

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.



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*
About-Face
Acure
Adorn Cosmetics
Adwoa Beauty
Aesop
Aether Beauty
af94
Afterglow Cosmetics
AG Hair
Aila Cosmetics
Alaffia
Alba Botanica
Alder New York
Alima Pure
Alleyoop
Alpha-H
Alpyn Beauty
Altruist
Amâz Active Skincare
Amika
Anastasia Beverly Hills
Andalou Naturals
Annabelle
Anomaly
Anthony
Antipodes
Antonym
ARCONA
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
Bali Body
Bali Lash
Balm Balm
BANISH
barefoot SCIENTIST
bareLUXE Skincare
bareMinerals*
Barry M
basd
Be Kind Beauty
Beast
Beauty of Joseon
BeautyBio
Beautyblender
Becca*
Beekman 1802
Bellapierre
Bella Vida Santa Barbara

Ben Nye
Benecos
Benton
Besame
Better & Better
Better Not Younger
BH Cosmetics
Billie Eilish Fragrances
Billy Jealousy
bioClarity
Biolage*
BioSilk
Biossance
Bite Beauty*
Black Radiance
BlinC
Bliss
Blissoma
BLK/OPL
Blume
Bomb Cosmetics
Bondi Sands
Booda Organics
Boots*
Boscia
Bossy Cosmetics
Botanic Tree
Botanics*
Brandefy Skin
Bread Beauty Supply
Briogeo*
Bulldog*
Burt's Bees*
buttah.
Butter London
Buxom*
By Beauty Bay
By Rosie Jane
By Wishtrend

BYBI Beauty
Byoma

C

C.O. Bigelow
Cailyn Cosmetics
Cake*
California Tan
Caliray
Captain Blankenship
Cargo
Carol's Daughter*
Caswell-Massey
Cate McNabb
Catrice
Cela
Celeb Luxury
Ceramedx
Ceremonia
Certain Dri
Chantecaille*
Charlotte Tilbury*
Cheekbone Beauty
CHI
Chi Chi Cosmetics
China Glaze
Christophe Robin
Ciaté
City Beauty
CLE Cosmetics
Clean
CleanWell
Clove + Hallow
Coco & Eve
Cocofloss
Cocokind
Coconut Matter
Color Dept.
Coloured Raine
Colourpop
Community Sixty Six
Conair
Concrete Minerals
COOLA*
Copycat Beauty
Cosmedix
COSRX
Cover FX
Covergirl*
Crazy Rumors

Crema
Crystal
Curology

D

D.S. & Durga
Dae
DAMDAM
Danessa Myricks
Das Boom
Davids
De Mamiel
Dear, Klairs
Deborah Lippmann
Deck of Scarlet
Deco Miami
Deep Steep
Delicate Daisys Botanical Beauty
delilah
Derma E
Dermablend*
DERMAdoctor
Dermologica*
DermOrganic
Desert Essence
DevaCurl*
DeVita
Dezi Skin
Dial*
Doll 10
Dose Of Colors
dpHUE
Dr. Alkaitis
Dr. Barbara Sturm
Dr. Bronner's
Dr. Dennis Gross
Dr. Hauschka
Dr. Loretta
Dr. PAWPAW
Dr Teal's*
Drunk Elephant*
Drybar*
DuWop

E

Earth Harbor
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
Estate Cosmetics
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
Fenty Beauty*
Fenty Skin*
Finding Ferdinand
Fiona Stiles
Fior Minerals
Fitglow Beauty
Flamingo
Flawless Lashes by Loreta
Fleur & Bee
Flora + Bast

Floral Street
Florence by Mills
Floris London
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
GirLactik
Gisou
Glo Skin Beauty
Gloss Moderne
Glossier
Glow Recipe
Gold Bond*
Good Dye Young
Good Molecules
Goodness
goPure Beauty
GOSH
Grande Cosmetics
Graydon
Green Label Goods
Gressa
Grounded Sage
Grown Alchemist
GXVE

H

Habit
Hairstory
HAN
Hana Organic Skincare
Hard Candy*
Harlem Botanica
Harry's
Harvey Prince Organics
Hask
Haus Laboratories
Hawaiian Tropic*

Hello Products*
Hempme
Hempz
Herbatint
Herbivore Botanicals
Hero Cosmetics*
Honore Des Pres
Hourglass*
House of Lashes
Huda Beauty
Hurraw!
Huygens
Hynt Beauty

I

I Am Selfcare
I'm From
IGK
Il Makiage
Iles Formula
ILIA*
Illamasqua
Indie Lee
Infuse by Casabella
Inglot
Inika
Innersense
INNERSOUL
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
Jecca Blac
Jeffree Star
JINsoon
JLo Beauty*
John Masters Organics
Joico*
Jolie Vegan

Jones Road Beauty
Jordana
Josh Rosebrook
Josie Maran
Jouer
Juice Beauty
Julep
Juvia's Place
JVN Hair

K

K18 Hair
Kadalys
Kahina Giving Beauty
Kaia Naturals
Kaja*
Kari Gran
Kate McLeod
Kate Somerville*
Kayali
Kaylaan
Kenra*
Kesh 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

LA Colors
LA Girl

Lancer
Lano
Lather
Laura Geller
Lauren B. Beauty
Lavanila
Lawless
Le Couvent Des Minimes*
Le Labo*
Le Petit Olivier
Level Naturals
LH Cosmetics
Lilah B.
Lily Lolo
LilyAna Naturals
Lime Crime
Lina Hanson
Lit Cosmetics
Little Seed Farm
Live Clean
Live Tinted
Living Proof*
Liz Earle*
LolaVie
Loli Beauty
Lolita Lempicka
Lotus Wei
Love Sun Body
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
May Lindstrom
Mayraki Professional
ME Cosmetics
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
Native*
Natura
Natura Siberica
Nature Clean
Nature's Gate
NCLA
Nellie's
NEST Fragrances
Nip+Fab
No B.S.
No7*
Not Your Mother's
Noughty
Nourish Organic

