

Cruelty-Free Made Simple

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

2026



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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.



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
3rd Rock Essentials
54 Thrones

A

A Perfume Organic
A.P. Chem
Abba
Abbott NYC
About-Face
Ace Beauté
Act+Acre
Acure
Adorn Cosmetics
Adwoa Beauty
Aegean Beauty
Aesop*
AF94
Afterglow Cosmetics
AG Care
Aila Cosmetics
Alaffia
Alba Botanica
Alder New York
Alima Pure
Alleyoop
ALLIES OF SKIN
Alpha-H
alphée
Alpyn Beauty
Altruist
Amâz Active Skincare
Ami Cole
Amika

Anastasia Beverly Hills
Andalou Naturals
Annabelle
Anomaly
Anthony
Antipodes
Antonym
ARCONA
Arctic Fox
Ardell
Ardency Inn
Arkive Headcare
Aromatica
Aromi
Arquiste
As I Am
AspenClean
asthetik skincare
Astonish
Athar'a Pure
Athr Beauty
Attitude
Au Naturele
Aubrey Organics
Auric
Auromère
Aussie*
Australian Glow
Australian Gold
Australis
Avalea
Avalon Organics
Aveda*
Averr Aglow
Axiology
AXIS-Y

B

Babo Botanicals

Badger
BaeBlu
Baja Bae
Bali Body
Bali Lash
Balm Balm
BANISH
Bare Hands
Barefaced Beauty
barefoot SCIENTIST
bareLUXE Skincare
bareMinerals*
Barry M
basd
Be Kind Beauty
Beast
Beauty by Earth
Beauty Favours
Beauty of Joseon
Beauty Without Cruelty
BeautyBio
Beautyblender
BeautyStat
Becca*
Beekman 1802
Being Frenshe
Bella Vida Santa Barbara
Bellapierre
Below 60
Ben Nye
Benecos
Benton
Besame
Better & Better
Better Not Younger
BH Cosmetics
Billie Eilish Fragrances
Billion Dollar Beauty
Billy Jealousy

bioClarity
Biolage*
Biöm
BioSilk
Biossance
Bite Beauty*
Black Radiance
Blake Brown
Blinc
Bliss
Blissoma
BLK/OPL
Blume
Bomb Cosmetics
Bondi Sands*
BondiBoost
Booda Organics
Boots*
Boscia
Bossy Cosmetics
Botana
Botanic Tree
Botanics*
Boulder Clean
Boy Smells
Branch Basics
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
Cantu*
Captain Blankenship

Carbon Theory
Cargo
Carina Organics
Carol's Daughter*
Caswell-Massey
Cate McNabb
Catrice
Cécred
Cela
Celeb Luxury
Ceramedx
Ceremonia
Certain Dri
Chantecaille*
Charlotte Tilbury*
Cheekbone Beauty
CHI
Chi Chi Cosmetics
Chiki Buttah
China Glaze
Christophe Robin
Ciaté
Cien
City Beauty
CLE Cosmetics
Clean
Cleancult
CleanWell
Cleo+Coco
Clove + Hallow
Coco & Eve
Cocofloss
Cocokind
Coconut Matter
Color Dept.
Coloured Raine
Colourpop
Commodity
Community Sixty Six
Conair
Concrete Minerals
Coola*
Copycat Beauty
Corpus
Cosmedix
Cosmoss
Cover FX
Covergirl*
Crazy Color
Crazy Rumors

Crema*
Crépe Erase
Crown Affair
Crystal
Cuccio Naturale
Curlsmith*
Curology
CYO Cosmetics

D

D.S. & Durga
D'Alba
Dae
DAMDAM
DAME
Danessa Myricks
Danielle Creations
Das Boom
Davids
De Mamiel
Dear, Klairs
Deborah Lippmann
Deck of Scarlet
Deco Miami
DedCool
Deep Steep
DefineMe Fragrance
DeLaMark
Delicate Daisys Botanical Beauty
delilah
Demes
Derma E
Dermablend*
DERMAdoctor
Dermalogica*
DermOrganic
Desert Essence
Designer Skin
DesignMe Hair
DevaCurl*
DeVita
Dezi Skin
Dial*
DIBS Beauty
Dieux
DIME
Dinobi
Dionis
Dipwell
Doll 10

dome BEAUTY
Dose Of Colors
Dossier
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. Organic
Dr. PAWPAW
Dr. Sam's
Drunk Elephant*
Drybar*
DuWop

