

CRUELTY-FREE VS NON-CUELTY-FREE BRANDS

SEPHORA

JO WEN CHEN

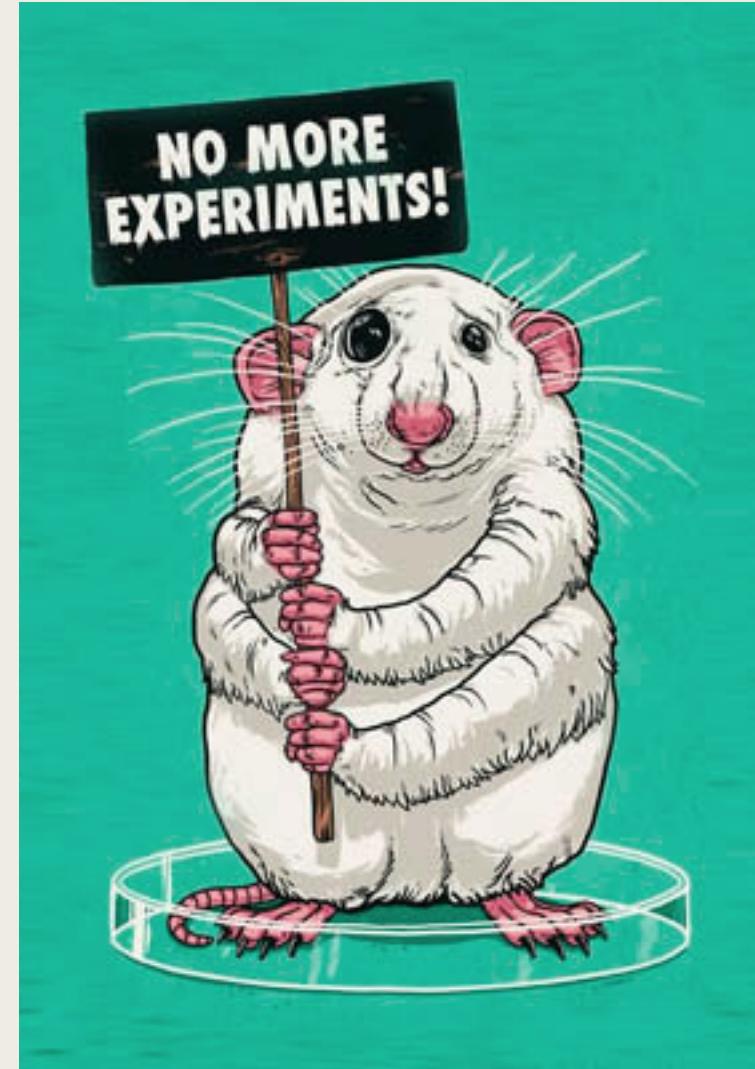
Agenda

- Objective
- Web Scraping Process And Method
- Challenges
- Data Analysis Process And Method
- Result Findings
- Improvement
- Q&A

Objective

■ Ethical Consumerism

- What is Cruelty-Free?
- Your money is your vote
- Find alternative



CRUELTY-FREE BRAND LIST SOURCES: <https://www.crueltyfreetkitty.com/list-of-cruelty-free-brands/>

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Featured Brands

[SEPHORA COLLECTION](#)[FENTY BEAUTY
BY RIHANNA](#)[HUDABEAUTY](#)[Briogeo](#)[JO MALONE
LONDON](#)

All Brands

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>**A** Acqua Di Parma amika Apivita Atelier Cologne

AERIN AMOREPACIFIC Aquis AXIOLOGY

Algenist Anastasia Beverly Hills The Art of Shaving

ALTERNA Haircare Anthony Artis

Amazing Cosmetics Antonym Artist Couture

B BALENCIAGA BERDOUES Black Up boscia

bareMinerals Bésame Cosmetics blendSMART Briogeo

The Beauty Chef Bio Ionic Blinc Bumble and bumble

beautyblender BIOEFFECT Blinking Beauté BURBERRY

BECCA Biossance Bliss Buxom

belif Bite Beauty Blithe BVLGARI

Benefit Cosmetics bkr Bobbi Brown By Rosie Jane

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tarte > Explore the brand

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Tools & Brushes (14)

