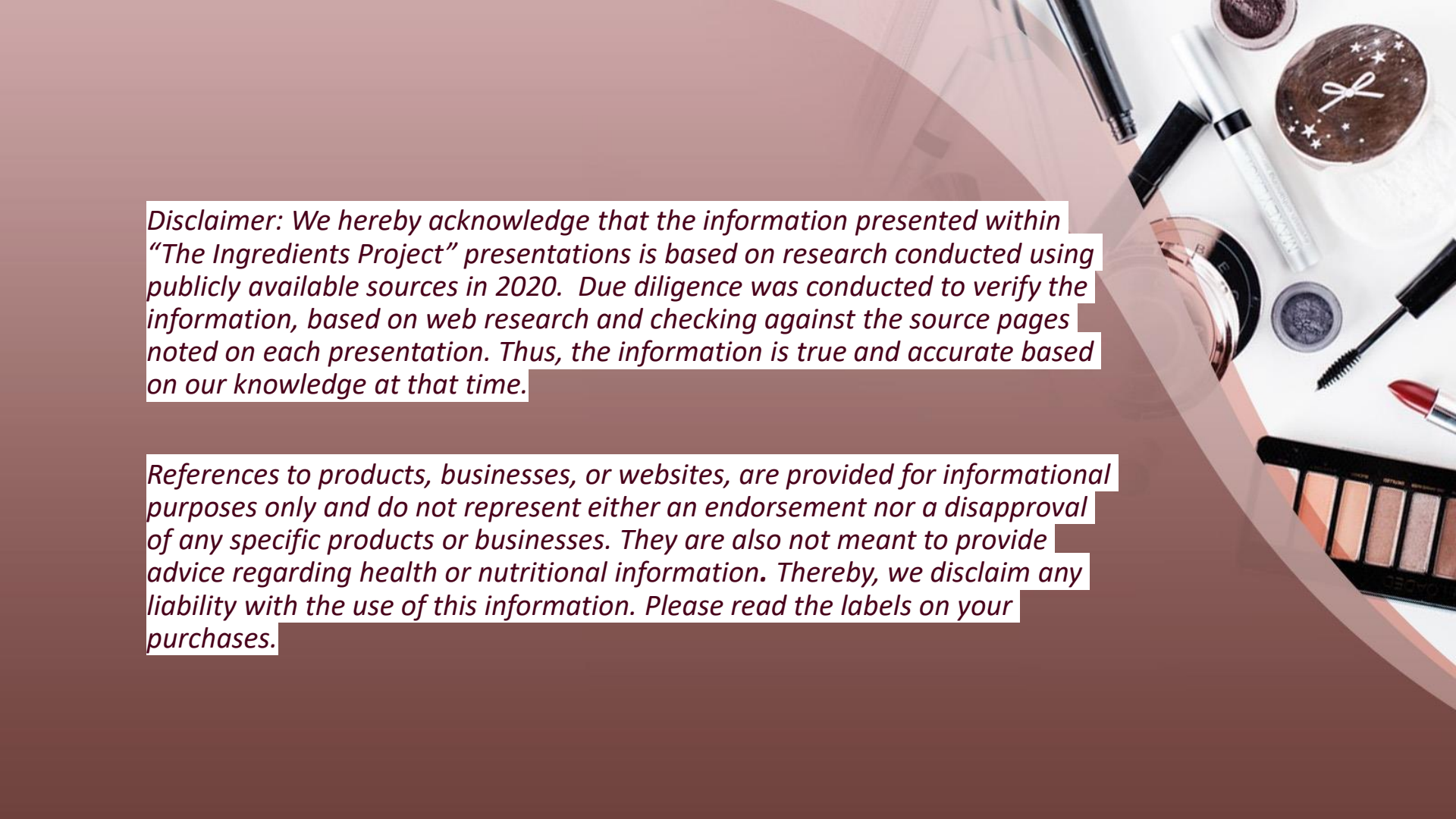


The Ingredients Project Ahimsa-Friendly Cosmetics

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Agenda

- Introduction
- What is Ahimsa-friendly cosmetics?
- Where do the ingredients come from?
- Cosmetics Brands Survey
- Getting Ahimsa-friendly cosmetics guide



Jain Religion – 5 Principles

Ahimsa - Nonviolence

Satya - Truth

Asteya - non stealing

Aparigraha – Non-possessiveness

Brahmacharya - Celibacy



Nonviolence is the ultimate religion

Jains practice Ahimsa in

- Food that is consumed by our bodies
- Thoughts that are consumed by our minds
- Behavior that are consumed by our societies
- Jains avoid harming animals
- How about cosmetics?
 - We, Jains, need to ensure that if we consume cosmetics, they are vegan and cruelty free. Many brands of cosmetics use animals for testing, and some brands are not vegetarian

“अहिंसा परमो धर्म”

“Ahimsa Parmo Dharma”



Ahimsa-friendly Cosmetics

COSMETICS THAT ARE BOTH VEGAN AND CRUELTY-FREE.

NOTE: VEGAN DOES NOT NECESSARILY EQUAL CRUELTY-FREE!



VEGAN:

Does not include animal products but may be tested on animals

CRUELTY-FREE:

Not tested on animals but may include animal based products



Where do ingredients come from?

Albumen -Proteins from eggs or egg whites.

Allantoin -Can be plant-based or synthetically made, however, can come from the excretions of animals.

Ambergris -A waxy substance found in whales.

