

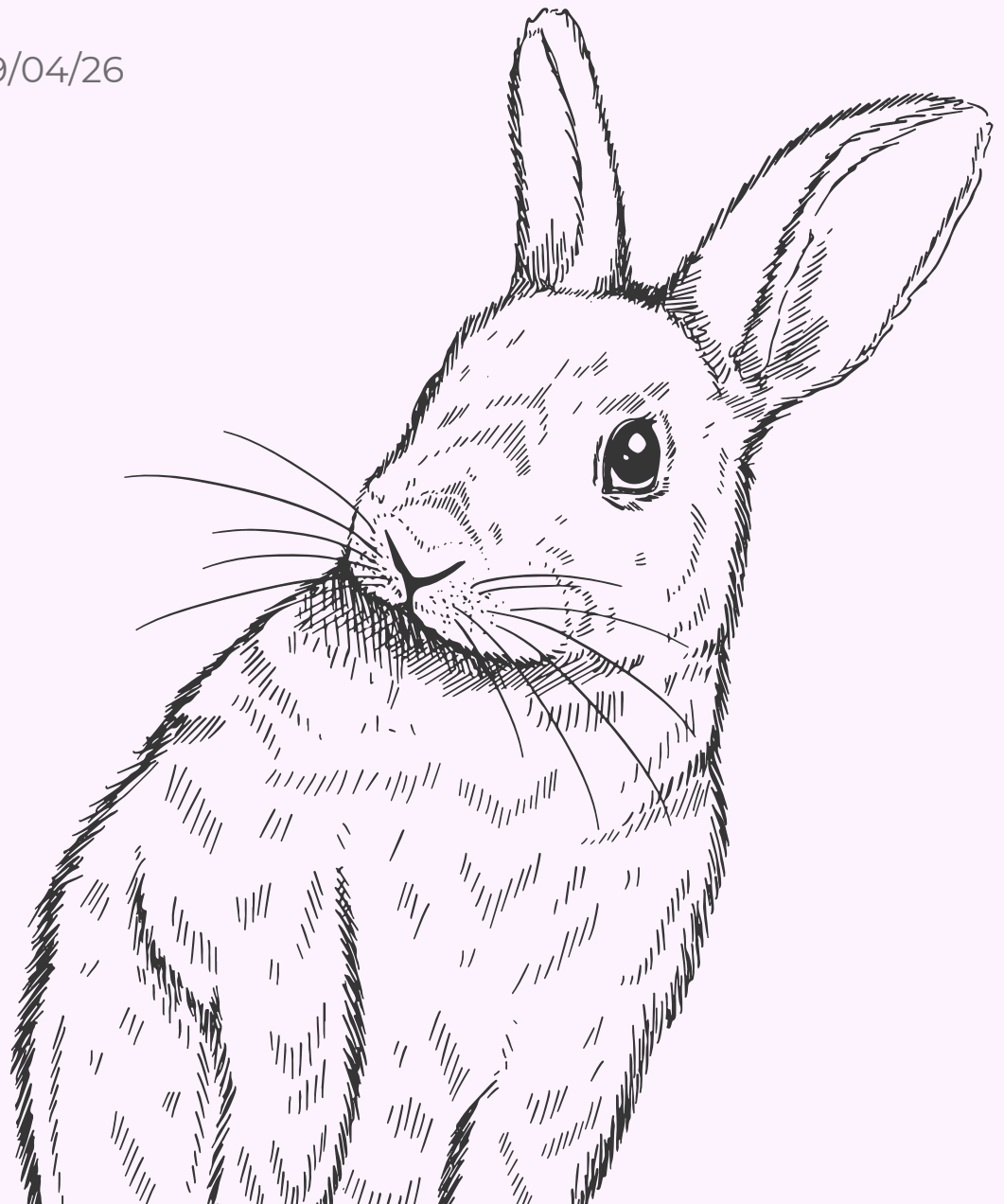


# Compassionate Shopping Guide

# Cruelty-free shopping just got easier

Our complete Compassionate Shopping Guide

Last updated: 09/04/26

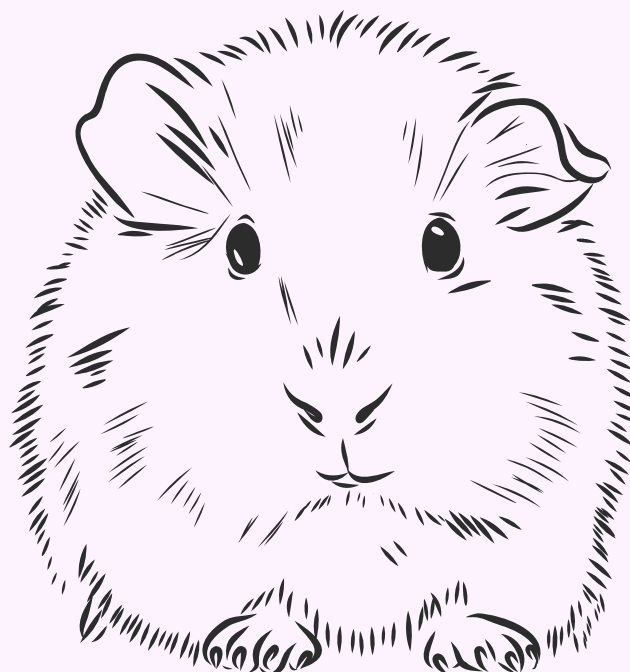




# Compassionate Shopping Guide

## Contents:

About us	3
Why use our guide?	4
The full guide	5-9
Find out more	10





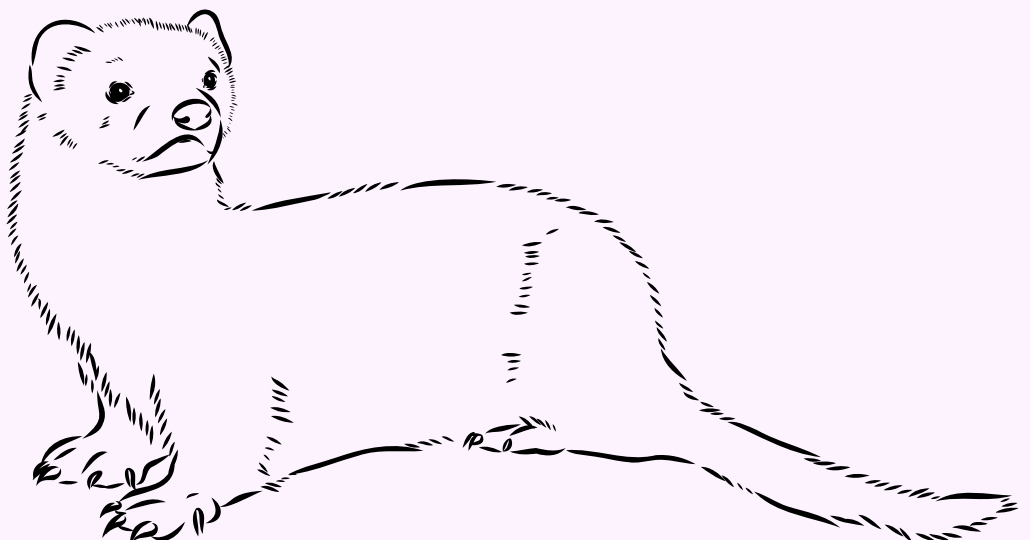
## About us

The Compassionate Shopping Guide has been produced by the animal welfare charity, Naturewatch Foundation, since 1993.

Our mission is to make the world a kinder, safer place for all animals. As part of that commitment, we're passionate about helping shoppers find personal care and household brands that are truly cruelty-free.

## More Information

For more information on our brands please visit [compassionateshoppingguide.org](http://compassionateshoppingguide.org), and for more information on us please visit [naturewatch.org](http://naturewatch.org).





## Why Use Our Guide?

Our dedicated team ensures that we understand a brand completely before we make an endorsement. You won't find any hidden surprises in our Compassionate Shopping Guide - only high-quality products made by companies that are committed to a cruelty-free future.

- **Avoid the confusion**

Every brand in our guide has met our strong endorsement standards, so you can feel confident that they are genuinely cruelty-free. This means you can spend less time on research, and more time enjoying products you love!

