

a home kind.



790

CRUELTY-FREE BRANDS

The kind list.

Every certified cruelty-free brand checked so far, sorted by what you're buying. Free to print, save and share.

your annoying vegan friend x

BEFORE YOU START

How to read this.



Cruelty-free & vegan

Certified cruelty-free, and nothing from animals across the whole range.



Cruelty-free

Certified cruelty-free. Vegan varies by product, so check the label.



Owner isn't

The brand is cruelty-free, but its parent company tests. Listed near the back so you can decide.



Not certified

Says it's cruelty-free, or there's no evidence either way, but no independent scheme has checked it. Listed at the back.

Certified means checked by Leaping Bunny / Cruelty Free International or PETA. **Not in here:** brands that test on animals, or sell where it's legally required. Look any brand up, or scan a barcode, at ahomekind.com.

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START HERE

The fully vegan 90.

If you only keep one page, keep this one. Certified cruelty-free, and nothing from animals across everything they make.

- about-face
- Alleyoop
- Arctic Fox
- Arkive Headcare
- AspenClean
- Astonish
- Attitude
- Avon (outside North America)
- AXIS-Y
- Barry M
- Being Frenshe
- Billie Eilish Fragrances
- Bio-D
- Biokleen
- Bite Toothpaste Bits
- Bleach London
- BondiBoost
- BYBI
- Cake Beauty
- Callen Olive
- Ceremonia
- Cocoa Brown
- Crazy Color
- DAME
- Dear, Klairs
- DedCool
- Delphis Eco
- Djerf Avenue
- Dr PawPaw
- e.l.f. cosmetics
- ECOS
- Edens Garden
- Ellis Brooklyn
- EO Products
- Ethique
- Floral Street
- Fourth Ray
- Fussy
- Glaze
- Good Dye Young
- haruharu wonder
- Haus Labs
- Heathcote & Ivory
- Hurraw!
- I Dew Care
- INIKA Organic
- Kaja Beauty
- Little Soap Company
- Macadamia Hair
- Mad Hippie
- Made By Dentists

BY CATEGORY

Skincare

375

BRANDS

#

- ✓ #NEWGEN
- ✓ 7th Heaven

A

- ✓ A Little Something
- ✓ Abundant Natural Health
- ✓ Academy of Colour
- ✓ Adaptology
- ✓ Addition Studio
- ✓ Aesop
- ✓ Alleyoop
- ✓ Allies of Skin
some vegan products
- ✓ Almora Botanica
- ✓ Alta Marea
- ✓ Alter/Native by Suma
- ✓ Alucia Organics
- ✓ Anara Skincare
- ✓ Anko
- ✓ Ar Ocean
- ✓ AREU AREU
- ✓ Arithmos
- ✓ Aromatherapy Associates
- ✓ Artnaturals
some vegan products
- ✓ Atelier Rebul
- ✓ Aura Cacia
- ✓ Aurelia London
- ✓ Avon (outside North America)

- ✓ Awake Organics
- ✓ AXIS-Y

B

- ✓ B Skincare
- ✓ B.O.B.
- ✓ Babo Botanicals
some vegan products
- ✓ Bali Body
- ✓ Balm Balm
- ✓ Batch
- ✓ Bath House
- ✓ Beautiful Brows & Lashes
- ✓ Beauty Favours
- ✓ Beauty Kitchen
some vegan products
- ✓ Beauty Pie
some vegan products
- ✓ Beauty Without Cruelty
some vegan products
- ✓ Bed intentions
- ✓ Being
- ✓ Bel Rebel
some vegan products
- ✓ Benefit
- ✓ Benton
some vegan products
- ✓ bioLEON
- ✓ Biolet
- ✓ Bliss
some vegan products
- ✓ Blur London
- ✓ BMT
- ✓ Boots

- ✓ Botanica Slavica
- ✓ Botanico Vida Skincare
- ✓ Botanics
- ✓ By Sarah London
- ✓ BYBI
- ✓ BYK Beauty
- ✓ BYOMA
some vegan products
- ✓ Byron Bay Skincare
- ✓ Bésame Cosmetics

C

- ✓ Cake Beauty
- ✓ California Baby
some vegan products
- ✓ Callen Olive
- ✓ Cellis
- ✓ Cenoura & Bronze
- ✓ Childs Farm
- ✓ Cien
- ✓ Clemence Organics
- ✓ Coco and Lola
- ✓ Cocoa Brown
- ✓ cocokind
some vegan products
- ✓ Copper & Black
- ✓ Cover FX Skin Care
- ✓ Cowshed
- ✓ COZIUM
- ✓ CRANBOURN
- ✓ Cultivator Natural Products

- ✓ Cultured
- ✓ Curl Jar
- ✓ Cyzone

D

- ✓ D'las
- ✓ Daise
some vegan products
- 🌱 Dear, Klairs
- ✓ Dermacare
- ✓ Dial
- ✓ Dianne Caine Australia
- ✓ Ditto Balms
some vegan products
- ✓ Doussy
- ✓ Down to Earth
- ✓ DR HEALD
- ✓ Dr Jackson's
- ✓ Dr Organic
some vegan products
- 🌱 Dr PawPaw
- ✓ Dr Sam's
- ✓ Dr. Brandt
- ✓ Dr. Dennis Gross Skincare
- ✓ Dr. Hauschka Skin Care
- ✓ DUO

