

HOW TO MAKE CONSCIOUS CHOICES

when buying cosmetics

In this pocket guide to vegan cosmetics, you'll discover how your self-care routine can be **kinder to animals, the planet and your skin!**

correctly identified a **vegan label** when it comes to cosmetics.

29.9%

42.9%

32.6%

of consumers are **not very confident** when it comes to identifying **animal-derived ingredients** in cosmetics.

of them would like to see more cosmetic products registered **vegan**.

OUR SURVEY SAYS...

CRUELTY-FREE

means the brand does not test any ingredients or the final products on animals, **however this does not necessarily mean they are suitable for vegans.**

WHAT IS CRUELTY-FREE?

cruelty-free

WHAT TO LOOK FOR

Vegan

VEGAN

People wanting to make conscious choices should look for certified vegan labels – like the The Vegan Society's Vegan Trademark. **A product registered with the Vegan Trademark has not been tested on animals by the company or on its behalf and does not contain any animal-based ingredients.**



Here are some **simple vegan swaps to ensure your beauty routine is kinder to animals.** Scan the QR code for a full list!

MAKE SIMPLE SWAPS

HAIR

Keratin

Derived from the hair and horns of animals and is often used in salon shampoos and conditioners. Plant proteins from rice, wheat and plant oils can be used instead to strengthen hair and restore shine.

SKINCARE

Beeswax

Found in lip balms and moisturisers and also used to prevent liquids separating. Vegan alternatives include candelilla wax and carnauba wax.

NAILS

Shellac

Refers to a particular ingredient that could be lurking in your manicure. Lac bugs' shells are used to create that hard-wearing, shiny finish. Luckily, there are many vegan and cruelty-free products on the market and a kinder swap is a corn-based alternative.

MAKE-UP

Carmine

Also listed as natural red 4 and E120. This can be found in a lot of lipsticks and is created by crushing insects and is called cochineals. Instead, swap out carmine dye products for ones that contain natural fruits or vegetable dyes.

TOP TIP

Make it a gradual change. It's tempting to overhaul your self-care collection, but it can be too much to take on at once and expensive. Start slow and evaluate your current products and gradually replace them when you run out of your favourite products.

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Visit vegansociety.com/consciouschoices for more updates. We're proud of the steps you're making to be kinder to animals.

conscious CHOICES

kinder to animals

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