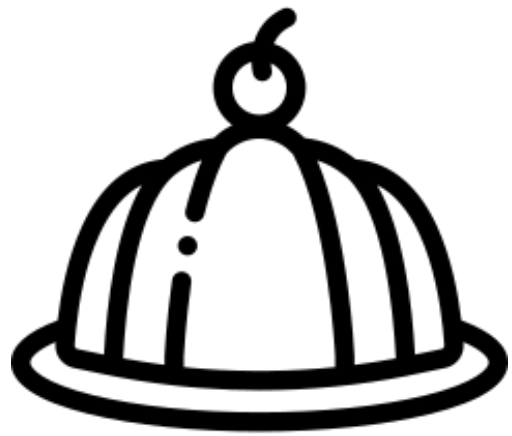


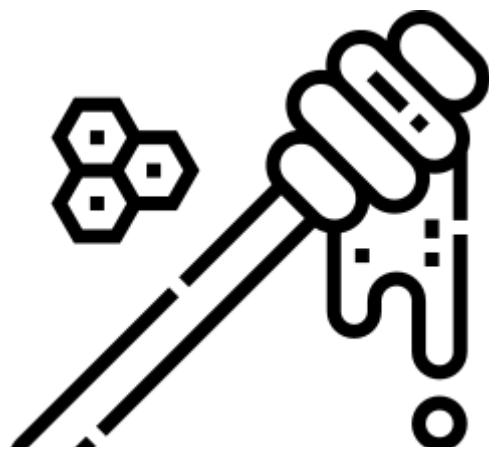
Animal Ingredients Commonly Found In Beauty Products



Gelatin

Find them in lotions, face creams, hair products, nail products, face masks, shampoos, sunscreens and more. It is produced from boiled animal bones, ligaments and tendons.

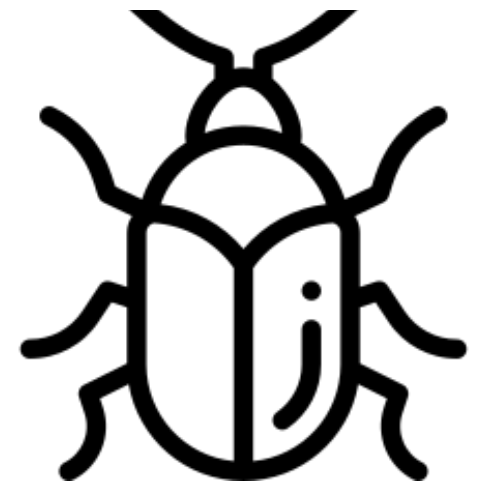
For a vegan alternative look for products that use fatty acids from coconut oil and vegetable fats instead.



Bee Products

You'll regularly find bee derived ingredients in lip balms, creams, mascaras and eyeshadows for example.

To replace with vegan alternatives look for products that use vegetable glycerin or candelilla or carnauba wax instead.



Carmine

Found in blushes, lipsticks, shampoos and powders, this ingredient is a bright red dye produced from crushed Cochineal beetles. This ingredient produces vibrant red and pink pigmentation.

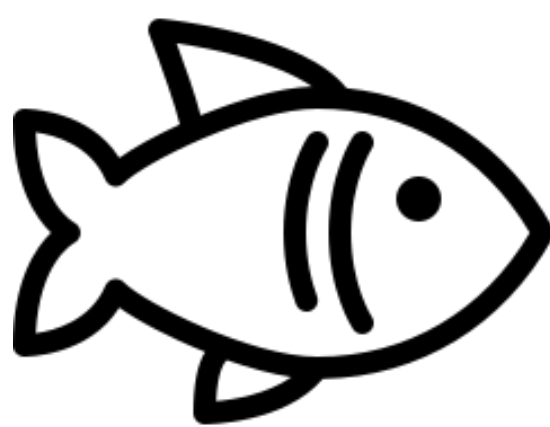
Some great plant-based alternatives for carmine include beet juice, annatto extract and alkanet root.



Collagen

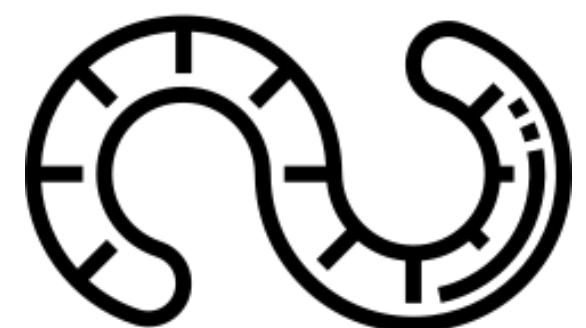
A fibrous protein derived from animal tissue that provides a protective barrier to the skin, creating a plumping and firming effect.

Typically extracted from dead mammals, collagen can also be found in synthetic variations or in a vegetable form made from acacia leaves and fruits.



Guanine

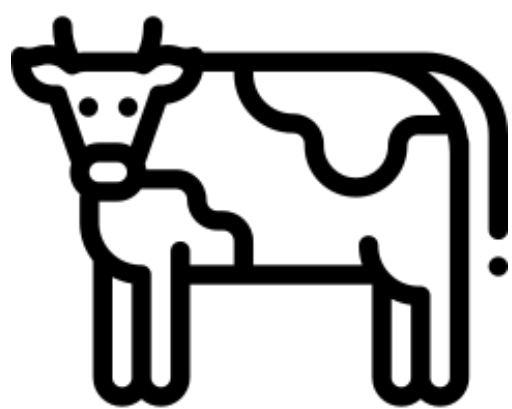
The ingredient that gives your highlighters, bronzers and blushers that shimmering, reflective quality. Guanine comes from crushed fish scales. Don't fancy that? Luckily, there are plenty of vegan options available that do not contain guanine!



