

Woolworths makes the switch to vegan beauty

Woolworths has confirmed that its in-house beauty brand, WBeauty, is now 100% vegan. The transformation to vegan beauty includes all WBeauty skin care and colour cosmetics, as well as its bath and body ranges, fragrances, nail polishes, cosmetic bags and beauty accessories.



The retailer says the move is in line with global trends, where more and more consumers are turning to veganism, which excludes the consumption of all animal products and products with animal-derived ingredients, as a more ethical lifestyle that is gentler on the Earth.

From a beauty perspective, the most common animal-derived ingredients are musk and ambergris used in fragrances, animal hair used in cosmetic brushes, carmine in colour make-up as well as lanolin, collagen, keratin, beeswax and royal jelly used in make-up, skincare and bath and body products.



WBeauty range first to bear RSPO sustainable palm oil certification in SA

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Woolworths Beauty quality, innovation and sourcing manager, Deshi Moodley, points out that Woolworths has had a long-standing commitment to Beauty Without Cruelty (BWC) for many years, and that this is a natural next step in their Good Beauty Journey. BWC, an animal rights organisation, endorses products like Woolworths' WBeauty ranges because they are free from animal testing.

"Beauty Without Cruelty also promotes veganism as a more compassionate and conscious way of living. So in keeping with our Good Beauty Journey commitments, we have been steadily switching to vegan ingredients across our WBeauty bath and body and cosmetic ranges," says Moodley.

"This switch was a long journey in itself as replacing non-vegan ingredients with vegan ingredients required a lot of investment in ingredient and product development into ensure that the products were of the highest quality and safe to use on skin."



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"Vegan beauty is a fantastic option if you have sensitive skin or allergies," says Moodley.

"Vegan makeup, skin and body care products are less likely to cause acne, rashes or inflammation. And of course, the major benefit is better-looking skin because the ingredients are either plant-based or synthetic which hydrate the skin, help with uneven skin tones and encourage a more youthful appearance. The products are high-quality, last longer while being kinder to the environment."

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