testing policies and expose those that are not truly cruelty-free. Examples of such brands include Wet n Wild, Physicians Formula, L'Oreal, Origins, MAC, and many more.



## More Information

Brand policies are subject to change. For more information and to find the latest updates, please visit [crueltyfreekitty.com](https://crueltyfreekitty.com).



# List of Cruelty-Free Brands

NOTE: Brands marked with an asterisk (\*) are cruelty-free, but are owned by a company that isn't.

## #

100% Pure  
14e Cosmetics  
3INA  
54 Thrones

## A

Abba\*  
Acure  
Adorn Cosmetics  
Adwoa Beauty  
Aesop  
Aether Beauty  
Afterglow Cosmetics  
AG Hair  
Aila Cosmetics  
Alaffia  
Alba Botanica  
Alima Pure  
Alpyn Beauty  
Altruist  
Amika  
Anastasia Beverly Hills  
Andalou Naturals  
Annabelle  
Anomaly  
Anthony  
Antipodes  
Antonym  
Arctic Fox  
Ardell  
Ardency Inn  
Aromatica  
Arquiste  
As I Am  
Astonish  
Athar'a Pure  
Attitude  
Au Naturale

Aubrey Organics  
Auric  
Auromère  
Australian Gold  
Australis  
Avalea  
Avalon Organics  
Aveda\*  
Axiology  
AXIS-Y

## B

Babo Botanicals  
Badger  
Balm Balm  
BANISH  
bareLUXE Skincare  
bareMinerals\*  
Barry M  
basd  
Be Kind Beauty  
Beauty by Earth  
Beauty of Joseon  
BeautyBio  
Beautyblender  
Becca\*  
Bellapierre  
Ben Nye  
Benecos  
Benton  
Besame  
BH Cosmetics  
Billie Eilish Fragrances  
Billion Dollar Beauty  
Biossance  
Bite Beauty\*  
Black Radiance  
Blinc  
Bliss

Blissoma  
Blume  
Bomb Cosmetics  
Bondi Sands  
Booda Organics  
Boots\*  
Boscia  
Bossy Cosmetics  
Botanic Tree  
Botanics\*  
Bread Beauty Supply  
Briogeo  
Bulldog\*  
Burt's Bees\*  
Butter London  
Buxom\*  
By Beauty Bay  
By Rosie Jane  
By Wishtrend  
BYBI Beauty

## C

C.O. Bigelow  
Cailyn Cosmetics  
Cake\*  
California Tan  
Captain Blankenship  
Cargo  
Carol's Daughter\*  
Caswell-Massey  
Cate McNabb  
Catrice  
Cela  
Celeb Luxury  
Ceramedx  
Certain Dri  
Chantecaille\*  
Charlotte Tilbury\*  
Cheekbone Beauty

CHI  
Chi Chi Cosmetics  
China Glaze  
Christophe Robin  
Ciaté  
City Beauty  
CLE Cosmetics  
Clean  
CleanWell  
Clove + Hallow  
Cocofloss  
Cocokind  
Coconut Matter  
Color Dept.  
Coloured Raine  
Colourpop  
Concrete Minerals  
COOLA  
Copycat Beauty  
Cosmedix  
COSRX  
Cover FX  
Covergirl\*  
Crazy Rumors  
Crystal  
Curology

## **D**

D.S. & Durga  
Dae  
Danessa Myricks  
Das Boom  
Davids  
De Mamiel  
Dear, Klairs  
Deborah Lippmann  
Deck of Scarlet  
Deco Miami  
Deep Steep  
Delilah  
Derma E  
Dermablend\*  
DERMAdoctor  
Dermalogica\*  
DermOrganic  
Desert Essence  
DevaCurl\*  
DeVita  
Dezi Skin  
Dipwell

Doll 10  
Dose Of Colors  
dpHUE  
Dr Teal's\*  
Dr. Alkaitis  
Dr. Barbara Sturm  
Dr. Bronner's  
Dr. Dennis Gross  
Dr. Hauschka  
Dr. Loretta  
Drunk Elephant\*  
Drybar\*  
DuWop

## **E**

Earth Tu Face  
Earth's Beauty  
EasterMia  
Ecco Bella  
Eco Lips  
EcoColors  
ECOS  
EcoTools  
Edible Beauty  
Edward Bess  
Elate  
Eleven Australia  
Elf  
Elizabeth Grant  
Ella + Mila  
Ellis Faas  
Ellovi  
Em Cosmetics  
Emani  
Embryolisse  
EO Products  
EOS  
Epic Blend  
Ere Perez  
Essence  
Ethique  
Eva Nyc  
Evanhealy  
Everyday Minerals  
Everyone  
Evolve Organic Beauty  
EVOLVh  
Exa Beauty  
Eyeko