E

- ✓ Earth Conscious
- ✓ Earth Mama Angel Baby
- ✓ Earth Sense
- ✓ Eco Tan
some vegan products
- ✓ Ecoleaf by Suma
- 🌱 Edens Garden
- ✓ Egyptian Magic
- ✓ Elegance
- ✓ Eminence Organic Skin Care
- ✓ Emma Hardie

- ✓ Emma Lewisham
some vegan products
- 🌱 EO Products
- ✓ eos
some vegan products
- ✓ Epiderma
- ✓ Esika
- ✓ Eternal Skincare
- ✓ Eudora
- ✓ Evdaimonia
- ✓ Eveline Cosmetics
- ✓ every&one
- ✓ Evolve Organic Beauty
- ✓ Evre

F

- ✓ FAB Brows
- ✓ Facetheory
some vegan products
- ✓ FatFace
- ✓ Filter by Molly-Mae
- ✓ Floraly's
- ✓ Florentine
- ✓ formil
- ✓ Formula 10.0.6
some vegan products
- ✓ Formulae Prescott
- 🌱 Fourth Ray
- ✓ Fresh & Dry
- ✓ Frownies
some vegan products
- ✓ Fuarain Skincare
- ✓ Furtastic
- ✓ Fushi

G

- ✓ Gaia Skincare
- ✓ GATINEAU
- ✓ GEL.IT.UP by GIUP
- ✓ Gender Neutral

- ✓ GenGlo
- ✓ GHS Direct
- ✓ Gingingers
- ✓ Giovanni Cosmetics
some vegan products
- ✓ Girls with Attitude
- ✓ Glo Skin Beauty
- ✓ Glow For It
some vegan products
- ✓ Glow Hub
- ✓ Go-To Skincare
- ✓ Goats of the Gorge
- ✓ Good One
- ✓ Grace Cole
- ✓ Green People
some vegan products

H

- ✓ Hanna Sillitoe
- ✓ Hannah Natural
- ✓ HAPPY ANNE
- 🌱 haruharu wonder
- 🌱 Heathcote & Ivory
- ✓ Herbal Elea
- ✓ Hiip
- ✓ HOWND
- 🌱 Hurraw!

I

- 🌱 I Dew Care
- ✓ Il-Makiage
some vegan products
- ✓ Image Skincare
- ✓ INCIA
- ✓ Inhana Skincare
- 🌱 INIKA Organic
- ✓ Inlight Beauty & Wellness
- ✓ IREN Shizen
- ✓ itreatskin

J

- ✓ jane iredale
- ✓ Jason Wu Beauty
- ✓ Je Suis Vert
- ✓ Jeuneora
- ✓ John Lewis & Partners
- ✓ Julie Clarke Candles
some vegan products
- ✓ Juvenate Skincare

K

- ✓ KASH Beauty
- ✓ KATIVA
- ✓ Katoa Botanicals
- ✓ Kids Stuff
- ✓ Kireyna
- ✓ Kmart
- ✓ Kone Care
- ✓ KOTANICAL
- ✓ KVITOK
- ✓ Kyushi

L

- ✓ L'BEL
- ✓ LABBOK
some vegan products
- ✓ Lacura
- ✓ Lanolips
- ✓ Leeukopf Laboratories
- ✓ Lerana
- ✓ Levrana
- ✓ Lidl GB
- ✓ Lidl Ireland & Lidl
Northern Ireland
- ✓ Lipstains Gold
- ✓ Liz Earle
- ✓ Lock Stock & Barrel
- ✓ Look Fabulous Forever

- ✓ Love Ethical beauty
- ✓ Love Pets
- ✓ Lovery
some vegan products
- ✓ Lucy Bee
- ✓ Lumity
- ✓ Lupilu
- ✓ Lush
some vegan products

M

- ✓ Mad Hippie
- ✓ Made for Life Organics
- ✓ Made Of More
- ✓ Magic Lips
- ✓ Magnum Guardex
- ✓ ManCave
- ✓ Maria Nila
some vegan products
- ✓ Mark Birch Trichologist
- ✓ MAZEL
- ✓ Mazillo
- ✓ MCoBeauty
- ✓ Mendittorosa
- ✓ Mervue Natural Skincare
- ✓ Micky Day
- ✓ MIELEV
- ✓ Miss Organics
some vegan products
- ✓ Modern Botany
- ✓ Monange
- ✓ Montagne Jeunesse
- ✓ Moss & Adams
some vegan products

N

- ✓ NACIFIC
- ✓ Naked Sundays
- ✓ Nakin
- ✓ Nala's Baby

- ✓ Natio
some vegan products
- ✓ Natroma
- ✓ Natura
- ✓ Natural by Nature Oils
- ✓ Naturally Tiwa Skincare
- ✓ Nature's Divine
some vegan products
- ✓ Neal's Yard Remedies
- ✓ NEX ENVIRONMENT
- ✓ nimonths+
- ✓ Nourish London
some vegan products
- ✓ NOVARETIN
- ✓ NSFA Beauty
- ✓ Nunaia
- ✓ Nursem
- ✓ Nutmeg