Nubian Heritage*
Nude By Nature
Nude Skincare
nyl
NYX*

O

Odacite
Odylique
OFRA Cosmetics
Olaplex
Ole Henriksen*
Omayma Skin
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
ParadiseGal
Parissa
Patchology
Patrick Ta
Paul Mitchell
Paula's Choice*
Peace Out
Peach & Lily
Peach Slices
Penhaligon's*
People Of Color Beauty
Perfekt
Perricone MD
Phil Smith Be Gorgeous
Phlur

Pink Chawkulit
Pinrose
PiperWai
Pixi
Plant Apothecary
Pleni
Pour Le Monde
Pravana*
Pretty Frank
Primark
Priti NYC
Prose
Proven Skincare
Province Apothecary
Pupa Milano
PUR Cosmetics
Puracy
Pure Anada
Pure Culture Beauty
Pureology*
PURITO
Purlisse
PYT Beauty

Q

QMBeautique
Queen Helene
Queen Street Apothecary
Quo Beauty

R

r.e.m. beauty
R+Co
Radical Skincare
Rahua
RANAVAT
Range Beauty
Rare Beauty
Rare Elements
Raw Sugar
RCMA
re:p*
Real Simple Clean
Real Techniques
Red Apple Lipstick
REN*
Renee Rouleau
Reverie
Revive7 Science*
rhode

Rimmel London*
Rinna Beauty
Rita Hazan
Rituel de Fille
RMS Beauty
Rodial
Root Science
Rosebud Perfume Company
Rose Inc
Rouge Bunny Rouge
Rovectin

S

S.W. Basics
Sachajuan
Saie
SAINT Cosmetics
Saint Jane
Sand & Sky
Sappho New Paradigm
Saranghae
Saturday Skin
Schmidt's Naturals*
Scotch Naturals
Seche
SEEN
Selfless By Hiram
Seventh Generation*
Shani Darden
SheaMoisture*
Sibu
Sienna Byron Bay
Silk Naturals
Sioris
Skin Laundry
Skinblossom
Skinfix
Skinny & Co
Skylar
skyn ICELAND
Sleek*
Smashbox*
Smith & Cult
Soapwalla
Sol de Janeiro*
Something More
Sonia Kashuk
SpaRitual
St. Ives*
St. Tropez

Standard Self Care
Starface
Stargazer
Stella
Stella McCartney
Stellar Beauty
Stila
Strange Invisible
strb.
Studio Makeup
Sugarpill
Suki
Sukin
Summer Fridays
Sun Bum*
Sunday II Sunday
Sunday Riley
Suntegrity
Superdrug
Supersmile
Susteau
Suva Beauty
Sweet Chef

T

Tan Luxe
Tanologist
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 Outset
The Quick Flick
The Route
The Seaweed Bath Co.
The Vegan Glow
theBalm
Then I Met You
Thesis
Thinkbaby
Thinksport
This is L.*

Three Ships Beauty
Thrive Causemetics
TO112
Tom's of Maine*
Tony Moly
Too Faced*
Tower 28
Trader Joe's
Tree Hut
Tresemme*
trèStiQue
Trilogy
Trish McEvoy
True Moringa
Trufora
Trust Fund Beauty
Tsi-La
Tula
Typology

U

Ulta Beauty
Umberto Giannini
Undone Beauty
Unicorn Gang Shop
Unpaste
UnSun
Uoma Beauty
UpCircle
Urban Decay*
Urban Skin Rx
Urban Veda
URGO Beauty
Ursa Major

V

Vacation
Vapour Organic Beauty
Vasanti Cosmetics
VEGAMOUR
Velour
Verb
Vered Organic Botanicals
Vernon Francois
Versed
Vesca Beauty
Victoria Beckham Beauty
Vintner's Daughter
Viori
Virtue

Vitruvi
Voir Haircare
Volition Beauty

W

W3LL People
Wabi-Sabi
Wander Beauty
Weleda
We Are Paradoxx
WEN by Chaz Dean
Westman Atelier
Whamisa
Whish
Whole Foods (365)
Winky Lux
Wishful
Wit & West Perfumes
WLDKAT
Wunderbrow

Y

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

Z

Zao Organic
Zitsticka
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

Anastasia Beverly Hills
BareMinerals*
Beautyblender
BECCA*
Bite Beauty
BlinC
Buxom*
Caliray
Ciate
Cover FX
Fenty Beauty*
Grande Cosmetics
GXVE
Hourglass*
Huda Beauty
Josie Maran
Jouer
ILIA*
IT Cosmetics
KVD Vegan Beauty*
Lilah B.
Marc Jacobs Beauty*
Milk Makeup
Natasha Denona
Perricone MD
RMS Beauty
Rose Inc
Smashbox*
Stila
Tarte*
Too Faced*



Skincare

BeautyBio
DERMADoctor
Dr. Dennis Gross
Drunk Elephant*
Farmacy
Farsali
Herbivore Botanicals
Indie Lee
Jack Black
Kora Organics
Murad*
Ole Henriksen*
REN*
Summer Fridays
Sunday Riley
TATCHA*
Wishful
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

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



Skincare

Acure
Alba Botanica
Andalou Naturals
Aubrey Organics
Avalon Organics
Babo Botanicals
Derma E
Desert Essence
JASON
Kiss My Face
Mineral Fusion
Nip + Fab
Nourish Organic
Pacifica
The Ordinary
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.



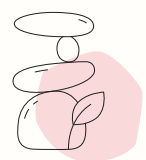
Learn More

[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](#)