

Memory

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RAG Chat Assistant

I want a large brand from Europe that doesn't test on animals, maybe something like L'Oréal.

To find a large European brand similar to L'Oréal that doesn't test on animals, consider the following options:

- 1. **The Body Shop:** A UK-based company known for its commitment to cruelty-free products. They offer a wide range of cosmetics and skincare items and are certified by Leaping Bunny.
- 2. **Lush:** Another European brand with a strong ethical stance against animal testing. Lush offers bath, body, and hair care products, appealing to those seeking natural and cruelty-free options.

Both brands provide a broad product range, making them suitable alternatives to L'Oréal for those opposed to animal testing.

Can you suggest an alternative with similar products but better ethics?

If you're looking for a brand similar to L'Oréal in terms of product range and quality, but with better ethics (cruelty-free, sustainable, etc.), here are some excellent options:

1. Aesop

- **About:** Aesop is an Australian beauty brand with a strong European presence. They offer high-quality skincare, haircare, and body products.
- **Ethics:** Cruelty-free, vegan-friendly, and sustainably focused. Many of their ingredients are ethically sourced and natural.
- **Similar to L'Oréal?:** Yes, Aesop has a professional, luxurious feel with a wide range of products.

2. Weleda

- **About:** Weleda is a German brand specializing in natural and organic skincare, makeup, and body care.
- **Ethics:** Cruelty-free, vegan-friendly (many products are vegan), and sustainability-focused. They use biodynamic ingredients.
- **Similar to L'Oréal?:** Yes, they offer a comprehensive range of products with a focus on science-backed natural ingredients.

3. Lush

- **About:** A British brand known for its handmade, fresh skincare, bath, and body products.
- **Ethics:** Cruelty-free, vegan-friendly, and sustainable. Lush is also transparent about their ethical practices and environmental impact.
- **Similar to L'Oréal?:** While not as mainstream as L'Oréal, Lush offers a wide range of innovative and ethical products.

4. Eucerin (by Beiersdorf)

- **About:** Eucerin is a German dermatological brand offering skincare solutions for various concerns.
- **Ethics:** Cruelty-free since 2019, and they are working toward more sustainable practices. Their focus on science-based skincare aligns with L'Oréal's ethos.

5. Clarins

- **About:** A French luxury beauty brand offering skincare, makeup, and body care products.

- **Ethics:** Clarins is cruelty-free (they do not test on animals) and uses natural ingredients in many of their products.
- **Similar to L'Oréal?:** Yes, Clarins has a high-end product range similar to L'Oréal's professional lines.

## 6. Bioderma

- **About:** A French dermatological brand known for its innovative skincare solutions.
- **Ethics:** Cruelty-free and focuses on scientific research without animal testing. Their products are often vegan-friendly.
- **Similar to L'Oréal?:** Yes, Bioderma offers a wide range of science-backed skincare products.

## 7. Avene

- **About:** Another French brand specializing in dermatological skincare.
- **Ethics:** Cruelty-free and focuses on natural ingredients like thermal spring water for their products.
- **Similar to L'Oréal?:** Yes, Avene offers a professional range of skincare products.

## 8. The Body Shop

- **About:** A UK-based brand offering skincare, makeup, and body care products.
- **Ethics:** Cruelty-free, vegan-friendly (many products are vegan), and they focus on ethical sourcing and sustainability.
- **Similar to L'Oréal?:** Yes, The Body Shop has a wide range of products, though they lean more toward natural ingredients.

These brands offer similar product ranges to L'Oréal but with better ethics. If you're looking for something upscale or professional, **Aesop** and **Weleda** are great choices. For mainstream, affordable options, **The Body Shop** is a solid alternative.

Ask your question here...