- **Support brands that care**

By buying from brands in our guide, you are supporting companies that share your passion for cruelty-free living. This helps them to thrive and continue to do great work.

- **Enjoy the freedom to choose**

Shopping responsibly doesn't have to feel limiting. Our guide features over 200 brands, so you're guaranteed to discover plenty of products that are just right for you.

# Our complete guide of cruelty-free brands



Our guide is updated regularly, but if you would like to make sure you have up to date information, please check the online guide.

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## A

Adaptology  
AD Skin Synergy  
Aim HI Every Day Organic Skincare  
Air Scense  
Akamuti  
Alaska Glacial Essentials  
ALTER/NATIVE  
Amaranthine Beauty  
Amour Natural  
Ancient Secrets  
Annie Sloan  
Animal Aid (own brand Honesty Cosmetics)  
Astonish  
Austin Austin  
AveSeena  
Ayumi Naturals

## B

Balmonds Skincare  
Barefaced Beauty  
Barry M  
Bathing Culture  
Baylis & Harding  
Beauty Without Cruelty  
Beauty Without Cruelty (BWC)  
Bee Good  
Bentley Organic  
Bettyhula  
Bio-D  
Black Sheep Organics  
Blue Wonder  
Body & Face St Cyrus  
Bomb Cosmetics  
Botanicals: Elements from Earth  
Bretanna Witch Hazel Products  
Brianna's Handmade Soap  
Buck Naked Soap Company  
Buddha Beauty Company  
By Valenti Organics