## **F**

Fable & Mane  
Face Atelier  
Facetheory  
Faith in Nature  
Farmacy Beauty  
Farsali  
Fat and the Moon  
Fiona Stiles  
Fior Minerals  
Fitglow Beauty  
Flawless Lashes by Loreta  
Flora + Bast  
Flower  
Forager Botanicals  
Formula 10.0.6  
Formulary 55  
Frank Body  
Freck Beauty  
French Girl  
Function of beauty  
Furless

## **G**

Gabriel Cosmetics  
Garnier\*  
Gerard Cosmetics  
Giovanni  
Girllactik  
Gisou  
Glo Skin Beauty  
Gloss Moderne  
Glossier  
Glow Recipe  
Good Dye Young  
Good Molecules  
GoPure Beauty  
GOSH  
Grande Cosmetics  
Graydon  
Gressa  
Grounded Sage  
Grown Alchemist

## **H**

Habit  
HAN  
Hana Organic Skincare  
Hard Candy\*  
Harry's

Harvey Prince Organics  
Hask  
Haus Laboratories  
Hawaiian Tropic\*  
Hello Products\*  
Hempme  
Hempz  
Herbatint  
Herbivore Botanicals  
Honore Des Pres  
Hourglass\*  
House of Lashes  
Hurraw!  
Huygens  
Hynt Beauty

## I

I'm From  
I Am Selfcare  
IGK  
Il Makiage  
Iles Formula  
ILIA  
Illamasqua  
Indie Lee  
Infuse by Casabella  
Inglot  
Inika  
Innersense  
InstaNatural  
Isle of Paradise  
Isntree  
IT Cosmetics\*  
It's a 10  
IUnik

## J

J.R. Watkins  
Jacq's  
Jane  
Jane Iredale  
Japonesque  
JASON  
Jason Wu Beauty  
Jeffree Star  
JINsoon  
JLO Beauty\*  
John Masters Organics  
Joico\*  
Jolie Vegan

Jordana  
Josh Rosebrook  
Josie Maran  
Jouer  
Juice Beauty  
Julep  
Juvia's Place

## K

Kadalys  
Kahina Giving Beauty  
Kaia Naturals  
Kaja\*  
Kari Gran  
Kate Somerville\*  
Kenra\*  
Keshia Rose Beauty  
Kester Black  
Kevin Murphy  
Kiko  
KINDri Los Angeles  
Kinship  
Kiss My Face  
Kjaer Weis  
KKW Beauty  
Koh Gen Do  
Kopari Beauty  
Kora Organics  
Korres  
Kosas  
Krave Beauty  
Kreyol Essence  
Kri Skincare  
Kristin Ess  
Kryolan  
Kure Bazaar  
KVD Vegan Beauty\*  
Kylie Cosmetics\*  
Kylie Skin\*  
KYPRIS

## L

L.A. Colors  
L.A. Girl  
Lancer  
Lano  
Lather  
Laura Geller  
Lauren B. Beauty  
Lavanila

Lawless  
Le Couvent Des Minimes\*  
Le Labo\*  
Le Petit Olivier  
Level Naturals  
Lilah B.  
Lily Lolo  
Lime Crime  
Lina Hanson  
Linda Halberg  
Lit Cosmetics  
Little Seed Farm  
Live Clean  
Living Proof\*  
Liz Earle\*  
LolaVie  
Loli Beauty  
Lotus Wei  
Lovefresh  
Lovesong Beauty  
Lulu Organics  
Lunar Beauty  
Lurk  
LUSH  
LVX  
Lys Beauty

## M

Mad Hippie  
Madara Cosmetics  
Madison Reed  
Maëlys Cosmetics  
MAHALO  
Maison Louis Marie  
Makeup By Mario  
Makeup Geek  
Makeup Revolution  
Manic Panic  
Marc Jacobs Beauty\*  
Marcelle  
Maria Nila  
Marie Hunter Beauty  
Mario Badescu  
Marks & Spencer  
Marula  
MasqueBAR  
May Lindstrom  
Mayraki Professional  
Mehron  
Melanin Haircare

Melt Cosmetics  
Mented Cosmetics  
Meow Meow Tweet  
Merit  
Merle Norman  
Method\*  
Milani  
Milk Makeup  
Mineral Fusion  
Molly's Suds  
Molton Brown\*  
Moroccanoil  
Mrs. Meyer's\*  
Mukti  
MUN  
Murad\*  
MV Skintherapy  
My Daughter Fragrances  
MyChelle

