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10 Best Cruelty-Free Makeup Brands You Should Know About

Nicole Kirichanskaya on March 10, 2017

While many of us out there love makeup, not a lot of us love the idea of makeup brands that test on animals to get their products onto the shelves, and eventually, onto our faces.

If you're out there looking for makeup brands that don't test on animals; don't worry, there are plenty of options, both high-end and drugstore variety, out there for you to try out and wear. Makeup should be fun, creative, liberating; and should never make you feel uncomfortable.

While the companies listed are nice, there are always more options available if you're interested in cruelty-free makeup products.

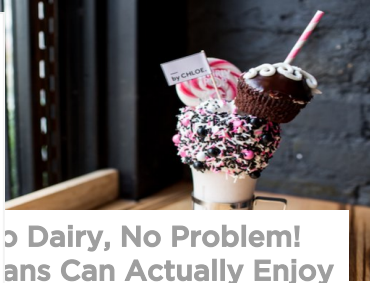
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So check the label, read the ingredients, and just have fun playing with some makeup.

Below is a roundup of 5 mid to high-end items (a.k.a the type of items you can find usually find in Sephora and or have a higher price tag on them) and 5 cheaper brands (the products you can find in stores like CVS, Rite-Aid, Target, Walmart, etc.) that are cruelty-free:

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High-End:

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Kat Von D cosmetics are known for being edgy, stylish, and not only are they cruelty-free but they're also vegan as well (meaning not only were the products not tested on animals, but they also weren't made using any animal by-products).

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To find a brand that not only has a great range of colors (for items like eyeshadow palettes or foundations) but is also cruelty-free is not easy, making Kat Von D a great option for makeup and animal lovers alike.

2  Star



For those of who who have been following gossip in the beauty community, you may have heard some allegations that Jeffree Star is not a cruelty-free brand, but don't worry, Jeffree Star cosmetics is on the Cruelty-Free Brand List on Logical Harmony, and is certified by PETA and Leaping Bunny.

Jeffree Star cosmetics is an independent makeup brand and is as well known for their cruelty-free products, just as they are known for their liquid-lipsticks, lipsticks, highlighters, eyeshadow palettes, and their lip-scrubs; which come in a variety of both normal and more edgy colors.

3. Beauty Bakerie



Not only is Beauty Bakerie known for being cruelty-free, but they are known for their incredibly long-lasting lip whips (the name of their liquid lipsticks), their incredibly adorable bakery-inspired packaging, and, most recently, their upcoming collaboration with Olympic Gold-medalist Gabby Douglas.

4. NARS



NARS is known for their extremely high-end products, including a number of products with more naughty names (i.e. NARS Orgasm Blush); but what a lot of people may not be aware of is that this company is also cruelty-free.

5. Milk Makeup



Milk Makeup is a very millennial-friendly brand for many reasons: it has a very bohemian approach to both their packaging and their advertising. Milk Makeup is cruelty-free, created with little to no parabens, and has a very health-conscious approach to how they make their makeup.

Drugstore Brands:

5. Wet n Wild



While there are more than a few drugstore makeup brands out there that don't worry about being cruelty-free, Wet n Wild is not one of them. Not only are their products extremely affordable (especially their Megalast Liquid Catsuit Matte Lipstick, which is an incredibly long-lasting liquid lip product), but they are also cruelty-free as well.

6. E.L.F.



For a company that is as affordable as E.L.F. is, you would be surprised at the high-quality of some of their products (especially the quality of their makeup brushes), but also for the fact that they are cruelty-free.

7. N.Y.X



Incredibly affordable, nice selection of colors (especially regarding their lip products), and it also happens to be cruelty-free. Beauty may take time, but it doesn't mean it has to hurt animals or your wallet in the process.