E

EADEM
Earth Breeze
Earth Harbor
Earth Tu Face
Earth's Beauty
Earths Laundry
EasterMia
Eau de Juice
Ecco Bella
Eco Lips
Eco Me*
Eco-Dent
EcoColors
ECOS
EcoTools
Ecover*
Eczema Honey
Edible Beauty
Edward Bess
elaluz
Elate
Eleven Australia
elf
Elixery
Elizabeth Grant
Ella + Mila
Ellis Faas
Ellovi

Em Cosmetics
Emani
Embryolisse
Eminence Organic Skincare
EO Products
EOS
Epic Blend
Erborian*
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
Fairy Girl
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
Flesh Beauty*
Fleur & Bee
Flora + Bast
Floral Street
Florence by Mills
Floris London
Flower Beauty
Follain
Forager Botanicals

Formil
Formula 10.0.6
Formulary 55
Fortune Cookie Soap
Fragrance by Sabrina
Frank Body
Freck Beauty
French Girl
Freshly
Function of Beauty
Fur
Furless

G

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
GOOP
goPure Beauty
GOSH
grace & stella
Grande Cosmetics
Graydon
Green Label Goods
Gressa
Grounded Sage
Grown Alchemist
GXVE
Gypsy Women Soap Co.

H

H2O Plus
Habit
Hair by Sam McKnight
Hairitage by Mindy

Hairstory
Hally
HAN
Hana Organic Skincare
hanni
Hard Candy*
Harlem Botanica
Harry's
Hart Botanicals
haruharu wonder
Harvey Prince Organics
Hask
Haus Labs by Lady Gaga
Hawaiian Tropic*
Hello Products*
Hempme
Hempz
Henry Rose
Herbal Essences*
Herbatint
Herbivore Botanicals
HERETIC
Hero Cosmetics*
Honest Beauty
Honore Des Pres
Hourglass*
House of Lashes
Huda Beauty
Hugo Naturals
Humble
Hung Vanngo Beauty
Hurraw!
Hush + Dotti
Huygens
Hynt Beauty

I

I Am Selfcare
I Dew Care*
I'm From
IGK
Il Makiage
Iles Formula
ILIA*
Illamasqua
Indie Lee
Infuse by Casabella
Inglot
Inika
Innbeauty Project

Innersense
INNERSOUL
Innisfree*
InstaNatural
ISAMAYA
Isle of Paradise
Isntree
IT Cosmetics*
It's a 10
iUNIK

J

J. Cat Beauty
J.R. Watkins
Jacq's
Jane
Jane Iredale
Japonesque
JASON
Jason Wu Beauty
Jecca Blac*
Jeffree Star
Jillian Dempsey
JINsoon
JLo Beauty*
John Masters Organics
Joico*
Jolie Vegan
Jones Road Beauty
Jordana
Josh Rosebrook
Josie Maran
Jouer
Juice Beauty
Julep
Julia's Essentials
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
Kind Science
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
kulfi
Kure Bazaar
KVD Vegan Beauty*
Kylie Cosmetics*
Kylie Skin*
KYPRIS

L

LA Colors
La Fleur by Livvy
LA Girl
Lady Ease
Lake & Skye
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
Lidl
Lilah B.
Lily Lolo
LilyAna Naturals
Lime Crime
Lina Hanson
LIPSYNC
Lisa Eldridge
Lise Watier
Lit Cosmetics
Little Seed Farm
Live Clean
Live Love Locks
Live Tinted
Living Proof*
Liz Earle*
LolaVie
Loli Beauty
Lolita Lempicka
LOOPS
LORD & BERRY
Lottie London
Lotus Wei
Love Sun Body
Lovefresh
Lovesong Beauty
Lulu Organics
Lumē
Luna Daily
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
Mally Beauty
Mango People
Manic Panic
Marc Jacobs Beauty*

Marcelle
Maria Nila
Marie Hunter Beauty
Mario Badescu
Marks & Spencer
Marula
masqueBAR
May Lindstrom
Mayraki Professional
ME Cosmetics
Meaningful Beauty
MECCA MAX
Medik8*
Mehron
Melaleuca
Melanin Haircare
Melixir
Melody's Magical Scents
Melt Cosmetics
Mented Cosmetics
Meow Meow Tweet
Merit
Method*
Milani
Milk Makeup
Milkshake Hair
Mineral Fusion
Miracle Made
Molly's Suds
Molton Brown*
MONDAY
Moroccanoil
Mrs. Meyer's*
Mukti
MuLondon
MUN
Murad*
Muri Lelu
MV Skintherapy
My Daughter Fragrances
My I.D.
My Konjac Sponge
MyChelle

