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Beauty Brands That Are Looking Out For Women (And The World)



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When you consider how the beauty industry is a juggernaut, pumping out products that are sometimes marketed in misleading ways or touting unrealistic standards of beauty— it’s no surprise that beauty consumers as a whole have developed a sharp sense of skepticism when it comes to where they spend their money. But aside from wanting products that WORK, look great, are affordable, and are made ethically, would it sway you to try a makeup brand that donates to causes that support women and the environment? Who wouldn’t want their makeup brand to work towards supporting the community that buys into it? Here’s a couple brands that give back for you to consider:

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MAKE Celeste e Verde Palette

MAKE is the first beauty offering from Wee See Beauty, a New York-based non-profit foundation that funds and incubates women-led and worker-owned cooperatives to help change the scale of how organizations work. They aim to strengthen local economies and communities by helping smaller cooperatives thrive to make business about great ideas, shared ownership and equitable changes in society. A third of MAKE’s online sales goes towards the Wee See Beauty Foundation. When you see what kinds of beauty products MAKE offers, you’ll know that you definitely don’t have to sacrifice quality AND looks to do something good with makeup.

(MAKE Celeste e Verde Palette, \$40 at Weesebeauty.com)



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