



CRUELTY-FREE KITTY

THE CRUELTY-FREE SHOPPER'S GUIDE

2017





THANK YOU FOR DOWNLOADING THE 2017 CRUELTY-FREE SHOPPER'S GUIDE AND CHOOSING CRUELTY-FREE BRANDS!

With your support, millions of animals will be spared in laboratories 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 on animal testing and cruelty-free cosmetics, please visit our website at www.crueltyfreekitty.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.*



CRUELTY-FREE KITTY

LIST OF CRUELTY-FREE BRANDS

#

100% Pure
3rd Rock Sunblock

A

A Perfume Organic
Acure
a.dorn
Adorn | V
Aesop
AFK Cosmetics
Afterglow Cosmetics
Alba Botanica
Alima Pure
American Apparel Nail Polish
Amika
Anastasia Beverly Hills
Andalou Naturals
Annabelle
Antonym
Arctic Fox | V
Ardell
Ardency Inn
Aromi | V
Aubrey Organics
Au Naturale | V
Auromère
Attitude
Avalon Organics
Axiology

B

Badger

Balm Balm
Bare Bones Body Care | V
BareMinerals*
Barry M
Beauty Without Cruelty | V
Becca*
Bellapierre
Besame
BH Cosmetics
Bite Beauty
BlinC
Blissoma | V
Booda Organics | V
Bulldog
Butter London
Buxom*
By Terry

C

C.O. Bigelow
Cailyn Cosmetics
Cargo
Carol's Daughter*
Caswell-Massey
Cate McNabb
Catrice
CertainDri | V
Chantecaille
Charlotte Tilbury
China Glaze
Christopher Drummond
Ciate
CleanWell
Coloured Raine
ColourPop
COOLA

Cover FX | V
Crazy Rumors | V
Crystal Body Deodorant | V

D

Das Boom
Deborah Lippmann
Deep Steep
Demes | V
DERMADoctor
Dermalogica*
Desert Essence
DeVita | V
Dose Of Colors
Dr. Alkaitis
Dr. Bronner's Magic Soaps
Dr. Dennis Gross
Dr. Hauschka
Drunk Elephant
Drybar
DuWop

E

Earth Friendly Products
Earth's Beauty
Earth Tu Face
Ecco Bella
EcoTools | V
Edward Bess
e.l.f.
Elixery
ella + mila
Ellis Faas
Ellovi | V

Emani | V
EO Products
Epic Blend
Essence
Eve Lom
Everyday Minerals | V
Eyeko

F

FACE Atelier
Fairy Girl | V
First Aid Beauty
Flower

G

Gabriel Cosmetics
Giovanni
GirLactik
GloProfessional
Glossier
GOSH

H

Hard Candy
Hello Products
Hourglass
Hugo Naturals
Hurraw! Balm | V
Hush & Dotti

I

I Am Selfcare
ILIA
Illamasqua
Indie Lee
Inika | V
IT Cosmetics

J

Jack Black
Jane Iredale
Jane
JASON
Jin Soon
John Masters Organics
John Russo Beauty
Jordana
Josie Maran
J.R. Watkins
Juice Beauty
Julep

K

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

L

Lavanila | V
Le Labo*
Level Naturals | V
Lily Lolo
Liz Earle*
Lulu Organics
LUSH
LVX | V

M

Mad Hippie
MAHALO
Makeup Geek
Manic Panic
Mario Badescu
Marc Jacobs Beauty
Marcelle
Marula
MD Formulations*
Mehron
Melt
Meow Meow Tweet | V
Merle Norman
Milani
Milk Makeup
Mineral Fusion
Molton Brown
Mukti | V
MuLondon | V
MUN | V
Murad*
My Konjac Sponge

N

Nad's
Nanshy
NARS*
Natasha Denona
Nature's Gate | V
NCLA | V
Nip+Fab
Nourish Organic
Nubian Heritage
NUDE Skincare
Nudestix
nyl skincare | V
NYR Organics
NYX*

O

Obsessive Compulsive Cosm. | V
Odacite
Odylique
Ofra Cosmetics
Ole Henriksen
One Love Organics
Oribe
Osea | V
Oz Naturals

P

Pacifica | V
Pai | V
Painted Earth
Pangea Organics
Paul Mitchell
Paula's Choice
Perfekt
Physicians Formula
Pixi
Primal Pit Paste
Priti NYC | V
Province Apothecary
Puracy
Pur Minerals
Pure Anada

Q

Queen Helene

R

Radical Skincare
Real Techniques | V
REN*
Red Apple Lipstick | V
Renee Rouleau
Rituel de Fille

RMS Beauty
Rouge Bunny Rouge

S

S.W. Basics
Saavy Naturals | V
Samana Naturals | V
Sappho
Schmidt's Deodorant | V
Scotch | V
Seventh Generation
Sibu | V
Shea Moisture
Silk Naturals
skinnyskinny
Sonia Kashuk
Soapwalla | V
SpaRitual | V
Sugar Venom | V
Sugarpill
Suki
Sukin
Sunday Riley
Suntegrity
Supergoop! | V

T

TATCHA
Tarte*
The Body Shop*
The Gnarly Whale | V
Thesis | V
theBalm
Tata Harper
The Rad Kat | V
TO112
Too Faced*
Tom's of Maine* | V
Trader Joe's
Trish McEvoy

U

Urban Decay*

V

Vapour Beauty
Verb
Vered Organic Botanicals

W

W3LL PEOPLE
WEN by Chaz Dean
Whole Foods 365
Wet'n'Wild

Y

Yarok | V
Yes To
Youngblood Mineral

Z

Zoeva
Zoya | V
Zuii Organic
ZuZu Luxe+

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](#)

HAIR

[Shampoo & Conditioner](#)

[Hair Dye](#)

[Dry Shampoo](#)

[Hair Spray](#)

SEPHORA • CRUELTY-FREE BRANDS

2 0 1 7

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
NARS*
Natasha Denona
Nudestix
Perfekt
RMS Beauty
Tarte*
Too Faced*
Urban Decay*



SKIN & HAIR

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

DRUGSTORE • CRUELTY-FREE BRANDS

2017

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
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

2 0 1 7

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](#)

SHOPPING CRUELTY-FREE...

[At Ulta](#)

[On Amazon](#)

ULTIMATE GUIDE TO...

[Cruelty-Free Makeup](#)

[Cruelty-Free Skincare](#)

[Cruelty-Free Fragrances](#)