O

- ✓ O.U.I
- ✓ Obvs Skincare
some vegan products
- ✓ Oio Lab
- ✓ Okiki Skincare
- ✓ Olivella
- ✓ Omorovicza
- ✓ One with Nature
some vegan products
- ✓ Organic Skin Australia
- ✓ Organicspa
- ✓ OXX

P

- ✓ Pai Skincare
- ✓ Paixao
- ✓ Paladone
- ✓ Pamoja
some vegan products
- ✓ Patchology
- ✓ Peace Out Skincare

- ✓ Penneys
- ✓ People of the Earth
- ✓ Perfect Girl
- 🌱 PHB Ethical Beauty
- ✓ philosophy
- ✓ Pike's Pouches
- ✓ Planted Skincare
- ✓ Poppin' Yang
- ✓ Primark
- ✓ Primavera Life
- ✓ Prose
some vegan products
- ✓ Pure Argan Co
- ✓ Purearth
- ✓ Pureextracts
- ✓ PÜR
some vegan products

R

- ✓ Rael
some vegan products
- ✓ Raven Botanicals
- ✓ Raw Sugar
some vegan products
- ✓ Rebul
- ✓ REFY
- ✓ Rhode Skin
- ✓ Rhug Wild Beauty
- ✓ RoC Skincare
- 🌱 Rovectin
- ✓ RSPCA

S

- ✓ S'able Labs
- ✓ Sacred
- ✓ Safeway
- ✓ SAIRA
- ✓ SAMAYA Ayurveda
- ✓ Sanctum
- ✓ Sansin

- ✓ Santaverde
- ✓ Sarafumi
- ✓ SBTRCT Skincare
- ✓ Scott & Lawson
- ✓ Seeds of Colour
- ✓ Seniha Skincare
- ✓ Sensapur
- ✓ Sensatia
- ✓ Seresilk
- ✓ Shades of London
- ✓ Silvan Skincare
- ✓ Siskyn Skincare Oils
- ✓ SIVENO
- ✓ Skin Deep
- ✓ Skin Formulas
- ✓ SKIN1004
- ✓ Skinfix

- 🌱 SKINTIFIC
- ✓ Sky Organics
some vegan products
- ✓ Soak Sunday
- ✓ Softy
- ✓ Soho Skin
- ✓ Solitaire UK Ltd
- ✓ SOSU by Suzanne Jackson
- ✓ St. Moriz
- ✓ Stardrops
- 🌱 Starface
- ✓ STEREO
- ✓ Strange Luxury
- ✓ STUDIO Gel
- ✓ Studio Milligram
- ✓ Subtle Energies
- ✓ Sue Marsh
- ✓ Suki
some vegan products
- 🌱 Sukin
- ✓ Summer Fridays

- ✓ Sun Bum
- ✓ Sundae
- ✓ Sunday Riley Modern Skincare
- ✓ Swypes
- 🌱 Symbiosis London
- ✓ Synergie Skin
- ✓ Syorell
some vegan products
- ✓ System Nature

T

- ✓ Tan-Luxe
- ✓ TanOrganic
- ✓ Tata Harper Skincare
- ✓ THE BARBERIA
- 🌱 The Fox Tan
- ✓ The Gel Crew
- ✓ The Good One
- ✓ The Honest Midwife
some vegan products
- ✓ The Inkey List
some vegan products
- ✓ The Konjac Sponge Co
some vegan products
- ✓ The Skin Edition
some vegan products
- ✓ Thermitek Ltd
- ✓ Throda Skincare
- 🌱 Tower 28
- 🌱 Tropic Skincare
- ✓ True Alchemy
- ✓ Tulita

U

- ✓ UKVIAT
- ✓ Ultra Glow
- ✓ Ultraceuticals
- ✓ UNIQ MADE
- ✓ UpCircle Beauty

V

-  Vacation
-  VeganTan
-  Vult

W

-  W5
-  Well People
-  WILD SCIENCE Lab
some vegan products
-  Wildsmith Skin
-  WildWash
-  Wizz

Y

-  Yepoda
-  Yes! Nurse
-  YOM BEAUTY
-  Young ePure

Z

-  Zia Natural Skincare
-  Zoya Goes Pretty
-  Zuvi

BY CATEGORY

Makeup & beauty

307

BRANDS

#

- ✓ 100% Pure
- ✓ 17
some vegan products
- ✓ 3INA

A

- ✓ Abbott
- ✓ about-face
- ✓ Acure
- ✓ Alba Botanica
- ✓ Alleyoop
- ✓ Aloe Up
- ✓ Amyris
- ✓ Anastasia Beverly Hills
- ✓ Andalou Naturals
- ✓ Arbonne International
- ✓ Argital
- ✓ Aunt Fannie's
- ✓ Australian Gold
- ✓ Avalon Organics
- ✓ Avon (outside North America)

B

- ✓ bareMinerals
- ✓ Barry M
- ✓ Beauty Bakerie Cosmetics
- ✓ Beauty Bay
- ✓ Beauty Pie
some vegan products



beautyblender
some vegan products



Beekman 1802



Bellapierre Cosmetics



Benecos



Bio Ionic



Biossance



Bite Beauty



Black Girl Sunscreen



Black Radiance
some vegan products



Bob's Red Mill



Bodyography
some vegan products



BosleyMD



BoxyCharm



BPerfect Cosmetics



Brandless



Burt's Bees



butter LONDON



Buxom



BYBI



Byellie



Bésame Cosmetics

C

- ✓ Calgon bath & body
- ✓ Carol's Daughter
- ✓ Caswell-Massey
- ✓ China Glaze
some vegan products
- ✓ CJ Olive Young



