



VEGAN BEAUTY

The vegan industry is at an all-time high, increasing demand for vegan beauty products and treatments, but what is driving this growth and how should you respond? **EDITOR EILIDH MACRAE** reports...

Alongside the growth of natural and organic products, vegan beauty products and treatments are now in more demand than ever. This is driven by not only a rise in the number of people choosing to cut out meat and animal products, but also everyday consumers who agree that harming animals in the pursuit of beauty is wrong.

The cosmetic choice available to vegans has expanded rapidly in recent years, with new brands launching, and current brands choosing to release a vegan range, or even go completely vegan. Beauty editor for the Guardian Sali Hughes said: 'The cruelty-free (no animal testing), vegetarian (no by products of animal slaughter) and vegan (no animal ingredients at all) beauty market has

exploded in recent years.'

According to the Vegan Society, the number of followers in Britain has increased from 150,000 to more than 540,000 during the last decade. Veganism has moved from what we put in our bodies, to what we put on our skin too. With beeswax in lip balm, animal fat in cream blushers and eyeshadows, and crushed cochineal beetles in red lipsticks, it's clear to see why many consumers are sympathetic to the cause.

Wendy Stirling, founder of Botanicals Natural Organic Skincare said: 'Awareness for the benefits of using natural and organic skincare is at an all-time high, as is the growth in veganism, especially among the younger generation. With more and more millennials adopting vegan lifestyles and sharing on social media, it is no longer considered wacky and weird. It's now trendy, with many A-list



celebrities advocating the benefits of living a healthy vegan lifestyle and increased options available online and on the high street.

'It's not surprising then that more salon and spa customers are seeking treatments using vegan skincare, vegan-friendly products that contain no ingredients derived from animals or tested on animals.'

VEGAN AND CRUELTY-FREE EXPLAINED...

There is a difference between 'vegan' beauty products and 'cruelty-free.' If you intend to stock or even specialise in animal friendly beauty, it is essential to understand the difference.

Vegan products do not include any animal by products, in addition to not being tested on animals; products labeled as cruelty-free mean that they are simply not tested on animals.

Vegan products are made without meat, eggs, dairy or any animal-derived ingredients, and have not been tested on animals at any point during the production process. They completely eliminate animals from the equation.

MARKET GROWTH...

Consumers are becoming increasingly aware of the products they use, the ingredients in them and the impact that these products have on both their health and the environment as a whole.

For a long time there was a stigma surrounding vegan products – people thought that they were earthy, hippy brands and the products would not work as well. But this industry is becoming more mainstream with contemporary and stylish branding, a million miles away from earlier preconceptions. Today these products are high quality, with consumers, make-up artists and therapists finding that they perform in just the same way as the conventional products that they are used to, but

without any animal involvement.


In 2017 retail research company Mintel saw a 100 per cent rise in the number of vegan beauty claims for cosmetics. Mintel suggest that this is being driven by the parallel rise in veganism and the 'free-from' dietary trend – which has also seen gluten-free beauty products enter the market. Not so long ago, consumers were looking for products that didn't contain perceived 'nasties' such as preservatives, but they are now becoming even more demanding, driven by an increase in consciousness for both their health and the ethical practices of the companies that they are buying into.

Care needs to be taken though. Some companies are seemingly jumping on the bandwagon launching products with bold vegan labeling – and failing to mention that the brand is in fact owned by a larger company that is not vegan or cruelty-free. In purchasing these products consumers will be supporting organisations that do not share their beliefs.

In June 2017, Nars announced that it would have to test its products on animals in order to be sold in China as required by Chinese law, although animal testing of cosmetics is banned in the EU. While Nars is not a vegan brand, many of its products are. The announcement resulted in 15,000 comments being left on Instagram from angered customers who stated that they would not support animal testing and would not buy from the brand again. A petition against the company's new stance on animal testing attracted nearly 250,000 signatures.