Silk Powder

Produced by dissolving worms in boiling water, the resulting silk fibres are then added to mineral makeup products. It is great for absorbing excess oils, softening fine lines, balancing moisture levels and "setting" makeup. Substitute with arrowroot powder for a vegan-friendly alternative.

Animal Ingredients Commonly Found In Beauty Products cont.



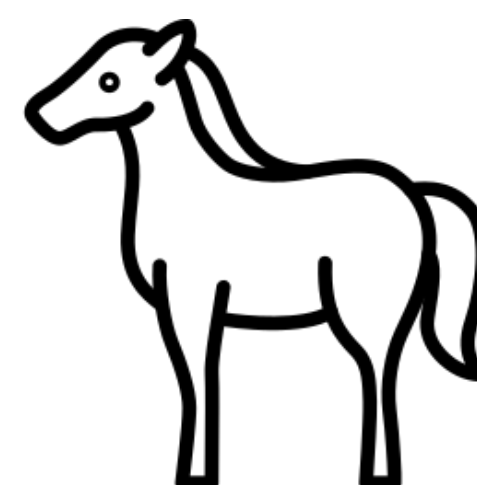
Retinol

Derived from vitamin A this ingredient is almost always sourced from animals and commonly used in anti-aging skin care products. Some great plant based alternatives to retinol are mango butter, seaweed extract, sunflower seed oil, chicory root and any other ingredients that are rich in beta-carotene.



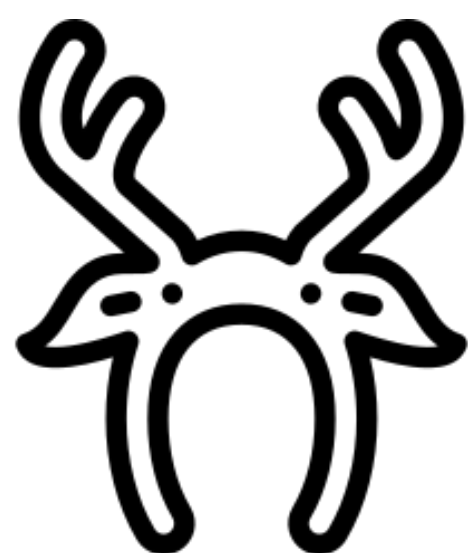
Musk

Used in many fragrances and colognes musk is sourced from dried secretions of various animal genitalia. Animals commonly used are otters, beavers, cats and deer. There are some synthetic alternatives to musk but the best plant-based options are those sourced from similarly-scented plants.



Oestrogen

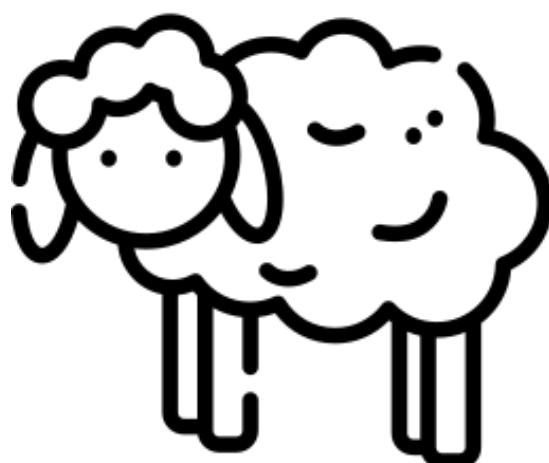
A hormone-based ingredient that is usually extracted from the urine of pregnant horses. Found in many perfumes, creams, shampoos, conditioners and many cosmetics.



Collagen

A fibrous protein that is wondrous for keeping our hair, skin and nails strong and supple. It is hugely popular in hair products such as shampoos, conditioners and leave-in treatments aimed at rejuvenating hair.

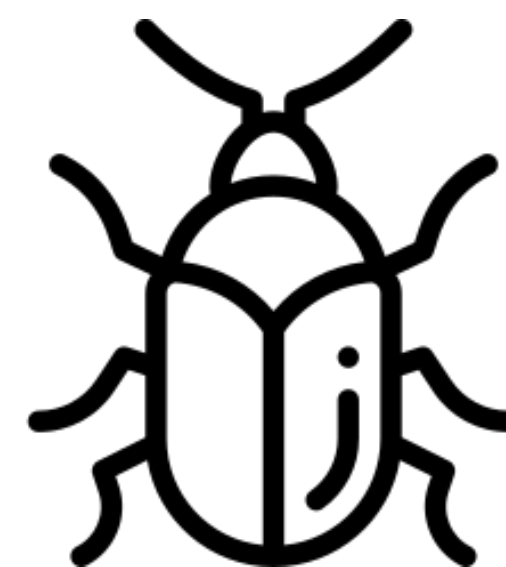
It is usually produced from quills, horns, hooves and the animal hair. There is no plant-based alternative to keratin protein but it can be produced synthetically in a lab.



Lanolin

A waxy ingredient derived from the oils of sheep wool. Popular for its' moisturising properties.

There is no vegan substitute for lanolin but plant and vegetable-based oils such as palm oil are often used instead. This of course comes with its own environmental and ethical challenges.



Shellac

Aka beetle poop.

This dark brown resin comes from the excretions of lac scale insects. It is collected from the branches the insects lived on and used in lacquers and polishes.