Cocoa Brown



Collection
some vegan products



ColourPop Cosmetics



Conair



Concrete Minerals



Crayola Beauty



Cult Candy Cosmetics
some vegan products

D

- ✓ Dabur
- ✓ Dashing Diva
- ✓ DedCool
- ✓ derma-e Natural Bodycare
- ✓ Dermablend
- ✓ DERMAdoctor
- ✓ Desert Essence
- ✓ Design Essentials
- ✓ Dolce & Gabbana Beauty
- ✓ Dose of Colors
some vegan products
- ✓ Dossier
- ✓ Dr Jackson's
- ✓ Dr. Teal's

E

- ✓ e.l.f. cosmetics
- ✓ Earth Friendly Products
- ✓ Earthy Nail Polish
some vegan products
- ✓ Eco Tan
some vegan products

- ✓ Eco-DenT International
- ✓ EcoTools
- ✓ Elegant Touch
- 🌱 Ellis Brooklyn
- ✓ EOS Products
- ✓ Eugene Perma
- ✓ European Wax Center
- ✓ Eveline Cosmetics
- ✓ Every Man Jack
- ✓ Eyeko
some vegan products
- ✓ Eylure

F

- ✓ First Aid Beauty
- 🌱 Floral Street
- ✓ Florence By Mills
- ✓ Foamie
- ✓ Forest Essentials
- ✓ Formula X
- 🌱 Fourth Ray
- ✓ Frank Body
- ✓ Freeman Beauty
- ✓ FRIA
- ✓ FRIA 1000 GIORNI
- ✓ FRIA EASY
- ✓ FRIA k-Beauty Inspired
- ✓ Fruit of the Earth
- ✓ Function of Beauty

G

- ✓ Garden of Life
- ✓ Gelish
- ✓ Glamnetic
some vegan products
- ✓ GOSH Copenhagen
- ✓ Grande Cosmetics
- ✓ Grisi
- ✓ Grown Alchemist

H

- 🌱 Haus Labs
- ✓ Helan
- ✓ Hello Products
- ✓ Herbivore Botanicals
- ✓ Hims
- ✓ HiSmile
- ✓ Holo Taco
- ✓ Honeybee Gardens

I

- ✓ i+m NATURKOSMETIK
BERLIN
- ✓ Iconic London
- ✓ IDUN Minerals
- ✓ Il-Makiage
some vegan products
- ✓ Illamasqua
- ✓ Inglot Cosmetics
- 🌱 INIKA Organic
- ✓ Invisibobble
- ✓ Isagenix
- ✓ Isle Of Paradise

J

- ✓ J Beverly Hills
- ✓ J.R. Watkins
- ✓ Jack Black
- ✓ jane iredale
- ✓ Jason Wu Beauty
- ✓ Jeffree Star
- ✓ Jesse's Girl Cosmetics
- ✓ John Masters Organics
- ✓ John Paul Mitchell
Systems
- ✓ Jordana Cosmetics
- ✓ Josie Maran Cosmetics
- ✓ Juice Beauty

- ✓ Julep Beauty

K

- ✓ Kadalys
some vegan products
- 🌱 Kaja Beauty
- ✓ KASH Beauty
- ✓ Kate Somerville
- ✓ Kenra
- ✓ KEVIN.MURPHY
- ✓ Keys Soulcare
- ✓ Kiara Sky
- ✓ Kimchi Chic Beauty
some vegan products
- ✓ Kiss Products
- ✓ Kone Care
- ✓ Kora Organics
- ✓ Korres
- ✓ KRAVE BEAUTY
- ✓ Kryolan Professional
Make-up
- ✓ KVD Beauty
- ✓ KVITOK

L

- ✓ L'Erbolario Societa Benefit
Srl
- ✓ L.A. Colors
- ✓ L.A. Girl
- ✓ La Cosmetica srl
- ✓ Lavanila
- ✓ lavera Naturkosmetik
- ✓ Lee Stafford
- ✓ Lefay SPA Cosmetic Line
- ✓ Levrana
- ✓ Lily Lolo
some vegan products
- ✓ Lime Crime
- ✓ Lip Smacker
- ✓ London Copyright

- ✓ Londontown
- ✓ LORAC
- ✓ Love Katie
- ✓ Lucky Tiger
- ✓ Luminess Air
- ✓ Lush
some vegan products
- ✓ LVX
- ✓ LYS Beauty

M

- ✓ Madam CJ Walker
- ✓ Makeup by Mario
some vegan products
- ✓ Malin+Goetz
- ✓ Mama Mio
- ✓ Mamaearth
- ✓ Manic Panic
- ✓ MANSCAPED
- ✓ Manucurist
- ✓ Manufaktura
- ✓ Maple Holistics
- ✓ Marc Anthony
- ✓ Marcelle
- ✓ Maroqueen
- ✓ MCoBeauty
- ✓ Mesauda Milano
- ✓ Michael Todd Beauty
- ✓ Mienna Cosmetics Ltd
- ✓ Milani
some vegan products
- ✓ Milani Cosmetics
- ✓ milk + honey
- ✓ Mixed Chicks
- ✓ ModelCo
- ✓ Modere
- ✓ Moroccanoil
- ✓ Mother Nailture
some vegan products