Market leader Lush Cosmetics was ahead of the trend, launching in 1995 selling cosmetic products free from





IT IS ENTIRELY POSSIBLE TO MAINTAIN YOUR PRINCIPLES WITHOUT SACRIFICING EITHER LUXURY OR PERFORMANCE IN FAVOUR OF CHOOSING TO USE VEGAN PRODUCTS.

animal products and cruelty-free only. Founded by Mark Constantine, a trichologist, and Liz Weir, a beauty therapist, the pair started by selling their product range to the Body Shop in the 1980s. Today Lush has hundreds of stores worldwide and are active in the pursuit to end animal cruelty in cosmetics.

In 2017, they awarded £330,000 in funding to campaigners and scientists from 11 countries to support their work to end animal testing. In 2012, The Lush Prize was launched, and has provided more than £1.8 million to support animal-free testing and campaigns around the world. This collaboration between Lush and research organisation Ethical Consumer is the largest prize fund for the complete replacement of animal experiments.

MAKING THE SWITCH...

It is entirely possible to maintain your principles without sacrificing either luxury or performance in favour of choosing to use vegan products within your business. Whether you wish to choose to do it for your own principles or to attract conscious clients, this shift in the industry is set to stay, with more and more consumers choosing to stand by vegan brands.

When it comes to selecting brands to use and stock in salon, do your research. Look into certifications for product ranges, but also investigate whether there is any controversy surrounding your chosen brand and its claims of being vegan – remember, the product range may be vegan but the company producing may not be which will be a turn off to some consumers.

Urban Decay

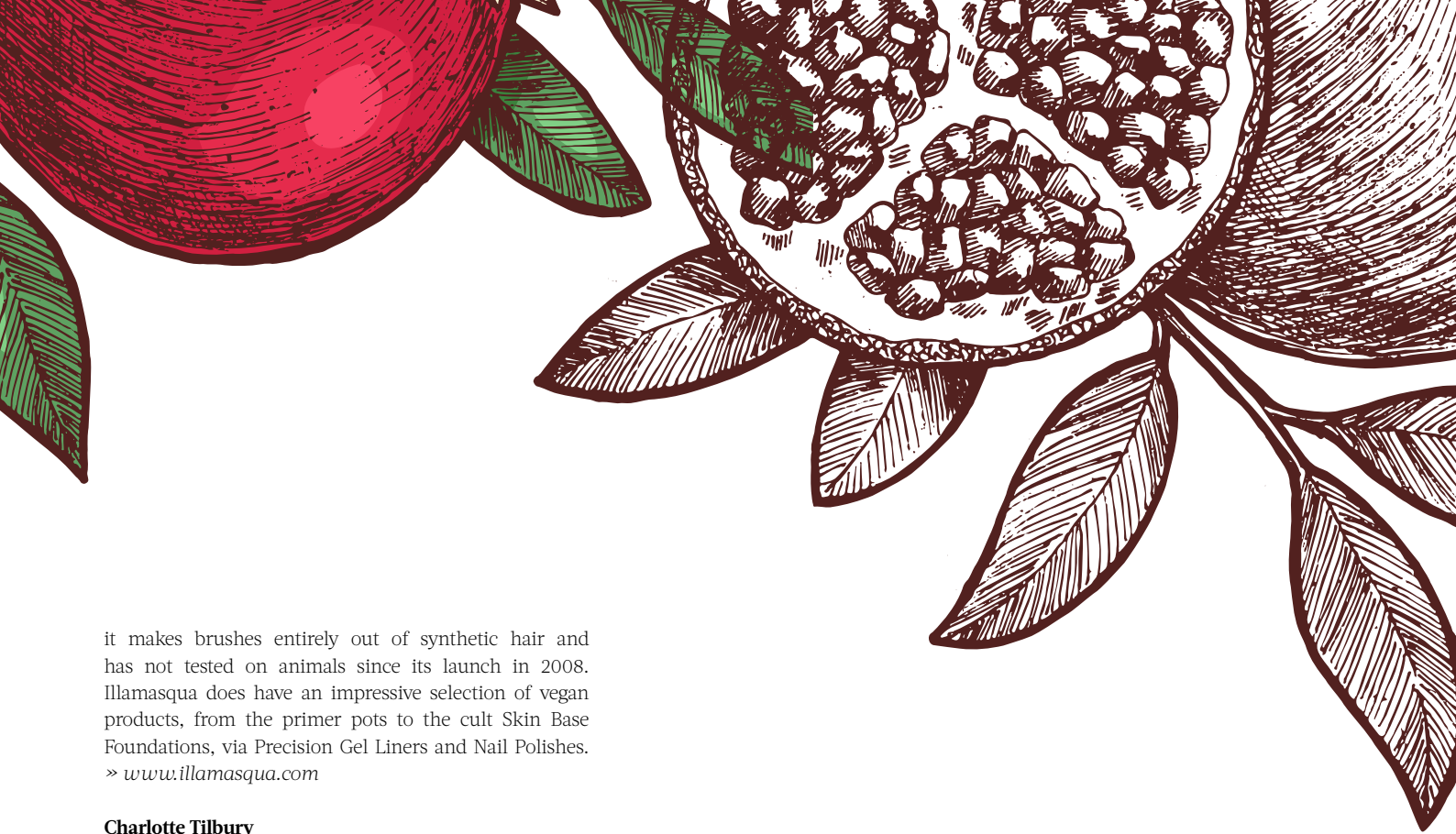
While Urban Decay may not be 100% vegan-friendly, the brand has a hefty line of make-up that hasn't been tested on animals and doesn't include animal-derived ingredients. From the Pro Brushes to the 47 shades of Cream Vice Lipstick, the rainbow-bright Razor Sharpe Liquid Eyeliners and 103 shades of Eyeshadow, you have plenty to choose from to fill that vegan make-up bag.

