

# Cruelty-Free Made Simple

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

2024



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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 and governments are both still relying on it around the world. By choosing cruelty-free products, we can vote with our money and truly make an impact on the industry.



## 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 to pass our cruelty-free standard.

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 has over 1,200+ companies, 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.



## Visit Our Website

While this guide is updated every year, 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  
111MedCo  
14e Cosmetics  
35 Thousand  
3INA  
54 Thrones

## A

A.P. Chem  
Abba  
Abbott NYC  
About-Face  
Acure  
Adorn Cosmetics  
Adwoa Beauty  
Aesop\*  
AF94  
Afterglow Cosmetics  
AG Hair  
Aila Cosmetics  
Alaffia  
Alba Botanica  
Alder New York  
Alima Pure  
Alleyoop  
Alpha-H  
alphée  
Alpyn Beauty  
Altruist  
Ami Cole  
Amika  
Anastasia Beverly Hills  
Andalou Naturals  
Annabelle  
Anomaly  
Anthony  
Antipodes  
Antonym

ARCONA  
Arctic Fox  
Ardell  
Ardency Inn  
Arkive Headcare  
Aromatica  
Arquiste  
As I Am  
AspenClean  
Astonish  
Athar'a Pure  
Athr Beauty  
Attitude  
Au Naturele  
Aubrey Organics  
Auric  
Auromère  
Aussie\*  
Australian Gold  
Australis  
Avalea  
Avalon Organics  
Aveda\*  
Averr Aglow  
Axiology  
AXIS-Y

## B

Babo Botanicals  
Badger  
BaeBlu  
Bali Body  
Bali Lash  
Balm Balm  
Bare Hands  
barefoot SCIENTIST  
bareLUXE Skincare  
bareMinerals\*  
Barry M

basd  
Be Kind Beauty  
Beast  
Beauty Favours  
Beauty of Joseon  
Beauty Without Cruelty  
BeautyBio  
Beautyblender  
BeautyStat  
Becca\*  
Beekman 1802  
Bellapierre  
Ben Nye  
Benecos  
Benton  
Besame  
Better & Better  
Better Not Younger  
BH Cosmetics  
Billie Eilish Fragrances\*  
Billy Jealousy  
bioClarity  
Biolage\*  
Biöm  
BioSilk  
Biossance  
Bite Beauty\*  
Black Radiance  
Blinc  
Bliss  
Blissoma  
BLK/OPL  
Blume  
Bomb Cosmetics  
Bondi Sands  
Booda Organics  
Boots\*  
Boscia  
Bossy Cosmetics

Botana  
Botanic Tree  
Botanics\*  
Boulder Clean  
Boy Smells  
Brandefy Skin  
Bread Beauty Supply  
Briogeo\*  
BUBBLE Skincare  
Bulldog\*  
Bumble and bumble\*  
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  
Carbon Theory  
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  
Chiki Buttah  
China Glaze  
Christophe Robin  
Ciaté  
City Beauty  
CLE Cosmetics

Clean  
Cleancult  
CleanWell  
Cleo+Coco  
Clove + Hallow  
Coco & Eve  
Cocofloss  
Cocokind  
Coconut Matter  
Color Dept.  
Coloured Raine  
Colourpop  
Community Sixty Six  
Conair  
Concrete Minerals  
Coola\*  
Copycat Beauty  
Corpus  
Cosmedix  
Cosmoss  
COSRX\*  
Cover FX  
Covergirl\*  
Crazy Color  
Crazy Rumors  
Cremo  
Crépe Erase  
Crown Affair  
Crystal  
Curlsmith  
Curology

## D

D.S. & Durga  
Dae  
DAMDAM  
DAME  
Danessa Myricks  
Das Boom  
Davids  
De Mamiel  
Dear, Klairs  
Deborah Lippmann  
Deck of Scarlet  
Deco Miami  
Deep Steep  
DefineMe Fragrance  
Delicate Daisys Botanical Beauty  
delilah  
Derma E

Dermablend\*  
DERMAdoctor  
Dermalogica\*  
DermOrganic  
Desert Essence  
DevaCurl\*  
DeVita  
Dezi Skin  
Dial\*  
DIME  
Dinobi  
Dionis  
Doll 10  
dome BEAUTY  
Dose Of Colors  
Dotted Zebra  
Double Dare  
Dove\*  
dpHUE  
Dr Teal's  
Dr. Alkaitis  
Dr. Barbara Sturm  
Dr. Bronner's  
Dr. Dennis Gross  
Dr. Hauschka  
Dr. Loretta  
Dr. PAWPAW  
Dr. Sam's  
Drunk Elephant\*  
Drybar  
DuWop