- ✓ MUA
- ✓ MyChelle Dermaceuticals

N

- ✓ Nad's
- ✓ Nailberry
- ✓ Nails Inc.
- ✓ Naked Sundays
- ✓ Natio
some vegan products
- ✓ Nature's Gate
- ✓ Naturium
- ✓ NCLA
- ✓ Nest Fragrances
- ✓ Newman's Own Organics
- ✓ NICE
- ✓ NIOD
- ✓ Nude by Nature

O

- ✓ O Boticario
- ✓ Obsessive Compulsive Cosmetics
- ✓ ohora
- ✓ Ole Henriksen
- ✓ Organic Harvest
- ✓ Orly
- ✓ OSEA
- ✓ Ouidad

P

- ✓ P.Louise
- ✓ Pacifica
- ✓ Pangea Organics
- ✓ Pattern Beauty
- ✓ PHB Ethical Beauty
- ✓ Physicians Formula
- ✓ Pilgrim
- ✓ Pipette

- ✓ Plum Goodness
- ✓ PRAI Beauty
- ✓ Pravana
- ✓ Pretty Vulgar
- ✓ PURA D'OR
- ✓ Puracy
- ✓ Pure Chemistry
- ✓ PZ Cussons
- ✓ PÜR
some vegan products

Q

- ✓ Queen Helene
- ✓ Quem disse, Berenice

R

- ✓ r.e.m. beauty
- ✓ Rare Beauty
- ✓ Real Techniques
- ✓ RevitaLash Cosmetics
- ✓ Revolution Beauty
some vegan products
- ✓ Riley Rose
- ✓ rms beauty
- ✓ Rustic Art

S

- ✓ Salon Selectives
- ✓ Sculpted by Aimee
- ✓ SensiLait
- ✓ Shani Darden
- ✓ SHEGLAM
- ✓ ShiKai Products
- ✓ Sigma Beauty
- ✓ SKINTIFIC
- ✓ skyn ICELAND
- ✓ Soaphoria
- ✓ SOFT & DELICATE
- ✓ Sol de Janeiro

- ✓ SOSU by Suzanne Jackson
- ✓ SpaRitual
- ✓ Stargazer
- ✓ Stila Cosmetics
- ✓ Sugar Cosmetics
- ✓ Sugarpill Cosmetics
- ✓ Supergoop!
- ✓ Surya Brasil
- ✓ Susanne Kaufmann
- ✓ Synergie Skin

T

- ✓ Tangle Teezer
- ✓ Tanologist
- ✓ Technic Cosmetics
some vegan products
- ✓ Temko Cosmetics
- ✓ Thayers Natural
- 🌱 The COCOON ORIGINAL VIETNAM
- ✓ THE EAST TO WEST LIFESTYLE CO
- ✓ The Honest Company
- ✓ This Works
- ✓ Thrive Causemetics
- ✓ TONYMOLY
- 🌱 Tower 28
- ✓ Trader Joe's Company
- ✓ Tree Hut
- ✓ Trevor Sorbie
- ✓ Trigwell Cosmetics
- ✓ Trish McEvoy
- 🌱 Tropic Skincare
- ✓ True Botanicals
- ✓ TULA
- ✓ Typology

U

- ✓ Ulta Beauty Collection

- ✓ Unique Boutique

V

- ✓ Vasanti Cosmetics
- ✓ VERB

W

- ✓ W.S. Badger
- ✓ W3LL People
- ✓ W7 Cosmetics
some vegan products
- 🌱 Well People
- ✓ Wet n Wild
some vegan products
- ✓ Whole Foods Market 365
- ✓ Wibo
- ✓ Winky Lux

Y

- ✓ Youngblood Mineral Cosmetics

Z

- ✓ Zuzu Cosmetics

BY CATEGORY

Haircare

77
BRANDS

A

- ✓ Aesop
- ✓ Amaras
- ✓ Amika
some vegan products
- ✓ Aqua Natural
- 🌱 Arctic Fox
- 🌱 Arkive Headcare
- ✓ Artnaturals
some vegan products
- ✓ atikha
- ✓ Aura Cacia
- 🌱 Avon (outside North America)

B

- ✓ Babo Botanicals
some vegan products
- ✓ Beauty Pie
some vegan products
- 🌱 Being Frenshe
- ✓ Biolage
- 🌱 Bleach London
- ✓ Bomba Curls
- 🌱 BondiBoost
- ✓ Boucleme
- ✓ Boundary
- ✓ BRAVE.NEW.HAIR.,
BRAVE.NEW.CARE.