Urban Decay is cruelty-free and Leaping Bunny certified, but their parent company L'Oreal still tests on animals.

» www.urbandecay.com

Illamasqua

Although Illamasqua can't claim to be 100 per cent vegan-friendly, the brand is PETA approved,



it makes brushes entirely out of synthetic hair and has not tested on animals since its launch in 2008. Illamasqua does have an impressive selection of vegan products, from the primer pots to the cult Skin Base Foundations, via Precision Gel Liners and Nail Polishes.
» www.illamasqua.com

Charlotte Tilbury

Charlotte Tilbury is cruelty-free and creates a number of vegan products too. While the products are not specifically marketed as such, a number of the Charlotte Tilbury products are in fact vegan, including the Hot Lips lipstick, Goddess Skin Clay Mask, Eyes to Mesmerise eyeshadows and FilmStar Bronze and Go bronzers.
» www.charlottetilbury.com

Jane Iredale

Jane Iredale Mineral Make-up is a brand that has long been committed to not testing on animals. Its line of skincare-infused make-up has been certified cruelty-free by PETA. Jane Iredale is now also officially certified by the Coalition for Consumer Information on Cosmetics' (CCIC) and is now part of the Leaping Bunny Program.

Many of the Jane Iredale products are vegan, but those that contain animal derived ingredients such as carmine, beeswax and fish oil are all clearly marked on the official website.

» www.janeiredale.com

Neal's Yard

All of the Neal's Yard skincare is certified by Cruelty-Free International, and all of the Neal's Yard products have been deemed suitable for vegetarians by the Vegetarian Society. Neal's Yard also say that most of the products are

suitable for vegans and that they only use sustainably-sourced, organic honey, beeswax & propolis. Neal's Yard is also PETA approved.

» www.nealsyardremedies.com

Nailberry

Nailberry specialises in creating luxury non-toxic nail polishes, designed to deliver a healthier manicure. The products are 12 Free – formulated to be free from Phthalates including DBP, Toluene, Formaldehyde, Formaldehyde Resin, Camphor, Xylene, Ethyl Tosylamide, Triphenyl Phosphate, Alcohol, Parabens, Animal Derivatives & Gluten.

All Nailberry products are certified Vegan, Cruelty-Free and Halal.

» www.nailberry.co.uk

Whether you choose to become a completely vegan beauty business, or you just want to stock a few products to avoid alienating potential customers, ensure that you make it clear that you provide vegan friendly options. Promote this in salon, on your website and on your social media. Try posting social updates relating to the vegan industry from time to time, to show that you are keeping up to date and supporting the vegan beauty industry. ▣