Mini Size (16)

Explore the brand

tarte
high-performance naturals™

FORMULATED WITHOUT

parabens · mineral oil · phthalates · triclosan · sodium lauryl sulfate · gluten

What's New

NEW



limited edition
TARTE
Pineapple Of My Eye
Collector's Set
\$59.00 (\$354.00 value)

★★★★★

NEW



limited edition
TARTE
Let's Flamingle Brush
Set
\$44.00 (\$136.00 value)

★★★★★

NEW



limited edition
TARTE
Mermaid Staycation
\$32.00 (\$55.00 value)

★★★★★

NEW



limited edition
TARTE
Life Of The Party Clay
Blush Palette & Clutch
\$42.00 (\$132.00 value)

★★★★★

Bestsellers



TARTE



TARTE



exclusive

TARTE



TARTE

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<https://www.sephora.com/brand/tarte/all>

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Tools & Brushes (14)
Mini Size (16)

NEXT 

Age Range

20s
 30s
 40s
 50s +

Benefits

Curling
 Hydrating
 Lengthening
 Long-wearing

Bristle Type

Synthetic

Sort by: Bestselling ▾

tarte
high-performance naturals®

156 products

 limited edition TARTE Pineapple Of My Eye Collector's Set \$59.00 (\$354.00 value) 	 TARTE Amazonian Clay 12-Hour Full Coverage Foundation SPF 15 \$39.00 39 more colors 	 TARTE Creaseless Under Eye Concealer \$26.00 29 more colors 	 TARTE Amazonian Clay 12-Hour Blush \$29.00 12 more colors
 exclusive TARTE Water Foundation Broad Spectrum SPF 15 - Rainforest of the Sea™ \$39.00	 TARTE Amazonian Clay Full Coverage Airbrush Foundation \$36.00	 limited edition TARTE Highlighting Eyeshadow Palette Vol. III - Rainforest Of The Sea™ Collection \$36.00	 TARTE BB Tinted Treatment 12-Hour Primer Broad Spectrum SPF 30 \$14.00 - \$37.00

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Makeup > Face > Face Sets

NEW

Roll over image to zoom in

Shop the Collection

TARTE
Pineapple Of My Eye Collector's Set
ITEM 2123339

\$59.00
(\$354.00 value)
FREE SHIPPING

Yes, I want **FREE 2-Day Shipping** with Sephora FLASH. [Learn More](#)

1 ADD TO BASKET

★★★★★ 45 reviews | 10K loves

limited edition · exclusive

Ratings & Reviews

Write a review

6093 reviews

Rating	Count
5 stars	3297
4 stars	1202
3 stars	581
2 stars	536
1 star	477

4.0 / 5 stars

Show reviews from my **Beauty Matches** ?

Color: All Filter Sort by: Most Helpful

qmmx3 29 Sep 2015

I have tried this two different times and while the coverage is decent, it is SO CAKEY on my skin. It is heavy and just packs on my skin. I have a hard time blending it out as well.

NOT HELPFUL (0) HELPFUL (3)

ChachiVibes 17 Oct 2015

Inlovewiththisproduct!!!!!!

I've never had better results than with this foundation, completely saves my life everytime I need it!

TOTALLY WORTH THE \$20!!



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tarte

tarte

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SHOP NEW BRANDS GIFTS COMMUNITY HOW-TOS HAPPENING AT

Makeup > Face > Foundation

TRY OUR NEW SHADE FINDER TOOL
Find this foundation in your shade with our new tool. SCROLL DOWN TO GET STARTED.