Bone-black - can also be labeled as bone charcoal-Produced by charring animal bones

Carmine - can also be labeled as cochineal, carminic acid, and E120

-Red dye derived from beetles, has synthetic counterparts



More ingredients

Cetyl alcohol - can also be labeled as cetyl lactate, cetyl myristate, cetyl palmitate, and ceteth-1, 02-another whale oil

Cholesterin - a type of steroid found in animal tissue

Choline bitartrate - or lecithin-can come from both plant and animal tissue

Collagen - Usually from beef/fish, but can be lab made

Fish oil- From fish

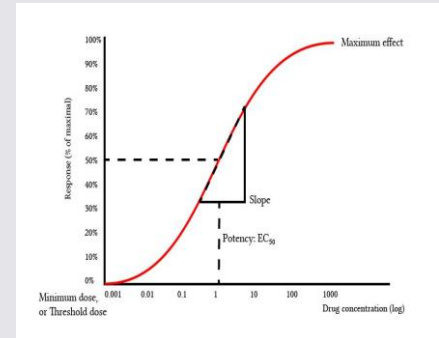


Types of Animal Testing

- **Dermal penetration and skin sensitization-** Chemicals are applied/injected on various parts of animals (usually rodent's) skin to see if they will react
- **Acute toxicity-** Animals are injected with possibly toxic doses of chemicals, LD 50, in which 50% of organisms die, to see how badly they react

Here is an example of a dose response curve

The dashed line is LD 50



Important Note

- Just because a brand generically uses animal testing or non-vegetarian products does not mean ***ALL of its products*** are not ethical to use.
- Similarly, if a brand has one vegan product you enjoy, you should not buy another product from that brand without checking it's contents, because that brand might not be entirely vegan.



Cosmetic Brands

- Loreal
- Covergirl
- E.l.f



L'Oréal



CRUELTY-FREE IN USA,
NOT YET IN China

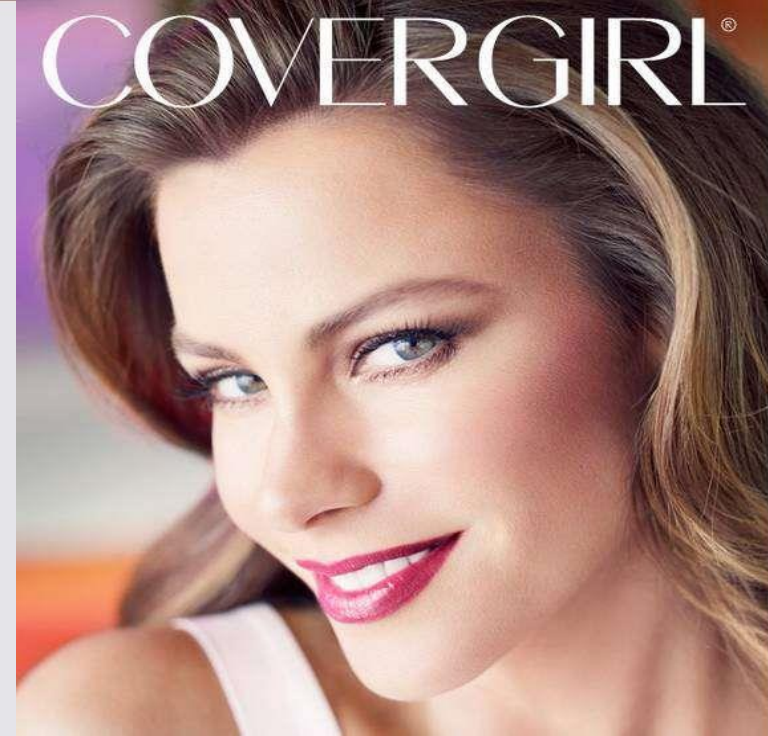
China remains one of the few countries in the world to require **animal tests** for beauty products.

The image shows a purple tube of L'Oréal Ever Pure hair product. The packaging features the text: "L'ORÉAL HAIR EXPERT/PARIS", "NEW/NOUVEAU", "EVER PURE", and "SULFATE/FREE COLOR CARE SYSTEM". A circular seal on the tube reads "PARABEN FREE 100% VEGAN VÉGÉTALIEN SANS PARABÈNES". To the right of the tube, a larger version of this seal is shown above the text: "100% vegan" (in quotes), "but not", and "cruelty-free".

L'Oréal claims their Ever Pure hair products are 100% vegan, but L'Oréal is not cruelty-free.

Covergirl

- Cruelty- free AND AT TIMES vegan
- “Our products do not contain or use in their manufacture any animal derived ingredients **with the exception of** lanolin, beeswax, sodium Chondroitin sulfate, and atelocollagen.” So Covergirl uses many animal products but does not support animal testing.”



Ahimsa-friendly makeup



E.L.F.

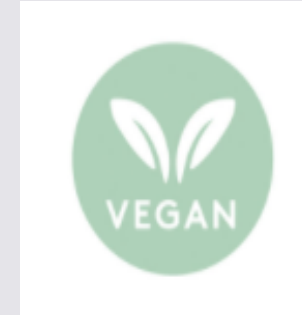
elf
eyes lips face

- ELF makeup is the cheapest and most easily accessible vegan makeup brand. And the entire brand is vegan, so you don't have to worry about checking by product.



Getting Ahimsa-friendly makeup Guide

- Getting cruelty-free+vegan makeup
- There are hundreds of vegan brands that you can choose from! However, they are usually domestic corporations due to the aforementioned animal testing regulations in China.
- The veganism and ethical animal treatment movements have been growing over the past few years, so you can get them at drugstores and online!
- A smart trick is to check for a bunny on the label as those are common cruelty-free and vegan makeup indicators.



Other vegan/mostly vegan brands

Milk
MAKEUP

PACIFICA®

Lime Crime.

C O V E R | F X

◆ Kat Von D ◆

bareMinerals®

Thank you



The end-hope you liked it :)

~

Oh! *And remember, you don't need makeup to be beautiful!*
Cosmetics are tools, not requirements, and it's a choice whether
you use it or not!

Sources

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