



High-street beauty *heroes*

It's now easier than ever to buy animal-free products on the high street. **Colette Earley** looks at which brands are championing vegan beauty

With veganism on the rise, more and more people are looking at what goes into their beauty products.

Google searches for 'vegan beauty' in the UK have doubled every year since 2012 and research from The Vegan Society found that when it comes to make-up and toiletries, 56 per cent of Brits are now looking to purchase vegan and cruelty-free. With so many of us wanting to change our shopping habits, it's unsurprising that there's been an explosion of vegan beauty on the high street, with some big companies pioneering the movement and offering carefully curated ranges of animal-free products. Searches for 'vegan



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beauty' have tripled over the last few years on Superdrug's website and the brand has revealed that sales of its own-brand vegan range have increased by 414 per cent over the last five years.

With such a strong offering of amazing vegan and cruelty-free beauty products right on our doorstep, there is no longer any need to compromise between looking and feeling great about ourselves and our choices. Offering reasonable price points and diverse ranges, we talked to the teams from some of our favourite high-street stores to find out exactly what they're doing to help champion ethical consumerism and which hero vegan beauty products we need to know about...



1 Boots

High-street favourite Boots has long built up a reputation as the place to pick up essential make-up and skincare items – but this year, its plan is to focus more on the green aspect of its products. “2020 brings a new decade of social and environmental consciousness, with vegan and sustainable beauty expanding at a fast rate,” says Joanna Rogers, Beauty Director at Boots UK. “We know our customers are looking to retailers for help in making smarter and greener choices so expect to see more sustainable beauty products launching that are kinder to the planet, with less packaging and naturally created formulas. Vegan beauty has also grown dramatically, so to help customers easily find our vegan certified products we have a vegan beauty page at [boots.com](https://www.boots.com) and curated edits in select stores.”

Stocking some of the nation’s favourite vegan and cruelty-free brands, expect to find hero products like Urban Decay Stay Naked Weightless Liquid Foundation, £29.50, and the BYBI Lip Kit, £16.

2 Lush

Describing itself as a vegetarian brand, Lush Cosmetics has become a go-to store for fun, effective and delicious-smelling beauty products.

Founded with the concept that cosmetics don’t need to use animal by-products to work, and that testing on animals is unnecessary as well as unethical, 80 per cent of the Lush range is currently vegan. With so many innovative products, it’s hard to choose a favourite, but a standout has to be Ultraplant – a cold cream, 100 per cent natural vegan cleanser which is made from six carefully chosen ingredients to effectively but gently cleanse and moisturise skin. If you shop at Lush, you’ll be familiar with the tantalising scent that wafts

out of the door. Well, the vegan perfume range allows you to bottle it up and take it home with you. ‘Love’ (£30 for 30ml), a combination of lemongrass, bergamot and ylang ylang, is a fresh everyday scent and ‘American Cream’ (£25 for 30ml), made from vanilla, clary sage and benzoin resinoid, smells good enough to eat.

But Lush’s commitment to veganism goes beyond just ingredients. Always striving to better the beauty industry, Lush join with *Ethical Consumer* magazine to host the annual Lush Prize. “The Lush Prize has grown to become the largest global awards programme and has awarded more than £2 million to recognise scientists and campaigners working to replace animals in chemical safety testing,” they told us.

3 Superdrug

In 2013, Superdrug launched B. Cosmetics – an own-brand range of completely vegan and cruelty-free beauty and skincare products. “All of our own-brand cosmetics and personal care products are approved under the Cruelty Free International Leaping Bunny programme, the internationally recognisable gold standard for cruelty free products. We adhere to a fixed cut-off date policy and proactively monitor our suppliers to ensure that our products continue to adhere to the Leaping Bunny criteria. Our supplier monitoring system is also independently audited.” With over 130 products in the range and all at low price points, the extensive B. Cosmetics range has got you covered for literally all of your make-up needs. Look out for customer favourites, B. HD Lengthening Mascara, B. Flawless Silk Foundation and B. Liquid Blushers.

Superdrug also stocks numerous other vegan and cruelty-free brands such as GOSH, whose Rebel Eyes mascara is a best seller; E.L.F, who do a great brow tint; and MUA – a go-to for colourful eyeshadow palettes. →



4 Holland & Barrett

High-street health store Holland & Barrett is on a journey to offer a more sustainable shopping experience to its customers, starting with its beauty offering. "We're trialling a number of initiatives across the UK, one of which is our new beauty concept store in the Bullring shopping centre, Birmingham, which aims to deliver a more visionary, engaging shopping experience, to help customers understand our clean and conscious beauty proposition and create a point of difference in the market," a representative told us. "In particular, we have introduced various sustainable incentives including a refill station in the Birmingham beauty concept store with a range of products to help support customers on their journey towards zero waste living. Holland & Barrett have always been clean when it

comes to beauty, it's only now the other retailers are taking notice and joining in on the trend. We wanted to take this a step further and offer conscious products as well – products that don't cost the earth, sustainable packaging, zero waste, waterless and vegan."

Holland & Barrett has sourced a staggering 900 new beauty lines from the most clean and conscious brands around the world to add to its offering, including an array of new natural and vegan skincare products from pioneering brands like Ren, Sukin, Pacifica, Salt of the Earth, Ethique and former *Dragon's Den* candidate, Hanna Sillitoe. We love the Evolve Hyaluronic Serum 200, £30, which contains pomegranate extract and rosewater, leaving skin feeling super smooth and hydrated. For hair, our favourite is the Ethique Heali Kiwi Shampoo Bar, £12.99, which is packed full of kiwifruit oil and coconut oil and completely zero waste too.

5 The Body Shop

The Body Shop is more focused than ever on offering buyers a wide range of vegan products and currently, around half of products from its range are 100 per cent vegan. The best-selling Himalayan Charcoal Purifying Glow Mask (from £6) is a vegan clay mask, infused with bamboo charcoal, green tea leaves and organic tea tree oil, and it's been formulated without parabens, paraffin, silicone or mineral oil. Refreshingly tingly as you apply, it's amazing for giving skin a healthy glow – as well as drawing out any impurities (trust us, it works!). For soft, holiday-scented skin, try the much-hyped Moringa Body Yoghurt (£9), enriched with moringa extract from Rwanda and Community Trade organic almond milk from Spain.

The smoothie-inspired Lip Juicers are popular too,

with five delicious flavours to choose from (£7).

This year, the brand is focusing on becoming more environmentally conscious, and bringing back their refill scheme. "Our Refills Scheme launched in the early 1990s and was pioneering within the beauty industry, but it was phased out due to a lack of consumer demand for refills at that time," a representative from The Body Shop told us. "Now there is a much greater understanding of the climate crisis we're facing and the need and desire for more sustainable consumer behaviour, we believe it is the right time to bring it back. The refill station is currently only available in our Bond Street store, but the target is for refill stations to be available for installation in 500 of our stores globally in 2020, with many in the UK. We're working with our markets across the world to ensure we get a strong presence in key cities."