## **N**

Nabla Cosmetics  
Nad's  
Nani Pua  
Natasha Denona  
Natio  
Natura  
Natura Siberica  
Natural Amor  
Nature Clean  
Nature's Gate  
NCLA  
Nellie's  
NEST Fragrances  
Nip+Fab  
No B.S.  
No7\*  
Not Your Mother's  
Nourish Organic  
Nubian Heritage\*  
Nude By Nature  
Nude Skincare  
nyl  
NYX\*

## **O**

Odacite  
Odylique  
OFRA Cosmetics  
Olaplex

Ole Henriksen\*  
Omorovicza  
One Love Organics  
One/Size  
OOO Polish  
Organic Bath Co  
Oribe\*  
Orly  
Osea Malibu  
Oshun Organics  
Ouai  
Oui the People  
Ouidad  
Out of Africa  
oVertone  
Oz Naturals

## **P**

Pacifica  
Pai  
Painted Earth  
Palladio  
Pangea Organics  
Parissa  
Patchology  
Patrick Ta  
Paul Mitchell  
Paula's Choice\*  
Paume  
Peace Out  
Peach & Lily  
Penhaligon's\*  
People Of Color Beauty  
Perfekt  
Perricone MD  
Phlur  
Pink Chawkulit  
Pinrose  
PiperWei  
Pixi  
Plant Apothecary  
Pleni  
Pour Le Monde  
Pravana\*  
Pretty Frank  
Primark  
Priti NYC  
Prose  
Province Apothecary  
Pupa Milano

PUR Cosmetics  
Puracy  
Pure Anada  
Pureology\*  
PURITO  
Purlisse  
PYT Beauty

## **Q**

Queen Helene  
Quo Beauty

## **R**

r.e.m. beauty  
R+Co  
Radical Skincare  
Rahua  
Range Beauty  
Rare Elements  
Raw Sugar  
RCMA  
Real Simple Clean  
Real Techniques  
Red Apple Lipstick  
REN\*  
Renee Rouleau  
Reverie  
Rinna Beauty  
Rita Hazan  
Rituel de Fille  
RMS Beauty  
Rodial  
Root Science  
Rouge Bunny Rouge  
Rovectin

## **S**

S.W. Basics  
Sachajuan  
Saie  
SAINT Cosmetics  
Sand & Sky  
Sappho New Paradigm  
Saranghae  
Saturday Skin  
Schmidt's Naturals\*  
Scotch Naturals  
Seche  
Selfless by Hiram  
Seventh Generation\*



Shani Darden  
Shea Moisture\*  
Sibu  
Sienna Byron Bay  
Silk Naturals  
Sioris  
Skinblossom  
Skin Laundry  
Skinfix  
Skyn ICELAND  
Skinny & Co  
Skylar  
skyn ICELAND  
Sleek\*  
Smashbox\*  
Smith & Cult  
Soapwalla  
Sol de Janeiro  
Something More  
Sonia Kashuk  
SpaRitual  
St. Ives\*  
St. Tropez  
Stargazer  
Stella McCartney  
Stellar Beauty  
Stila  
Strange Invisible  
Studio Makeup  
Sugarpill  
Suki  
Sukin  
Summer Fridays  
Sun Bum\*  
Sunday II Sunday  
Sunday Riley  
Suntegrity  
Superdrug  
Susteau  
Suva Beauty  
Sweet Chef

## **T**

Tan Luxe  
Tarte\*  
Tata Harper  
TATCHA\*  
TEK  
Terrakai Skin  
The 7 Virtues

The Beauty Chef  
The Body Shop  
The Creme Shop  
The Green Beaver Company  
The Honey Pot Co  
The Inkey List  
The Ordinary\*  
The Quick Flick  
The Seaweed Bath Co.  
The Vegan Glow  
theBalm  
Then I Met You  
Thesis  
Thinkbaby  
Thinkspout  
This is L.\*  
Thrive Causemetics  
TO12  
Tom's of Maine\*  
Tony Moly  
Too Faced\*  
Tower 28  
Trader Joe's  
Tree Hut  
Tresemme\*  
trèStiQue  
Trilogy  
Trish McEvoy  
True Moringa  
Truforma  
Trust Fund Beauty  
Tsi-La  
Tula  
Typology

## **U**

Ulta Beauty  
Umberto Giannini  
Unicorn Gang Shop  
UnSun  
Uoma Beauty  
UpCircle  
Urban Decay\*  
Ursa Major

