

Beauty Without Cruelty 'Cruelty-Free 2.0': Bold Step Toward Future Without Animal Testing or Animal-Sourced Ingredients

Lotus Brands, Inc.



Kenosha, Wisconsin Apr 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - Beauty Without Cruelty, a leading brand in natural and ethical personal care, is proud to announce its next-generation standard in cruelty-free beauty: *Cruelty-Free 2.0*. This groundbreaking initiative takes the cruelty-free movement to the next level by not only committing to no animal testing but also ensuring that no ingredients derived from animals are used in any of the brand's products. Beauty Without Cruelty continues to raise the bar for

ethical beauty, making it easier for consumers to make compassionate choices without compromise.

As part of the *Cruelty-Free 2.0* initiative, Beauty Without Cruelty requires that every product is 100% free from animal testing. The brand's commitment goes beyond traditional cruelty-free standards, with a bold stance against using any ingredients sourced from animals, ensuring that each product is suitable for vegans and vegetarians.

"Beauty Without Cruelty has always been at the forefront of ethical beauty, as the first brand to insist on 'no animal testing' going back to 1963, and *Cruelty-Free 2.0* is a natural evolution of our values," said Santosh Krinsky, CEO of Lotus Brands, Inc., the owner of the Beauty Without Cruelty brand. "We believe in a world where beauty products enhance lives without harming animals. Our commitment means that consumers can trust that everything we create is not only free from animal testing but also free from animal-derived ingredients."

This shift to *Cruelty-Free 2.0* reflects the growing consumer demand for transparency, sustainability, and cruelty-free practices. By carrying out its long-standing commitment to not use animal-derived ingredients, Beauty Without Cruelty is making it easier for individuals to choose products that align with their ethical and environmental values, without having to sacrifice quality or performance.

Beauty Without Cruelty's *Cruelty-Free 2.0* products are now available across their website and select retail partners, with a full range of skincare, haircare, and body care products.

About Beauty Without Cruelty

Beauty Without Cruelty is a pioneering brand in the personal care space, dedicated to creating high-performance beauty products that are free from animal testing and animal-sourced ingredients. Founded on the principles of compassion, sustainability, and transparency, the brand has built a loyal following of customers who share its commitment to cruelty-free living. Beauty Without Cruelty continues to innovate with cruelty-free 2.0, offering a new standard for ethical beauty products that empower consumers to make better choices for themselves and the planet.

For more information, please visit www.beautywithoutcruelty.com.

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