TARTE
Amazonian Clay 12-Hour Full Coverage Foundation SPF 15
SIZE 1.7 oz/ 50 mL • ITEM 2094787

★★★★★ 6K reviews 150K loves



Roll over image to zoom in



COLOR: 39N Medium-Tan Neutral - r

Matte finish Shade Finder >

Use It With



TARTE Airbrush Finish Bamboo Foundation Brush
\$34.00

\$39.00 Yes, I want FREE 2-Day

Ratings & Reviews

6093 reviews

5 stars 3297
4 stars 1202
3 stars 581
2 stars 536
1 star 477

4.0 / 5 stars

Write a review

Show reviews from my **Beauty Matches** ?

Color: All ▾ | Filter ▾ | Sort by: Most Helpful ▾

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ChachiVibes 17 Oct 2015

★★★★★
Inlovewiththisproduct!!!!!!
I've never had better results than with this foundation, completely saves my life everytime I need it!

Brands List Page

Brand Page

See All Product Page

Product Page

Next Product Page



TARTE
Tarteist™ PRO Glow to Go
Highlight & Contour Palette
\$19.00

★★★★★



exclusive
TARTE
Deep Dive Cleansing Gel
Rainforest of the Sea™
\$25.00

★★★★★



TARTE
Picture Perfect Duo
\$18.00

★★★★★



TARTE
Colored Clay CC Undereye
Corrector
\$25.00
1 more color

★★★★★



TARTE
Park Ave Princess™
Bronzer & Contour Palette
\$45.00

★★★★★



TARTE
Maracuja Neck Treatment
\$44.00

★★★★★



TARTE
Amazonian Clay Waterproof
Bronzer
\$30.00

★★★★★



TARTE
Opening Act Lash Primer
\$22.00

★★★★★



TARTE
Clay Stick Foundation
\$39.00
11 more colors

★★★★★



TARTE
Chrome Paint Shadow Pot
\$22.00
7 more colors

★★★★★



TARTE
Amazonian Clay Blush
\$29.00
limited edition

★★★★★



TARTE
Amazonian Clay Waterproof
Brow Mousse
\$29.00
2 more colors

★★★★★

Vie

NEXT

2

3

>

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See All
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SEPHORA COLLECTION

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BY RIHANNA

HUDABEAUTY



Briogeo

Jo MALONE
LONDON

All Brands

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

NEXT BRAND



Acqua Di Parma	amika	Apivita	Atelier Cologne
AERIN	AMOREPACIFIC	Aquis	AXIOLOGY
Algenist	Anastasia Beverly Hills	The Art of Shaving	
ALTERNA Haircare	Anthony	Artis	
Amazing Cosmetics	Antonym	Artist Couture	

B

BALENCIAGA	BERDOUES	Black Up	boscia
bareMinerals	Bésame Cosmetics	blendSMART	Briogeo
The Beauty Chef	Bio Ionic	Blinc	Bumble and bumble
beautyblender	BIOEFFECT	Blinking Beauté	BURBERRY
BECCA	Biossance	Bliss	Buxom
belif	Bite Beauty	Blithe	BVLGARI
Benefit Cosmetics	bkr	Bobbi Brown	By Rosie Jane

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Brand Page

See All Product
Page

Product Page

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Challenge 1.

Scroll down the page in order to load everything

Makeup > Face > Foundation

TRY OUR NEW SHADE FINDER TOOL

Find this foundation in your shade with our new tool. SCROLL DOWN TO GET STARTED.



Roll over image to zoom in



TARTE

Amazonian Clay 12-Hour Full Coverage Foundation SPF 15
SIZE 1.7 oz/ 50 mL • ITEM 2094787

★★★★★ 6K reviews 150K loves

\$39.00

SPEND \$50 FOR
FREE SHIPPING

Yes, I want FREE 2-Day
Shipping with Sephora
FLASH. [Learn More](#)

1 ▾

ADD TO BASKET

COLOR: 39N Medium-Tan Neutral

Matte finish



Shade Finder >

Use It With



TARTE
Airbrush Finish Bamboo
Foundation Brush

\$34.00

Scroll Down

Ratings & Reviews

[Write a review](#)

6093 reviews



4.0 / 5 stars

Show reviews from my **Beauty Matches** ?

