

Celebrities Are Jumping On The Vegan Beauty Trend

Celebrity beauty lines are fast becoming vegan as standard

By Amy Buxton, 4th July 2022



Savvy celebrities are jumping on the growing vegan beauty bandwagon.

In the last few years, a number of A-listers have invested in or launched their own hair, cosmetic, or skincare brands, tapping into their loyal fan bases as multi-interest consumers.

Driven by growing consumer ethical awareness and a general rise in veganism, the vegan cosmetics industry is valued at \$15.17 billion. A CAGR of six percent is expected up to 2030.

High-profile beauty mogul Kylie Jenner was among those who tapped into the vegan beauty trend early. She announced her cosmetics line was going fully vegan last year. She also launched Kylie Skin, a vegan skincare range, two years prior.

Now, more celebrities than ever are looking to get in on the action.

Kim Kardashian launches vegan skincare range

Intent on keeping up with her sister, Beyond Meat's new chief taste consultant recently unveiled her latest brand. SKKN BY KIM is a nine-piece skincare line that includes cleansers, toners, serums, and more. All are 100 percent vegan and packaged in refillable containers.

While SKKN claims “an ethos of sustainability,” the double-layer containers raise issues. Products feature 50 percent recycled plastic packaging, which can be recycled when empty.

But SKKN also supplies aesthetically pleasing hard plastic outers to slip over the regular containers, to create a sleek bathroom counter look. These are not recyclable, nor do they feature sustainable materials.

Coty developed the range and prices start from \$43 for refills. (Jenner also sold 51 percent of her cosmetics empire to Coty in 2020.)

Lady Gaga unveils Haus Labs vegan beauty line

Relaunched in June, Haus Labs is a 90-product-strong cosmetics line from pop chameleon Lady Gaga. Known for her evolving style and empowering messages of self-love, the range is genderless, clean-label, and fully vegan.

The brand boasts “supercharged artistry makeup with innovative skincare ingredients.” Products align with inclusive color palettes and vivids lose no pigmentation.

Traditionally, beauty brands use animal-derived ingredients to support long-wear and color strength. Cochineal, carmine, and shellac are amongst the most common. Haus Labs has banned them and over 2,700 more from its products.

Nicole Kidman invests in VEGAMOUR haircare

Australian actor Nicole Kidman invested in vegan haircare brand VEGAMOUR after opening up about her decades-long struggle to achieve hair health. The company’s ethical stance impressed the Hollywood legend, by partnering with women-owned businesses in underprivileged communities.

“It wasn’t about being the face of the brand or selling products, but being an advocate for a holistically-minded lifestyle that prioritizes self-care,” Kidman said. “Once I learned about where they source ingredients and how they are supporting those communities through ethical harvesting, I knew that I wanted to support that mission.”

The premium haircare line launched through Sephora in May. Prices start from \$12 for a shampoo mini.

Other celebrity vegan beauty launches this year include Harry Styles’ Pleasing, Ariana Grande’s r.e.m beauty, and Halsey’s about-face.

Source : [Plant Based News](#)