

Jolene's Safe Makeup Guide 2018

BEST OF THE BEST	USES ORGANIC INGREDIENTS	INGREDIENTS OF CONCERN	PRODUCTS OF CONCERN	MY NOTES	WEBSITE (May contain affiliate links)
Au Naturale	YES	NONE	NONE	Offers samples, advocates against greenwashing, vegan brushes, sustainable company practices	https://www.aunaturalecosmetics.com/products/starter-kits
Everyday Minerals	Natural	None	None	Made in USA, cruelty free, offers samples, bamboo vegan brushes,	www.everydayminerals.com
Herbs of Grace	Natural	NONE	NONE	Made in USA (WA based), vegan	https://www.herbsofgrace.com/body-bronzer-goldflower-large?tracking=5aefaf660f9f2
Lauren Brooke Cosmetiques	YES	NONE	NONE	Made in USA, Leaping Bunny, PETA, EU cert. USA made brushes, samples offered, GF, vegan, Safe Mascara	https://www.laurenbrookecosmetiques.com/#_1_43
Poofy Organics	YES	NONE	NONE	Made in USA (NJ), Safe Mascara, gluten free, cruelty free, sustainable company practices, offered through buy club	www.Ecofriendlyusa.poofyorganics.com

Simply Rustic	YES	NONE	NONE	Made in USA, sustainable company practices, offered through buy club, cruelty free,	https://www.jkmi.com/ol.simghjnplyrustic2011.com/
SunCat Natural Mineral Makeup	YES	NONE	NONE	Made in USA, No animal testing/cruelty free, offers samples, (most are) vegan, USA Made brushes, GF, Soy free, most ingredients sourced in USA	http://suncatnaturalmineralmakeup.com/
Toups & Co Organics (formerly Crunchy Organics)	YES	NONE	NONE	Made in USA, offered through buy club, offers samples,	https://tousandco.com/
THE SO-SO LIST	USES ORGANIC INGREDIENTS	INGREDIENTS OF CONCERN	PRODUCTS OF CONCERN	MY NOTES	WEBSITE
100 Percent Pure	YES	Japanese honeysuckle, potassium sorbate	primer, bb cream, foundation, any with liquid/crème	Sustainable company practices, doesn't say where they are made, most are vegan, some are GF	www.100percentpure.com
Chocolate Sun-Naure's Healthy Tan	YES	potassium sorbate, sodium benzoate	tanner, sun defense, body scrub	(Minus Poofy) this is the safest tan that I can find and a good alternative to traditional products	www.chocolatesun.com
Crunchi	YES	Dimethicone (I emailed them about it; they stand by the safety)	foundation, primer, mascara	Sustainable company practices, NOP organics cert, eco cert, leaping bunny. I want to love this company because they have a lot of great	www.crunchi.com

				things but they are on the list for dimethicone.	
Erth Minerals	YES	phenoxythanol, potassium sorbate	Eyeliner	Made in USA, vegan, natural, and cruelty free. There are no ingredients disclosed of what is actually in the products when I checked several. Only a few things they don't put in their products. I did email them about it, waiting on response.	www.ert minerals.com
*Faerie Organic	YES	Sodium benzoate	Mascara,	Vegan, cruelty free, offer vegan brushes	www.faerieorganic.com
Fit Glow Beauty	YES	Tocopheryl acetate, sorbic acid	lumi firm, lip color cream	Product of Canada, GF, Cruelty free, Recyclable packaging, safe mascara!	www.fitglowbeauty.com
Hynt Beauty	YES	GSE	Eyeliner, mascara, lipstick	Vegan (except mascara)	www.hyntbeauty.com
NU Evolution	YES	Tocopheryl Acetate, GSE, Postassium sorbate	foundation, mascara, lipgloss, lipstick	Made in USA, cruelty free, Emailed them to confirm it was indeed acetate form of vitamin E	www.nuevolutioncosmetics.com
NYR Organic	YES (according to website, no ingredients lists are online)	Unknown	unknown	UK Based, UK organic certs, sustainable company. They have changed in how you can order, looks like you can only go through a consultant.	www.nyrorganic.com