## E

Earth Breeze  
Earth Harbor  
Earth Tu Face  
Earth's Beauty  
Earths Laundry  
EasterMia  
Eau de Juice  
Ecco Bella  
Eco Lips  
Eco Me  
EcoColors  
ECOS  
EcoTools  
Ecover\*  
Eczema Honey  
Edible Beauty  
Edward Bess

elaluz  
Elate  
Eleven Australia  
elf  
Elizabeth Grant  
Ella + Mila  
Ellis Faas  
Ellovi  
Em Cosmetics  
Emani  
Embryolisse  
Eminence Organic Skincare  
EO Products  
EOS  
Epic Blend  
Ere Perez  
Essence  
Estate Cosmetics  
Estrid  
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  
Fekkai  
Fenty Beauty\*  
Fenty Skin\*  
Finding Ferdinand  
Fiona Stiles  
Fior Minerals  
First Aid Beauty\*  
Fitglow Beauty  
Flamingo  
Flawless Lashes by Loreta  
Fleur & Bee  
Flora + Bast  
Floral Street

Florence by Mills  
Floris London  
Flower  
Follain  
Forager Botanicals  
Formula 10.0.6  
Formulary 55  
Frank Body  
Freck Beauty  
French Girl  
Freshly  
Function of Beauty  
Fur  
Furless

## **G**

Gabriel Cosmetics  
Garnier\*  
Gerard Cosmetics  
GiGi  
Giovanni  
Girlactik  
Gisou  
Glamnetic  
Glo Skin Beauty  
Gloss Moderne  
Glossier  
Glow Jar Beauty  
Glow Recipe  
Gold Bond\*  
Good Dye Young  
good light  
Good Molecules  
Goodness  
goPure Beauty  
GOSH  
grace & stella  
Grande Cosmetics  
Graydon  
Green Label Goods  
Gressa  
Grounded Sage  
Grown Alchemist\*  
GXVE  
Gypsy Women Soap Co.

## **H**

Habit  
Hairitage by Mindy  
Hairstory

Hally  
HAN  
Hana Organic Skincare  
hanni  
Hard Candy\*  
Harlem Botanica  
Harry's  
Harvey Prince Organics  
Hask  
Haus Labs by Lady Gaga  
Hawiiian Tropic\*  
Hello Products\*  
Hempme  
Hempz  
Henry Rose  
Herbal Essences\*  
Herbatint  
Herbivore Botanicals  
Hero Cosmetics\*  
Honest Beauty  
Honore Des Pres  
Hourglass\*  
House of Lashes  
Huda Beauty  
Hurray!  
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. Cat Beauty  
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 Beauty  
Kari Gran  
Kate McLeod  
Kate Somerville\*  
Kayali  
Kaylaan  
Kear  
Kenra\*  
Keshia Rose Beauty  
Kester Black  
Kevin Murphy  
Keys Soulcare  
KIKO Milano  
Kind Laundry  
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 Fleur by Livvy  
LA Girl  
Lady Ease  
Lamik Beauty  
Lancer  
Lano  
Lather  
Laura Geller  
Lauren B. Beauty  
Lavanila  
Lawless  
Le Couvent Des Minimes  
Le Petit Olivier  
Leafinty  
Level Naturals  
Lexli  
LH Cosmetics  
Lilah B.  
Lily Lolo  
LilyAna Naturals  
Lime Crime  
Lina Hanson  
Lise Watier  
Lit Cosmetics  
Little Seed Farm  
Live Clean  
Live Tinted  
Living Proof\*  
Liz Earle\*  
LolaVie  
Loli Beauty  
Lolita Lempicka  
Lottie London  
Lotus Wei

Love Sun Body  
Lovefresh  
Lovesong Beauty  
Lulu Organics  
Lumē  
Lunar Beauty  
Lurk  
LUSH  
LVX  
Lys Beauty

## **M**

Mad Hippie  
Madara Cosmetics  
Made by Dentists  
Madison Reed  
Maëlys Cosmetics  
MAHALO  
Maison Louis Marie  
Makeup By Mario  
Makeup Geek  
Makeup Revolution  
Mango People  
Manic Panic  
Marc Jacobs Beauty\*  
Marcelle  
Maria Nila  
Marie Hunter Beauty  
Mario Badescu  
Marks & Spencer  
Marula  
May Lindstrom  
Mayraki Professional  
Meaningful Beauty  
Mehron  
Melanin Haircare  
Melody's Magical Scents  
Melt Cosmetics  
Mented Cosmetics  
Meow Meow Tweet  
Merit  
Method\*  
Milani  
Milk Makeup  
Mineral Fusion  
Miracle Made  
Molly's Suds  
Molton Brown\*  
MONDAY  
Moroccanoil

