

FULL LIST OF CRUELTY FREE BRANDS (UPDATED MAY 2025)

100% Pure
111MedCo
14e Cosmetics
35 Thousand
3INA
54 Thrones
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 Naturale
Aubrey Organics
Auric
Auromère
Aussie*

Australian Gold
Australis
Avalea
Avalon Organics
Aveda*
Averr
Aglow
Axiology
AXIS-Y
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.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.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
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
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
Gabriel Cosmetics
Garnier*
Gerard Cosmetics
GiGi
Giovanni
Girllactik
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.
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
Hawaiian 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
Hurraw!
Huygens
Hynt Beauty
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. 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
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
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
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
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*
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 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
QMBeautique
Queen Helene
Queen Street Apothecary
Quo Beauty
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 MAKKA
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
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
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
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
Yarok
Yes To
Yodi Beauty
Youngblood
Youth To The People*
YUNI Beauty
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.