Color: All ▾ | Filter ▾ | Sort by: Most Helpful ▾



qmmx3



29 Sep 2015

I have tried this two different times and while the coverage is decent, it is SO CAKEY on my skin. It is heavy and just packs on my skin. I have a hard time blending it out as well.

NOT HELPFUL (0)

HELPFUL (3)



ChachiiVibes

Age 18-24
Skin Type Combination
Skin Tone Fair



Inlovewiththisproduct!!!!!!

17 Oct 2015

I've never had better results than with this foundation, completely saves my life everytime I need it!
TOTALLY WORTH THE \$39!! >_> :D

Challenge 1.

Must scroll down page in order to load all elements

Scroll Down

tarte

tarte

See All (156)
Makeup (125)
Skincare (41)
Hair (2)
Bath & Body (11)
Tools & Brushes (14)
Mini Size (16)

Filter by:

Age Range

- 20s
- 30s
- 40s
- 50s +

Benefits

- Curling
- Hydrating
- Lengthening
- Long-wearing

Bristle Type

- Synthetic

156 products

Sort by: **Bestselling** ▾

NEW

limited edition

TARTE Pineapple Of My Eye Collector's Set **\$59.00 (\$354.00 value)** ★★★★☆

TARTE Amazonian Clay 12-Hour Full Coverage Foundation SPF 15 **\$39.00** 39 more colors ★★★★☆

TARTE Creaseless Under Eye Concealer **\$26.00** 29 more colors ★★★★☆

TARTE Amazonian Clay 12-Hour Blush **\$29.00** 12 more colors ★★★★☆

exclusive

TARTE Water Foundation Broad Spectrum SPF 15 - Rainforest of the Sea™ **\$39.00**

TARTE Amazonian Clay Full Coverage Airbrush Foundation **\$36.00**

limited edition

TARTE Highlighting Eyeshadow Palette Vol. III - Rainforest Of The Sea™ Collection **\$36.00**

TARTE BB Tinted Treatment 12-Hour Primer Broad Spectrum SPF 30 **\$14.00 - \$37.00** 11 more colors ★★★★☆

Golette

exclusive

TARTE Deep Dive Cleansing Gel Rainforest of the Sea™ **\$25.00** ★★★★☆

TARTE Picture Perfect Duo **\$18.00** ★★★★☆

TARTE Colored Clay CC Undereye Corrector **\$25.00** 1 more color ★★★★☆

TARTE Maracuja Neck Treatment **\$44.00** ★★★★☆

TARTE Amazonian Clay Waterproof Bronzer **\$30.00** ★★★★☆

TARTE Opening Act Lash Primer **\$22.00** ★★★★☆

TARTE Chrome Paint Shadow Pot **\$22.00** 7 more colors ★★★★☆

TARTE Amazonian Clay Blush **\$29.00** ★★★★☆

TARTE Amazonian Clay Waterproof Brow Mousse **\$29.00** 2 more colors ★★★★☆

View 60 ▾

< 1 2 3 >



Challenge 2.

Next page buttons have the same xpath

Challenge 3. Speed

Makeup > Eye > Mascara



BENEFIT COSMETICS
They're Real! Lengthening &
Volumizing Mascara
SIZE 0.3 oz/ 8.5 g + ITEM 1343938

★★★★★ 14K reviews ❤ 260K loves

COLOR: Black

JessParker

Age 13-17
Skin Type Oily
Skin Tone Light
Eye Color Brown

★★★★★

Doesn't work very well with oily skin

I was so excited to buy this foundation because I've heard such good things about it! I have super oily skin and to be honest, this isn't as long wearing as I thought it would be. If you have oily skin, your oil will definitely start to shine through. The foundation itself fades a little bit from certain areas of my face throughout the day. It is not mattifying by any means and it does slide around. Just because ...[read more](#)

NOT HELPFUL (0)

HELPFUL (1)

Cyndi50

Age 45-54
Skin Type Combination
Skin Tone Fair
Eye Color Green

★★★★★

SUPERB!!