Mrs. Meyer's\*  
Mukti  
MUN  
Murad\*  
Muri Lelu  
MV Skintherapy  
My Daughter Fragrances  
MyChelle

## **N**

Nabla Cosmetics  
Nad's  
Nani Pua  
Natasha Denona  
Natio  
Native\*  
Natu Cosmetics  
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  
Nudestix  
nyl  
NYX\*

## **O**

Odacité  
Odylique  
OFRA Cosmetics  
Oil Divine  
Olaplex  
Ole Henriksen\*  
Omayma Skin  
Omorovicza  
One Love Organics  
One/Size Beauty  
OOO Polish  
Organic Bath Co

Oribe\*  
Orly  
OSEA Malibu  
Oshun Organics  
Ouai\*  
Oui the People  
Ouidad  
Out of Africa  
oVertone  
OWN IT  
OZ Naturals

## **P**

P Louise  
Pacifica  
Pai  
Painted Earth  
Palladio  
Pangea Organics  
ParadiseGal  
Parissa  
Patchology  
Patrick Ta  
Pattern Beauty  
Paula's Choice\*  
Paume  
Peace Out  
Peach & Lily  
Peach Slices  
People Of Color Beauty  
Perfekt  
Perricone MD  
Phil Smith Be Gorgeous  
Phlur  
Physicians Formula  
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 & Gentle  
Pure Anada  
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  
REFY  
REN\*  
Renee Rouleau  
Reverie  
Revive7 Science  
rhode  
Rimmel London\*  
Rinna Beauty  
Rita Hazan  
Rituals  
Rituel de Fille  
RMS Beauty  
Rodial  
Root Science  
Rose Inc  
Rosebud Perfume Company  
Rouge Bunny Rouge  
Rovectin  
Rustic MAKA

## **S**



S.W. Basics  
S'ABLE Labs  
Sachajuan  
Saie  
SAINT Cosmetics  
Saint Jane  
Sand & Sky  
Sappho New Paradigm  
Saranghae  
Saturday Skin  
Scentuals  
Schmidt's Naturals\*  
Scotch Naturals  
Seche  
SEEN\*  
Selfless By Hiram  
Seventh Generation\*  
Shani Darden  
SheaMoisture\*  
Sibu  
Sienna Byron Bay  
Silk Naturals  
Simple\*  
Simpli Skin MD  
Sioris  
Skin Laundry  
Skinblossom  
Skinfix  
Skinny & Co  
Skylar  
skyn ICELAND  
Sleek\*  
Smashbox\*  
Smith & Cult  
Soap & Glory\*  
Soapwalla  
Sol de Janeiro\*  
Sonia Kashuk  
SpaRitual  
St. Ives\*  
St. Tropez  
Standard Self Care  
Starface  
Stargazer  
Stella  
Stella McCartney  
Stellar Beauty  
Stila  
Strange Invisible  
strb.

Studio Makeup  
Suave\*  
Sugarpill  
Suki  
Sukin  
Summer Fridays  
Sun Bum\*  
Sunday II Sunday  
Sunday Riley  
SUNNIE Skin  
Suntegrity  
Super Deodorant  
Superdrug  
Supergoop!  
Supersmile  
superzero  
Susteau  
Suva Beauty  
Sweet Chef

## **T**

Tan Luxe  
Tanologist  
Tarte\*  
Tata Harper\*  
TATCHA\*  
TEK  
Terra Beauty Bars  
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  
Truly  
Trust Fund Beauty  
Tsi-La  
Tula  
TWICE  
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  
Vamigas  
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  
We Are Paradoxx  
We Love Eyes  
Weleda  
WEN by Chaz Dean  
Westman Atelier  
Wet n Wild  
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.

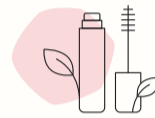
# Switching to Cruelty-Free Products?

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](#)
- [Lipstick](#)
- [Eyeliners](#)
- [Blush](#)



## Household

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



## Hair

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

# 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](#)
- [China & Animal Testing: The Latest Update](#)
- [Our Cruelty-Free Standard](#)



## Where To Shop Cruelty-Free

- [Sephora](#)
- [Ulta](#)
- [Amazon](#)
- [Target](#)
- [Walmart](#)
- [CVS](#)
- [iHerb](#)
- [Superdrug](#)
- [Boots](#)