## C

Calcot Spa  
Callen Olive  
Caurnie Soaps  
Cebra Ethical Skincare  
Cigarro  
Circular Technologies UK  
Citra Solv  
Clean Kids Naturally  
Colour by TBN  
Conscious Skincare  
Crowes Cremine  
Custom Car Air Fresheners

## D

Danico  
Daniel Field  
Dawes Custom Cosmetics  
Designer Brands  
Dog Hair Day  
Dolma Vegan Fragrances

Dr. Soap  
DR.HC  
Droyt  
DYP Cosmethic



## E

Earth Conscious  
Eco Warrior Soap  
Eco-Dent Premium Oral Care  
Ecoleaf  
ecoLiving  
Ecology Soap  
Ecozone

Eden perfumes  
Elegance Natural Skin Care  
Elevé Cosmetics  
Emani Vegan Cosmetics  
Essential Oils Online  
Evolve Beauty

## F

Fabulosa  
Fairypants  
Faith In Nature  
Fill Refill Co  
Flawless  
Flaya GB

Floral Street Fragrances Ltd  
Freshcia  
Friendly Soap  
Friendsheep  
Fushi Wellbeing Ltd

## G

Gabriel  
Georganics  
Glowing Orchid Organics  
Glycerose  
Graydon Skincare  
Green People  
Greenscents

## H

Happy Carrot Skincare  
Herbfarmacy  
HG  
Homesolv  
Homethings  
HOWND

## I

I Am Natural  
INIKA Organic

## K

Kester Black  
Kilted Suds  
King of Shaves  
Kingfisher Toothpaste

## L

Light Mountain Natural Hair Color  
Lipstains Gold  
Little Beast™  
Little Blue Hen Savonnerie  
Little Soap Company  
LoofCo

## M

Magic Lips  
Mama Bamboo  
Marble Hill  
Martha Hill  
Mavala  
Melitta Meszaros Natural Skincare  
Melody's Magical Scents

## N

Nailberry  
NAIWBE® Organic Skincare  
Nakin  
Natulique  
Natural by Nature Oils  
Natural Elements  
Natural Soap  
Natur Cosmetics  
Nature's Alchemy

## J

Just Bubbly



Love Ethical Beauty  
Lucy Bee  
Lush Cosmetics  
Lykkegaard  
Lyne Organics Scottish Borders

Micheline Arcier Aromatherapie  
Mode De Vie Supply  
Moo & Yoo  
Moss & Adams  
MuLondon  
My Natural Skincare

Naturigin  
Neal's Yard Remedies  
NeemAura  
Next  
Nilaqua  
Nirvana Natural  
Nourish London  
NuCelle



## O

Odylique  
One Village Soap  
Organic Works

## P

Pamoja  
Penny Price Aromatherapy  
Pepperfit  
Phil Smith Be Gorgeous  
Pits and Bits  
Plaine Products

Planet Detox  
Planted  
Posy London  
Pure Azure Aromatherapy  
Pure Nuff Stuff

## R

Raven Botanicals  
Raww Cosmetics  
Rio Bela Cosmetics

RoKai All-Natural Sunscreen  
Roots & Wings Organic

## S

Salt of the Earth  
Sappho New Paradigm Cosmetics  
Scent Trail  
Shade™ All-Natural Sunscreen  
Sheabutter Cottage  
Shea-Me  
Simply Soaps  
Siskyn Skincare Oils

smol  
Somersets  
Stargazer  
Steamcream  
StripWash  
Sugar Coated



## T

The Black Cat Soap House  
The Cornish Seaweed Bath Company  
The English Mineral Makeup Company  
The Maldon Soap Company  
The Natural Deodorant Co.  
The Powder Shampoo  
The Soapy Goat

The Victorian Garden  
Therapeutics  
Tish & Snooky's Manic Panic NYC  
Treachlemoon  
Tropic  
Truthpaste  
Tubs Bath Bombs

## U

Ultraglow  
UpCircle Beauty  
Urban Veda

## V

Vivoderm Natural Skincare

## W

Waft  
White Rabbit Skincare  
Willow  
Willowberry  
Wilton London

## Y

Yakshi Naturals  
Yaoh  
Yaya Maria's  
YOI  
Young & Pure

## Z

ZAO Essence of Nature  
Zuzu Luxe





## Find out more

For updates on our work towards a **Cruelty Free Future:**

- Follow [@crueltyfreecsg](#) on Instagram.
- Check out the Naturewatch Foundation website at [naturewatch.org](#).
- Sign up to our mailing list.
- Email [compassionateshopping@naturewatch.org](mailto:compassionateshopping@naturewatch.org).