Your search for the perfect foundation is over! Weightless feel, full coverage without looking like you have makeup on. My complexion is flawless and yours will be, too!!

NOT HELPFUL (0)

HELPFUL (5)

chellebelle101

Age 25-34
Eye Color Hazel
Skin Tone Olive

★★★★★

Miracle Foundation for Oily/Acne Prone Skin!

First time review and for good reason! I can not say enough good things about this foundation! I had been a BE girl for years because of acne and oil problems. After time I noticed the oil was just as bad and the coverage was moderate. I was hesitant to try a non-mineral foundation but thought the amazonian clay might be good for my oily skin. Boy was I right! The coverage is flawless! I ...[read more](#)

NOT HELPFUL (0)

HELPFUL (24)

ForeverShishi

Age 18-24
Skin Type Combination
Skin Tone Medium
Eye Color Brown

★★★★★

Good quality

This foundation is pretty good! It goes on my face nicely and stays on, for yes, 12 hours which is amazing for me because I have oily, acne prone skin. This product also did not make me break out surprisingly and I really like that. It's a thicker foundation, and you only need a little because a little goes a long way. Also, this foundation is not exactly a blendable kind (and by blendable, I mean ...[read more](#)

NOT HELPFUL (0)

HELPFUL (8)

KayraB

★★★★★

Full coverage ! I don't even need concealer anymore ! It matches my skin perfectly, but I have VERY oily skin, I wish it wouldn't make me look so shiny throughout the day.

NOT HELPFUL (0)

HELPFUL (1)