C

- 🌱 Cake Beauty

- ✓ California Baby
some vegan products
- ✓ California Naturals
some vegan products
- ✓ Cantu
some vegan products
- ✓ CELUI by Anisa Sojka
- 🌱 Ceremonia
- ✓ Color Oops
some vegan products
- 🌱 Crazy Color

D

- ✓ Dianne Caine Australia
- 🌱 Djerf Avenue

E

- 🌱 EO Products
- ✓ eSalon
- 🌱 Ethique
- ✓ Evolve Organic Beauty

F

- ✓ Faith in Nature
some vegan products
- ✓ Fill Refill Co.
- ✓ Forest & Shore
- ✓ Fudge

G

- ✓ Giovanni Cosmetics
some vegan products
- 🌱 Glaze
- ✓ Good Bubble

- 🌱 Good Dye Young
- ✓ Green Wave
- ✓ Grow Gorgeous

H

- ✓ Hair by Sam McKnight
- ✓ Hershesons

K

- ✓ KeraCare
- ✓ Kristin Ess Hair
- ✓ Kurl Kitchen

L

- ✓ Levrana
- ✓ Lush
some vegan products

M

- 🌱 Macadamia Hair
- ✓ Mark Birch Trichologist
- ✓ MONDAY Haircare
- 🌱 Montagne Jeunesse
- ✓ Morrocco Method

N

- ✓ Nala's Baby
- ✓ Natio
some vegan products
- ✓ Neal & Wolf
some vegan products
- 🌱 Noughty

O

- ✓ ORIBE Hair Care
- o oVertone Haircare

P

- ✓ Prose
some vegan products

S

- ✓ Shedid & Parrish
some vegan products
- ✓ Sky Organics
some vegan products
- ✓ Splat Hair Color
- ✓ Sugar Coated
- o Sukin

T

- ✓ That Good Hair
- ✓ The Mane Choice
- ✓ The Powder Shampoo
- o Tints of Nature
- ✓ Tootilab

U

- o Umberto Giannini
- ✓ UNITE Haircare

W

- ✓ Wet Brush
- ✓ WILD SCIENCE Lab
some vegan products

BY CATEGORY

Body & shower

71
BRANDS

A

- ✓ American Safety Razor
- 🌱 Attitude
- ✓ Aura Cacia
- ✓ Awake Organics

B

- ✓ Babo Botanicals
some vegan products
- ✓ Baylis & Harding
some vegan products
- ✓ Beauty Kitchen
some vegan products
- ✓ Beauty Pie
some vegan products
- 🌱 Being Frenshe
- 🌱 Bite Toothpaste Bits
- ✓ Bliss
some vegan products

C

- 🌱 Cake Beauty
- ✓ California Baby
some vegan products
- ✓ California Naturals
some vegan products
- ✓ Cherish

D

- ✓ Daise
some vegan products
- 🌱 DedCool
- 🌱 Djerf Avenue



Dr Bronner's
some vegan products



Dr Organic
some vegan products



Dr PawPaw

E

- ✓ Earth Mama Angel Baby
- ✓ Eco Tan
some vegan products
- 🌱 Edens Garden
- 🌱 Ellis Brooklyn
- 🌱 EO Products
- ✓ eos
some vegan products
- 🌱 Ethique
- ✓ Eveline Cosmetics

F

- ✓ Faith in Nature
some vegan products
- 🌱 Floral Street
- ✓ Friendly Soap
- 🌱 Fussy

G

- ✓ Giovanni Cosmetics
some vegan products
- ✓ Grace Cole
- ✓ Green People
some vegan products

H

- ✓ Handmade Naturals
- 🌱 Heathcote & Ivory

K

- ✓ King of Shaves

L

- ✓ Little Heroes
- 🌱 Little Soap Company
- ✓ Loverly
some vegan products
- ✓ Lush
some vegan products

M

- ✓ Mo & Marine
- ✓ Molton Brown
- 🌱 Montagne Jeunesse
- ✓ Mum&You

N

- ✓ Natio
some vegan products
- 🌱 NCLA

O

- 🌱 Olivella
- ✓ One with Nature
some vegan products
- 🌱 Original Source

P

- ✓ Prose
some vegan products
- ✓ Pura Vie

R

- ✓ Raw Sugar
some vegan products

S

- ⓪ Salt of the Earth
- ✓ Skin Deep
- ✓ Sky Organics
some vegan products
- ✓ Soap Valley
- ✓ Soaphoria
- ⓪ Sukin
- ✓ Sundae
- ✓ Swypes

T

- ✓ The Australian Natural Soap Company
- ⓪ The Cheeky Panda
- ⓪ The Fox Tan
- ✓ The Handmade Soap Company
- ⓪ The Natural Deodorant Co
- ✓ The Natural Soapworks
- ✓ The Powder Shampoo
- ✓ Treaclemoon

BY CATEGORY

Household & cleaning

58
BRANDS

A

- ✓ Aldi
some vegan products
- 🌱 AspenClean
- ✓ Asperox
- 🌱 Astonish
- 🌱 Attitude

B

- ✓ Bakel srl
- 🌱 Bio-D
- ✓ BioHygiene
- 🌱 Biokleen
- ✓ Biologi
- ✓ BRAVE.NEW.HAIR.,
BRAVE.NEW.CARE.