N

Nabla Cosmetics
Nad's
NAILS.Inc
Naked Sundays
Nani Pua

Nanshy
Natasha Denona
Natio
Native*
Natu Cosmetics
Natura
Natura Siberica
Natural Amor
Naturally Serious
Nature Clean
Nature's Gate
Naturium
NCLA
Nellie's
NEST Fragrances
Nette
Nip + Fab
No B.S.
No7*
nooni*
Not Your Mother's
Noughty
Nourish Organic
NOYZ
Nubian Heritage*
Nude By Nature
Nude Skincare
Nudestix
nyl
NYX*

O

Obsessive Compulsive Cosmetics
Odacité
Odylique
OFRA Cosmetics
Oil Divine
Olaplex
Ole Henriksen*
Olivella
Omayma Skin
Omnilux
Omorovicza
One Love Organics
One/Size Beauty
OOO Polish
Orebella
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
Paume
Peace Out
Peach & Lily
Peach Slices
People Of Color Beauty
Perfekt
Perricone MD
persona
Personna*
Pharmacopia Natural Bodycare
Phil Smith Be Gorgeous
Philosophy*
Phlur
Physicians Formula
Pink Chawkulit
Pinrose
PiperWai
Pixi
Plant Apothecary
Pleni
Polite Society
Pour Le Monde
Pravana*
Preserve
Pretty Frank
Primally Pure
Primark
Priti NYC

Prose
Proven Skincare
Province Apothecary
Pupa Milano
PUR Cosmetics
Puracy
Pure & Gentle
Pure Anada
Pure Culture Beauty
Pureology*
PURITO
Purlisse
PYT Beauty

Q

QMBeautique
Queen Helene
Queen Street Apothecary
Quo Beauty
QV Skincare

R

r.e.m. beauty
R+Co
Radical Skincare
Rahua
RANAVAT
Range Beauty
Rare Beauty
Rare Elements
Ravie Beauty
Raw Sugar
RCMA
re:p*
Real Simple Clean
Real Techniques
Recreation Beauty
Red Apple Lipstick
REFY
REN*
Renee Rouleau
Rempure
Resonance 396
Reverie
Revive7 Science*
Revolution Beauty
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
Saavy Naturals
Sachajuan
Sacheu
Saie
SAINT Cosmetics
Saint Jane
Saje
Salt & Stone
Saltair
Samana Naturals
Sand & Sky
Sappho New Paradigm
Saranghae
Saturday Skin
Scentuals
Schmidt's Naturals*
Scotch Naturals
Seche
SEEN
Selfless By Hiram
Seventh Generation*
Sexy Hair*
Shani Darden
SheaMoisture*
Sibu
Siempre
Sienna Byron Bay
Silk Naturals
Simple*
Simpli Skin MD
Sioris
Skin Laundry
Skin1004
Skinblossom
Skinfix
Skinny & Co

Skylar
skyn ICELAND
Sleek*
Smashbox*
Smith & Cult
snif
Soap & Glory*
Soapwalla
Sol de Janeiro*
Soleil Toujours
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
Suave*
Sugar Venom
Sugarpill
Suki
Sukin
Summer Fridays
Sun Bum*
Sunday II Sunday
Sunday Riley
SUNNIE Skin
Suntegrity
Super Deodorant
Superdrug
Supergoop!
Supersmile
superzero
SUPPURU
Susteau
Suva Beauty
Swedish Beauty
Sweet Chef

T

Tan-Luxe
Tanologist

Tarte*
Tata Harper*
TATCHA*
TEK
Terra Beauty Bars
Terra Nova
Terrakai Skin
The 7 Virtues
The Beauty Chef
The Body Shop
The Creme Shop
The Gnarly Whale
The Green Beaver Company
The Honey Pot Co
The Humble Co.
The Inkey List
The Ordinary*
The Outset
The Pink Stuff
The Quick Flick
The Route
The Seaweed Bath Co.
The Vegan Glow
theBalm
Then I Met You
Thesis
Thinkbaby
Thinksport
Thirsty Camel
This is L.*
This Works
Three Ships Beauty
Thrive Causemetics
TO112
Tom's of Maine*
Tony Moly
Too Faced*
Tower 28
Trader Joe's
Tree Hut
Tree to Tub
Tresemme*
trèStiQue
Trilogy
Trish McEvoy
True Moringa
Trufora
Truly
Trust Fund Beauty
Tsi-La

Tula*
TWICE
Typology

U

Ulta Beauty
Ultra Violette
Umberto Giannini
Undefined Beauty
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
Velvet Report
Verb
Vered Organic Botanicals
Vernon Francois
Versed
Vesca Beauty
Victoria Beckham Beauty
Vintner's Daughter
Violette_FR
Viori
Virtue
Vitruvi
Voir Haircare
Volition Beauty

W

W3LL People
W5
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
WODA
Wunderbrow
Wyld Skincare
Wyn Beauty

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](#)
- [Eyeliner](#)
- [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](#)