



Beauty sans cruelty

Brillare products spread beauty with a conscience

Little do we realise that in the name of beauty, we tend to cause so much harm to animals. But thanks to the growing awareness, consumers insist on products that are not tested on animals. However the reach and availability of these products are not as widespread as they ought to be.

The benefits

The benefits of vegan products are aplenty. Vegan beauty products are produced without harm to animals (i.e. cruelty-free) and they also don't contain any animal ingredients, animal by-products or animal-derived products. Common animal ingredients used in skin and hair care include beeswax, lanolin (which is the grease from sheep's wool – it's hard to un-think that thought!), Keratin etc.

The plant-derived ingredients in many vegan formulas contain more vitamins, minerals and antioxidants to repair and hydrate the hair & skin. You feel far healthier if you eat foods in their natural state – and the same logic applies to your hair & skin. Your hair & skin will thrive off being fed natural, vegan ingredients.

These ingredients include natural oils, such as argan, algae, soybean extracts, pea nut extracts and so on. These ingredients are as, if not more effective, than their synthetic counterparts, since they are closer to their natural state. (Though beware, as the terms 'natural' and 'organic' do not mean the product is vegan.)

Beacon of hope

PETA is the only animal rights organization in the world to have an official seat on the Bureau of Indian Standards Cosmetics Sectional Committee, which advises on various

safety tests for cosmetic ingredients and products in accordance with Schedule-S of the Drugs and Cosmetics Act.

Brillare Science is certified by PETA as cruelty free, vegan culture following cosmetics company. Taking a step further, we have decided even not to use any animal originated ingredients in our products, because animals have equal rights to live freely in this world without any pain & with utmost care. All raw material suppliers confirm the non-animal testing and sourcing of the ingredients which they supply to us & at the same time we are also ensuring that the International certification from bodies like Ecocert, Cosmos etc. which certifies that all the sourced ingredients are natural & non animal originated and/or tested.

Brillare believes that one's beauty is nature's best gift to one. Giving it back to nature by adopting vegan cosmetics is the only natural thing to do. **SS**