C

- ✓ Cleancult
some vegan products
- ✓ Co-op
- ✓ CYCLE

D

- 🌱 DedCool
- 🌱 Delphis Eco
- ✓ Dial
- ✓ Dr Bronner's
some vegan products
- ✓ Dropps
some vegan products

E

- 🌱 ECOS

- ✓ Ecozone
- ✓ Evre

F

- ✓ Fill Refill Co.
- ✓ finice
- ✓ Forest & Shore
- ✓ FRIA
- ✓ FRIA 1000 GIORNI
- ✓ FRIA EASY
- ✓ FRIA k-Bauty Inspired
- ✓ Friendly Soap

G

- ✓ GHS Direct
- ✓ Greenscents

I

- ✓ icom
- ✓ INEOS

L

- ✓ Lidl
some vegan products

M

- ✓ Marks & Spencer
some vegan products
- 🌱 Miniml
- ✓ Molly's Suds
some vegan products
- ✓ Morrisons
some vegan products
- ✓ Mother's Earth

- ✓ Mrs. Meyers Clean Day

N

- ✓ NICE

O

- ✓ OceanSaver
some vegan products

P

- ✓ Phoenix Crown
- ✓ Pura Vie
- ✓ Pure Project

S

- ✓ Sainsbury's
some vegan products
- ✓ Seniha Skincare
- ✓ Sensatia
- ✓ Smol
- ✓ SOFT & DELICATE
- ✓ soluCLEAN
- ✓ SoluPak
- ✓ Sonett
some vegan products

T

- 🌱 The Pink Stuff
- ✓ True

W

- ✓ Waitrose
- ✓ WILD SCIENCE Lab
some vegan products

BY CATEGORY

Laundry, dental, food & more

43
BRANDS

Laundry

-  AspenClean
-  Asperox-Sparx
-  Bio-D
-  Biokleen
-  Cleancult
some vegan products
-  DedCool
-  Dropps
some vegan products
-  ECOS
-  Fill Refill Co.
-  GHS Direct
-  Greenscents
-  icom
-  Miniml
-  Molly's Suds
some vegan products
-  Peros
-  Pyykkiarkki
-  Smol
-  Sonett
some vegan products

Dental

-  Bite Toothpaste Bits
-  Dentalux
-  Kingfisher
-  Made By Dentists
-  PARLA

-  Peace With The Wild
some vegan products

Food

-  Aldi
some vegan products
-  Co-op
-  Dr Jackson's
-  Esspire
-  Goli Nutrition
-  Jeuneora
-  Lemon Myrtle
-  Lidl
some vegan products
-  Marks & Spencer
some vegan products
-  Morrisons
some vegan products
-  Sainsbury's
some vegan products
-  Siskyn Skincare Oils
-  Solgar Vitamin Company
-  Viridian Nutrition
-  Waitrose

Period care

-  DAME
-  Natracare
-  Rael
some vegan products
-  TOTM

WORTH KNOWING

When the owner isn't.

These 68 brands are cruelty-free themselves, but the company that owns them tests on animals. Buying them is still better than buying a tested brand. Where your money ends up is your call.

- | | |
|---|---|
|  Aussie
owned by Procter & Gamble |  Gutology
owned by a company that tests |
|  Aveda
owned by Estée Lauder Companies |  Habi
owned by Boots |
|  B. by Superdrug
owned by A.S. Watson Group |  Hair Food
owned by Procter & Gamble |
|  BILLIE
owned by Edgewell Personal Care |  Herbal Essences
owned by Procter & Gamble |
|  Bondi Sands
owned by Kao Corporation |  Hourglass Cosmetics
owned by Unilever |
|  Bulldog
owned by Edgewell Personal Care |  Imperial Leather
owned by PZ Cussons |
|  Bumble and Bumble
owned by Estée Lauder Companies |  Innisfree
owned by Amorepacific Group |
|  Carex
owned by PZ Cussons |  Joico
owned by Henkel |
|  Coola Suncare
owned by SC Johnson |  KMS Hair
owned by Kao Corporation |
|  CoverGirl
owned by Coty |  Lakmé
owned by Unilever |
|  Dermalogica
owned by Unilever |  Living Proof
owned by Unilever |
|  DevaCurl
owned by Henkel |  Logona
owned by L'Oréal |
|  Dove
owned by Unilever |  Love Beauty and Planet
owned by Unilever |
|  Drunk Elephant
owned by Shiseido |  Lynx
owned by Unilever |
|  Ecover
owned by SC Johnson |  Manhattan
owned by Coty |
|  Garnier
owned by L'Oréal |  Margaret Dabbs London
owned by a company that tests |
|  Goldwell
owned by Kao Corporation |  Method
owned by SC Johnson |
|  gruum
owned by a company that tests |  Murad
owned by Unilever |

-  **Nubian Heritage**
owned by Unilever
-  **NYX**
owned by L'Oréal
-  **NYX Professional Makeup**
owned by L'Oréal
-  **Paula's Choice**
owned by Unilever
-  **Pureology**
owned by L'Oréal
-  **REN**
owned by Unilever
-  **Rimmel**
owned by Coty
-  **Risque**
owned by Coty
-  **Schmidt's Naturals**
owned by Unilever
-  **Secret**
owned by Procter & Gamble
-  **Seventh Generation**
owned by Unilever
-  **Sexy Hair**
owned by Henkel
-  **Simple**
owned by Unilever
-  **Smashbox**
owned by Estée Lauder Companies
-  **Soap & Glory**
owned by Walgreens Boots Alliance
-  **Solait (Superdrug)**
owned by A.S. Watson Group
-  **Sunsilk**
owned by Unilever
-  **Superdrug**
owned by A.S. Watson Group
-  **Superdrug own brand (wider range)**
owned by A.S. Watson Group
-  **Superdrug own-brand (dental range)**
owned by A.S. Watson Group
-  **Superdrug Pro Care**
owned by A.S. Watson Group
-  **Tarte Cosmetics**
owned by Kosé Corporation
-  **TATCHA**
owned by Unilever
-  **The Body Shop**
owned by Aurea Group
-  **The Ordinary**
owned by Estée Lauder Companies
-  **Tom's of Maine**
owned by Colgate-Palmolive
-  **Too Faced**
owned by Estée Lauder Companies
-  **TRESemmé**
owned by Unilever
-  **Urban Decay**
owned by L'Oréal
-  **Waken**
owned by a company that tests
-  **Wild**
owned by Unilever
-  **Youth To The People**
owned by L'Oréal