Show 6 more reviews ▾

30 Jun 2013

17 Aug 2013

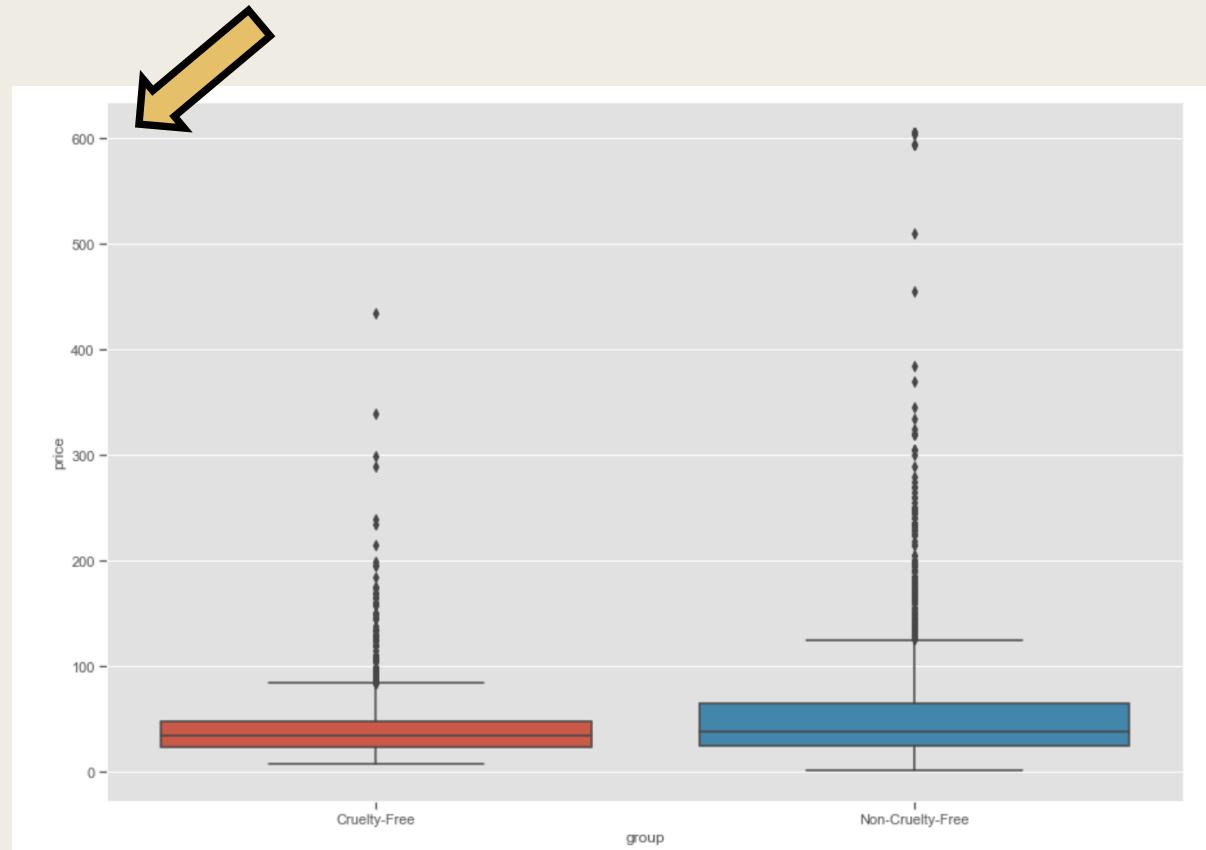
25 Jan 2012

29 Sep 2013

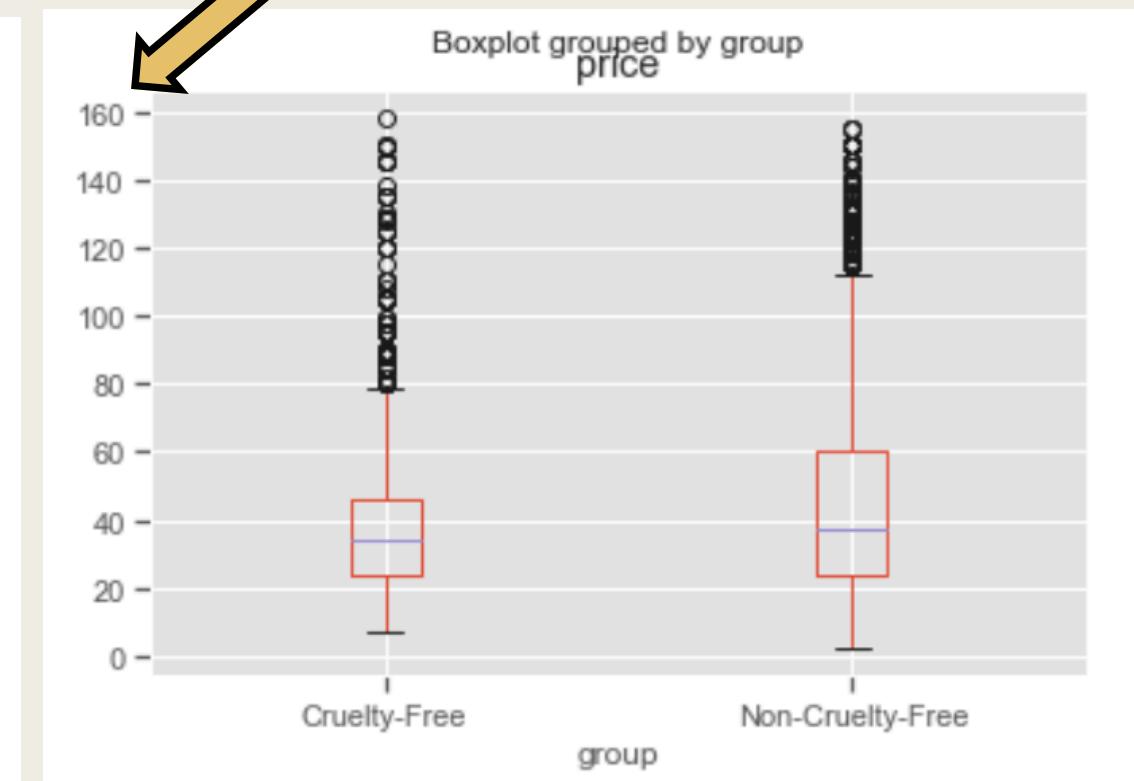
3 Sep 2013

Are Cruelty-Free products more expensive?