Rejuva Minerals	YES	Sodium benzoate, potassium sorbate,	Foundation, mascara (both)	GF, vegan, sustainable company practices	www.rejuvaminerals.com
RMS Beauty	YES	Parfum, synthetic coloring	Mascara, Lip2Cheek	Cruelty free, does not say what their 'natural fragrance' is made of, has synthetic coloring in a few of their items (is disclosed in their FAQ)	www.rmsbeauty.com
Root Pretty	YES	polysorbate 20, phenoxythanol	liquid foundation, prime + moisturizer, under eye brightener	Made in USA, GF, vegan	www.rootpretty.com
Super Salve	YES	emailed company- most items ingredients are not listed-of what is listed, no concerns so far	Unsure at the moment until they respond	I only looked trough makeup seccion	www.supersalve.com
Suzanne Somers Organics	YES	potassium sorbate	lipstick, lip liner	USA made, cruelty free, GF, brushes made in China	www.suzannesomers.com
W3LL People	YES	Tocopheryl Acetate, Sodium benzoate	Bio Tint Multi-Action Moisturizer	GF, sustainable efforts, non-GMO. My concerns with this line is that there are a lot of synthetic ingredients with limited to no data available. Even in the EWG (who they say they are EWG verified), they use ingredients with no/limited data. The EWG tends to give a 1	www.w3llpeople.com/makeup

				rating to an ingredient before knowing it's bad. It seems to have the motto safe until proven otherwise.	
Willow Tree Minerals	YES	Japanese Honeysuckle, GSE, potassium sorbate	Foundations, tinted moisturizers, BB cream	Offer samples, vegan, sustainable company practices, Safe Mascara optoin	www.willowtreeminerals.com
THE GREENWASHER LIST	USES ORGANIC INGREDIENTS	INGREDIENTS OF CONCERN	PRODUCTS OF CONCERN	MY NOTES	WEBSITE
Color the World Lipstick	YES	Japanese honeysuckle, artificial colors (Lakes)	All	Vegan, cruelty free	www.colortheworldlipstick.com
Cowgirl Dirt	YES	GSE, Phenoxyethanol, Retinyl Palmitate, Tocopheryl Acetate	Mascara, concealer, pressed foundation,	Made in USA, Almost all products have at least 1 ingredient of concern. Moved from So-So list (in 2014) to Greenwashers list (2018)	www.cowgirl dirt.com
Epic Mineral Beauty	Website says yes but not noted in ingredients list	Japanese Honeysuckle, Tocopheryl acetate, GSE, Phenoxyethanol, Retinyl Palmitate	Liquid foundation, mascara, lipstick	Made in USA, cruelty free, Moved to Greenwashers (in 2014)	www.epicmineralbeauty.com
EV XO Cosmetics	YES	Lake color, phenoxyethanol	Concealer/hig hlighter	Made in USA, vegan	www.evxocosmetics.com
Jane Iredale	YES	GSE, Japanese honeysuckle, Dimethicone, Lake color	Primer, lip plumper, highlighter, mineral	Most products had something in them that I would not recommend.	www.janeiredale.com

			foundation, mineral BB cream,		
Lilly Lolo	YES	Zero info	unknown	Cruelty free	www.lillylolo.us
Real Purity	NO	aminomethyl propanol, diethylene glycol, dimethicone, Japanese honeysuckle, xylityl sesquicaprylate	mascara, mascara primer, eyeshadow, foundation, bronzer	Has ingredients not listed in EWG; when researched elsewhere were of concern. Almost all makeup prod has ingred of concern. Only looked at makeup	www.realpurity.com
Red Apple Lipstick	NO	Polybutene, Polyisobutene, Iso Stearyl Neopentanoate, Tocopheryl Acetate, phenoxyethanol	Lipgloss, eyeliner, mascara	GF, Cruelty free, non- GMO, vegan, Nut free, Made in USA. I would not use the lipgloss. Most ingredients are synthetic with limited to no data. Greenwashers. They have a HUGE page about the experience of mascara, keeping chemicals and harmful things out, how they are superior and then they put phenoxyethanol in their ingredient list. A ton of hype, not a lot of delivery, questionable ingredients/safety.	www.redapplelipstick.com
Vapour Beauty	YES	PEG 10 Rapeseed Sterol, Only a few items actually had ingredients listed	Serum, unknown about others as it did not have	There is not a lot of information other than they are carmine free, a few items have ingredient lists.	www.vapourbeauty.com

			ingredients listed for most		
Zuzu Luxe	NO	tocopheryl acetate, yellow 5 lake, potassium sorbate, retinyl palmitate	color correcting primer, moisturizing foundation, concealer, both mascaras, lipsticks	Only looked at makeup, every product I looked at had ingredients of concern. Lipsticks were a huge concern.	www.gabrielcosmeticsinc.com