BUY AT YOUR OWN RISK

Not certified.

These 89 brands aren't certified by Leaping Bunny / Cruelty Free International or PETA. Some say they're cruelty-free; for others there's no evidence either way. Until one of those schemes checks them, a home kind can't call them cruelty-free.

?	Alberto Balsam no certification found	?	Elizavecca no certification found
?	AmLactin says it's cruelty-free	?	Equate no certification found
?	Ann Summers says it's cruelty-free	?	essence says it's cruelty-free
?	APLB says it's cruelty-free	?	Estrid says it's cruelty-free
?	Asda says it's cruelty-free	?	Everspring says it's cruelty-free
?	Beauty 360 no certification found	?	Fabulosa says it's cruelty-free
?	Beauty of Joseon says it's cruelty-free	?	Fenty Beauty says it's cruelty-free
?	Beloved says it's cruelty-free	?	Fuwa3e says it's cruelty-free
?	Bio-Oil no certification found	?	Gisou no certification found
?	Biomed says it's cruelty-free	?	Harry's says it's cruelty-free
?	Bioré says it's cruelty-free	?	Hero Cosmetics says it's cruelty-free
?	Bloo no certification found	?	Holika Holika no certification found
?	Carmex says it's cruelty-free	?	Icy Hot no certification found
?	Catrice says it's cruelty-free	?	Isntree says it's cruelty-free
?	Charles Worthington no certification found	?	JĀSÖN says it's cruelty-free
?	COSRX no certification found	?	Kirkland Signature no certification found
?	Cristalinas no certification found	?	Klavuu no certification found
?	Dorco no certification found	?	Kumano Cosme no certification found

?	LORD no certification found	?	Riemann P20 no certification found
?	Lume says it's cruelty-free	?	Right Guard no certification found
?	Mario Badescu says it's cruelty-free	?	Round Lab no certification found
?	Mary&May says it's cruelty-free	?	Safely says it's cruelty-free
?	Mediheal no certification found	?	Shark (razor blades) no certification found
?	Member's Mark no certification found	?	Signature Select no certification found
?	Missha says it's cruelty-free	?	Sleek MakeUP says it's cruelty-free
?	Naked Paper says it's cruelty-free	?	Solimo no certification found
?	Native says it's cruelty-free	?	St Ives says it's cruelty-free
?	Naturewell says it's cruelty-free	?	Stella McCartney fragrances says it's cruelty-free
?	No7 says it's cruelty-free	?	Suave says it's cruelty-free
?	Olive & June no certification found	?	Suave Male Grooming (UK) says it's cruelty-free
?	OPI says it's cruelty-free	?	Summer's Eve says it's cruelty-free
?	Orange House says it's cruelty-free	?	Sympli Beautiful says it's cruelty-free
?	Pacific Wax Co. no certification found	?	Tesco says it's cruelty-free
?	Palmer's says it's cruelty-free	?	Tesco Kind & Pure says it's cruelty-free
?	Paper Mate no certification found	?	The Clean People says it's cruelty-free
?	Patrick Ta Beauty says it's cruelty-free	?	The Yorkshire Soap Company says it's cruelty-free
?	Pert no certification found	?	Tierra Verde (Czech) says it's cruelty-free
?	Piz Buin no certification found	?	Tiger Balm no certification found
?	Pop-arazzi says it's cruelty-free	?	up&up no certification found
?	Purito says it's cruelty-free	?	Vagisil says it's cruelty-free
?	Pyunkang Yul no certification found	?	Vanicream says it's cruelty-free
?	Racer (razor blades) no certification found	?	Vosene no certification found

-  **Who Gives A Crap**
says it's cruelty-free
-  **Yankee Candle**
no certification found
-  **Zebra Pen**
no certification found
-  **Zoflora**
says it's cruelty-free
-  **Zum**
says it's cruelty-free

WHY CERTIFIED

Why only certified brands?

Anyone can print “cruelty-free” on a pack. There’s no UK law defining it, so the word on its own doesn’t mean anyone has checked.

Certification is how you know. Leaping Bunny / Cruelty Free International and PETA check the brand’s whole supply chain, and getting listed costs a brand nothing.

So if a brand isn’t certified, it isn’t on the cruelty-free pages here, however kind its marketing sounds. You’d be taking their word for it.

Not on the list?

Search any brand, or scan the barcode while you’re in the shop.

ahomekind.com

A new edition every month.

Brands are added and rechecked all the time. The latest list always lives at the same link.

ahomekind.com/downloads/the-kind-list.pdf

your annoying vegan friend, Ash x