## **V**

Vapour Organic Beauty  
VEGAMOUR  
Verb  
Vered Organic Botanicals

Vernon Francois  
Versed  
Vesca Beauty  
Victoria Beckham Beauty  
Vintner's Daughter  
Virtue  
Vitruvi  
Volition Beauty

## **W**

W3LL People  
Wander Beauty  
Weleda  
WEN by Chaz Dean  
Westman Atelier  
Whamisa  
Whish  
Whole Foods (365)  
Winky Lux  
Wit & West Perfumes  
Wunderbrow

## **Y**

Yarok  
Yes To  
Yodi Beauty  
Youngblood  
Youth To The People\*  
YUNI Beauty

## **Z**

Zao Organic  
Zoeva  
Zoya  
Zuii Organic  
ZuZu Luxe

\*Brands with an asterisk are cruelty-free, but they're owned by a parent company that tests on animals.



# Switching to Cruelty-Free Products?

Find the best cruelty-free products by visiting our guides below.



## Face + Body

- [Deodorant](#)
- [Soap](#)
- [Dental Care](#)
- [Facial Moisturizer](#)
- [Shaving & Hair Removal](#)
- [Sunscreen](#)
- [Perfume](#)
- [Nail Polish Remover](#)



## Makeup

- [Ultimate Guide](#)
- [Mascara](#)
- [Foundation](#)
- [Concealer](#)



## Household

- [Cleaning Products](#)
- [Laundry Detergent](#)



## Hair

- [Shampoo & Conditioner](#)
- [Hair Dye](#)
- [Dry Shampoo](#)
- [Hair Spray](#)

# Cruelty-Free Brands at Sephora

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

Aether Beauty  
Anastasia Beverly Hills  
bareMinerals\*  
Beautyblender  
Becca\*  
Bite Beauty\*  
Bling  
Buxom\*  
Charlotte Tilbury\*  
Cheekbone Beauty  
Ciate  
Danessa Myricks  
Freck Beauty  
Grande Cosmetics  
Hourglass\*  
ILIA  
IT Cosmetics\*  
Josie Maran  
Jouer  
Kaja\*  
Koh Gen Do  
Kosas  
KVD Vegan Beauty\*  
Lawless  
Lilah B.  
Lys Beauty  
Makeup by Mario  
Marc Jacobs Beauty\*  
Melt Cosmetics  
Merit  
Milk Makeup  
Natasha Denona  
One/Size  
Patrick Ta  
RMS Beauty  
Saie  
Smashbox\*  
Stellar Beauty  
Stila  
Tarte\*  
The Ordinary\*  
Too Faced\*  
Tower 28  
Urban Decay\*  
Wander Beauty  
Westman Atelier



## Skincare

54 Thrones  
BeautyBio  
Biossance  
Boscia  
Charlotte Tilbury\*  
Dermalogica\*  
Dr. Barbara Strum  
Dr. Dennis Gross  
Drunk Elephant\*  
Farmacy Beauty  
Farsali  
Freck Beauty  
Grown Alchemist  
Herbivore Botanicals  
Indie Lee  
JLo Beauty\*  
Josie Maran  
Kate Somerville\*  
Kora Organics  
Korres  
Kosas  
Lancer  
Mario Badescu  
Murad\*  
Ole Henriksen\*  
Peace Out  
Perricone MD  
REN\*  
RMS Beauty  
Selfless by Hiram  
Shani Darden  
Skin Laundry  
Skinfix  
Skyn Iceland  
Summer Fridays  
Sunday Riley  
Tarte\*  
Tata Harper  
TATCHA\*  
The Inkey List  
The Ordinary\*  
Youth To The People\*

# Cruelty-Free Brands at Drugstores

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

Annabelle	Milani
Ardell	Mineral Fusion
Barry M.	Nip + Fab
BH Cosmetics	No7*
Burt's Bees*	NYX*
Catrice	Pacifica
Colourpop	Palladio
Covergirl*	Pixi
e.l.f.	Primark
EcoTools	Pupa Milano
Essence	Real Techniques
Fiona Stiles	Sleek*
Flower	Sonia Kashuk
GOSH	Stargazer
Hard Candy*	Superdrug
Jane	The Ordinary*
Jason Wu Beauty	theBalm
Jordana	Zoeva
Kiko	
LA Girl	
Makeup Revolution	
Marcelle	



## Skincare

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



# 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.



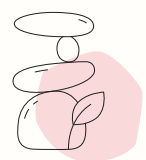
## Learn More

[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](#)



## More Retailers

[At Ulta](#)  
[On Amazon](#)



## Our Ultimate Guides

[Cruelty-Free Makeup](#)  
[Cruelty-Free Skincare](#)  
[Cruelty-Free Fragrances](#)