Anyone who uses non-animal tested cosmetics and personal care products is a star in our eyes.

And now The Humane Society of the United States has made it easy to determine which products are non-animal tested. It’s the Beautiful Choice symbol, and only those manufacturers who take the pledge not to test products on animals can use it.

For information on The Beautiful Choice campaign, including a list of participating manufacturers, or to become an HSUS member, please call (800) 372-0800.

What Kind Of People Choose Products Not Tested On Animals?

Beautiful People, Naturally.

The Humane Society of the United States (HSUS) encourages consumers to use non-animal tested cosmetics and personal care products. Thirty-four manufacturers have signed the HSUS pledge that says their products are not animal tested. The “Beautiful Choice” symbol (seen opposite page) helps consumers identify the products associated with the campaign. Retailers may display “Beautiful Choice” symbols only with the products of these companies.

ABKIN, CameoCare, Creme Of Nature, cream, lotions, shampoos, sun protection, sleeping aids, and personal care items. Found in health food stores. Call (212) 980-8308 (cooled) for information or to order products or a catalog.

Aromappeared, Arompeles, Apeel, Enthea, EntheaCare, EntheaCare Skin, hair, and beauty care treatments. “Made with natural ingredients and the latest scientific advancements.” Sold in drug and discount stores and specialty markets. To order call (213) 470-6890.

AVANZA Corp, Nature Cosmetics Inc. Cosmetics, body lotions, bubble bath, and other beauty items. Found in health food stores and other specialty stores. Call (800) 353-6816 (in California) or (818) 531-8120 for information and an order form.

Beetrice Welles Inc. Fine cosmetics and skin care products. Sold only at Neiman Marcus stores. For information, write PO Box 5057, Henderson, NV 89011.

Beauty Without Cruelty Cosmetics Inc. Information only. Having trouble finding cruelty-free or cosmetic, and skin care products? Also manufactures The San Francisco Soap Co. glycerin soaps; and The Spanish Bath bath and shower gels. Non-animal tested products. On display in select stores worldwide. Call (718) 262-1020 for order products; call (718) 262-1020 for information and to order products or a catalog.

Kiss My Face. Skin- and beauty care products. Direct mail orders. Call (212) 470-6890 for information and to order products.

Jason Natural Products. Cosmetics, herbal and soy-based soaps, sunscreens, cream, oils, and other personal-care products. Found primarily in health food stores. Call (800) 821-5791 (in Calif.), (212) 836-7540 to order products or a catalog.

Kim’s Face. Soaps, moisturizers, skin-care products, liquid shampoos, sunscreens, and other personal care products. Found primarily in health food stores. Call (800) 821-5791 for information and to order products or a catalog.

La Crista Inc. Skin- and beauty-care products. Found in health food stores. Call (305) 995-4430 for information and to order products.

Ledvis Inc. Aveeno and Nature’s Gate skin and beauty care products. Found primarily in health food stores. Call (800) 377-3082 to order a catalog.

MEN’S SHAVING AND PERSONAL CARE PRODUCTS. “Made from 100 percent biodegradable organic complexes and 100 percent non-toxic. The products contain no synthetic fragrances or dyes and are made without animal by-products or testing. All are suitable for use on the face and body.” Sold in health food stores. Call (800) 752-7261.


Nanowaste of High Tor Ltd. Sold in pharmacies in Rockland County, NY. For information, call (800) 364-2406 or to order a catalog and products, call (914) 634-8382.

Natural World Inc. Fine health and beauty skin-care products. To order a catalog or products, call (800) 728-8388 or (203) 356-0033.

Naturade. The Royal Collection. Aloe Vera 80 Collection, ColoCort, ColoCare, Cosmetics, personal body- and hair-care products. Found in health food stores and wherever fine nutritional products are sold.


SEBASTIEN International Inc. Fine hair products, available in beauty salons and barber shops. For information, call (619) 792-7320 or write PO Box 4111, Woodland Hills, CA 91367.

St. Ives Laboratories. Hair- and skin-care products sold in drug and grocery stores nationwide. To order a catalog, call (800) 421-8231 in California. Call (918) 796-5500.

ShoKai, ShoKai, Henna Gold, and Salon Nations hair-care products. Sold in health food stores and salons. Call (800) 448-0398 for information and to order products or a catalog.

Beautiful Products; For Beautiful People.