8. Kiss My Face



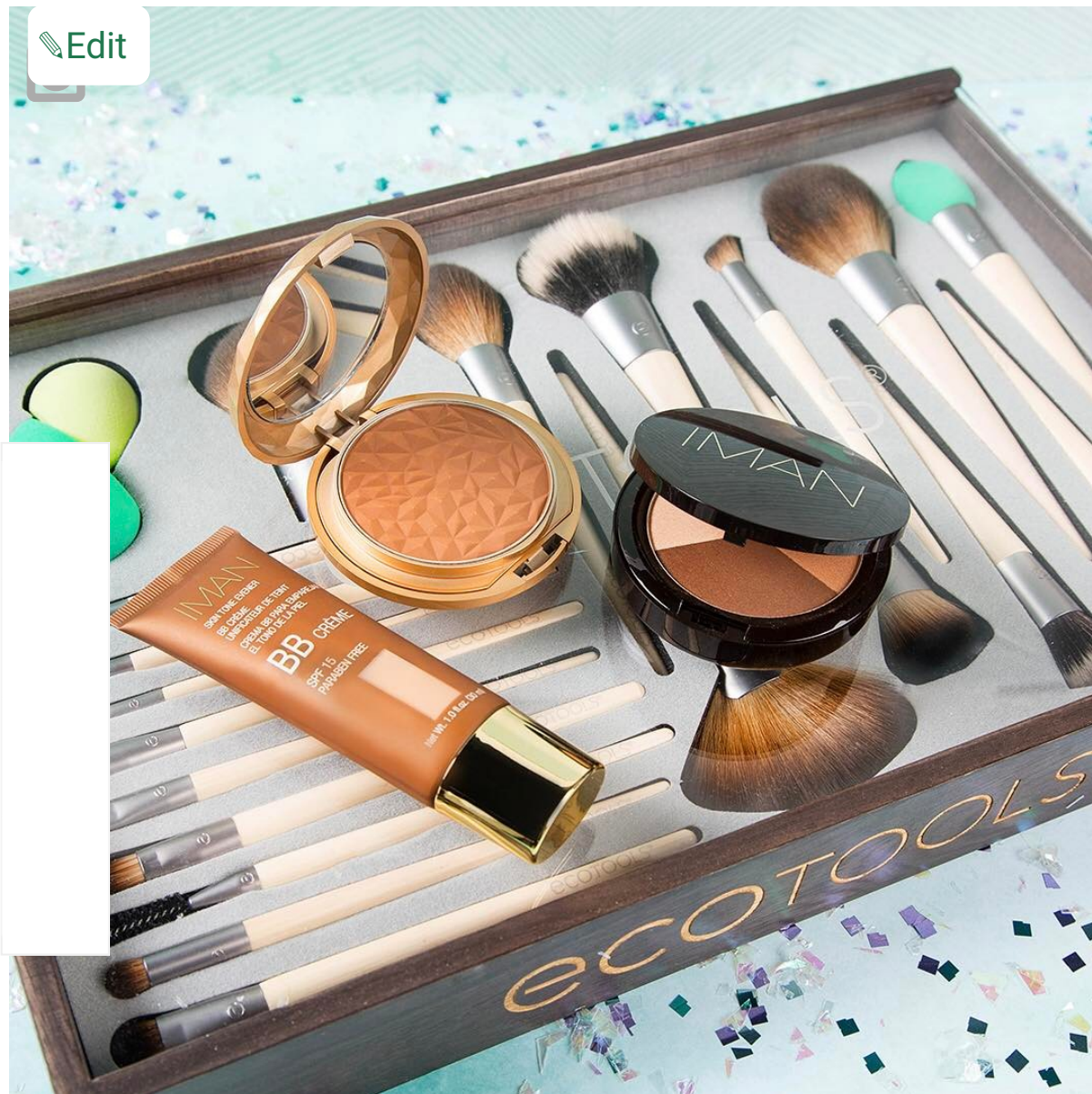
While Kiss My Face isn't technically a makeup brand, it is important to include skincare as part of your makeup routine, and Kiss My Face is one of the best, cheaper ones to go to. Not only are the products fairly affordable, they are organic, smell great, and, best of all, they are cruelty-free.

9. Colourpop



Colourpop is popular for many reasons; including their large range of colors for their products, their incredibly affordable products, their extremely long-wearing matte lip products, and, of course, for being cruelty-free.

10. Iman Cosmetics



Iman Cosmetics was made by legendary supermodel Iman herself, and just like the model, this company's products do not disappoint. The products are fairly affordable, create foundation and concealing items with all skin tones in mind, and they are cruelty-free as well.

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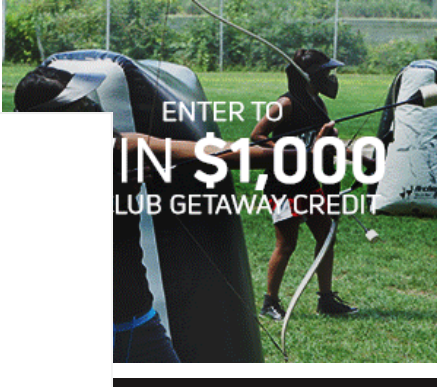
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