- Scrap 4930 products out of 81 brands
- 1343 Cruelty-Free product and 3587 Non-Cruelty-Free product

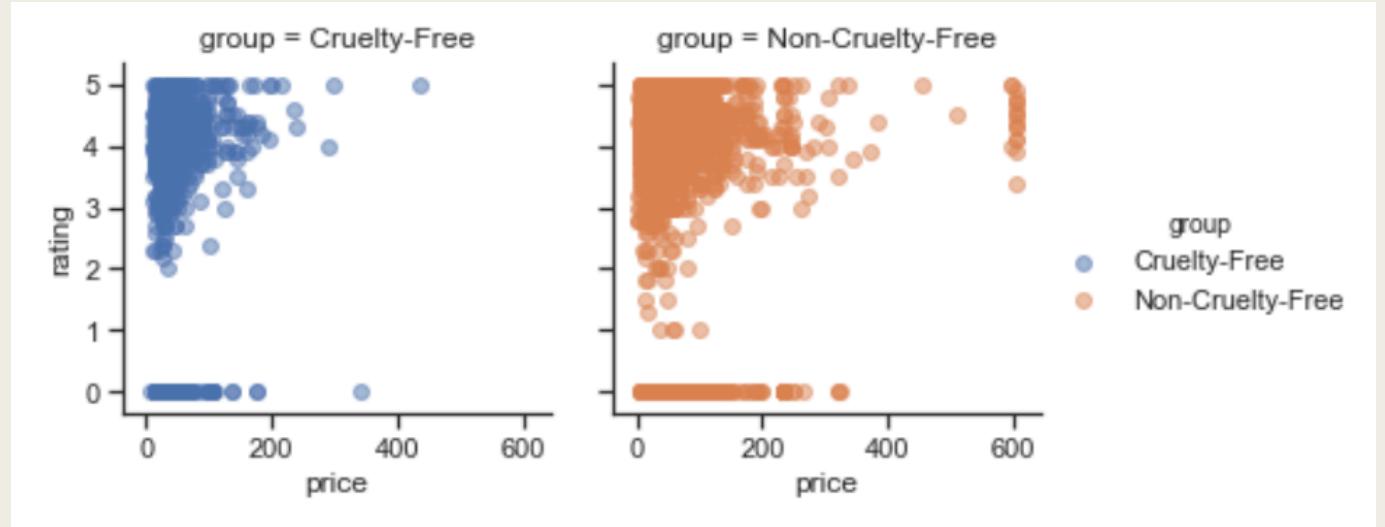
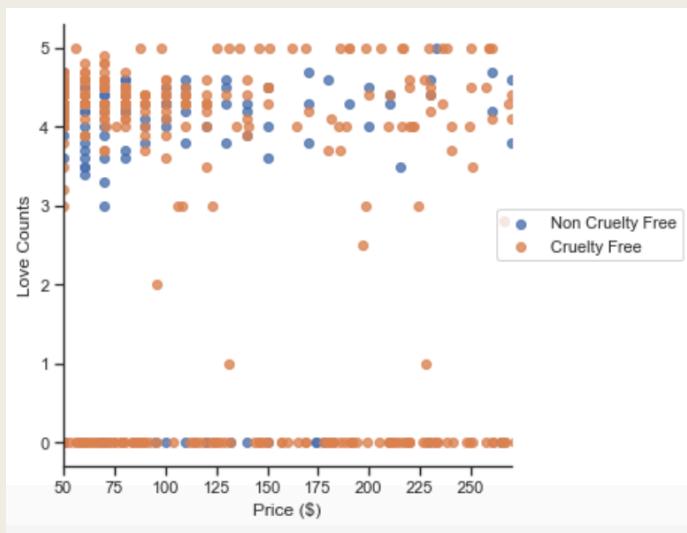
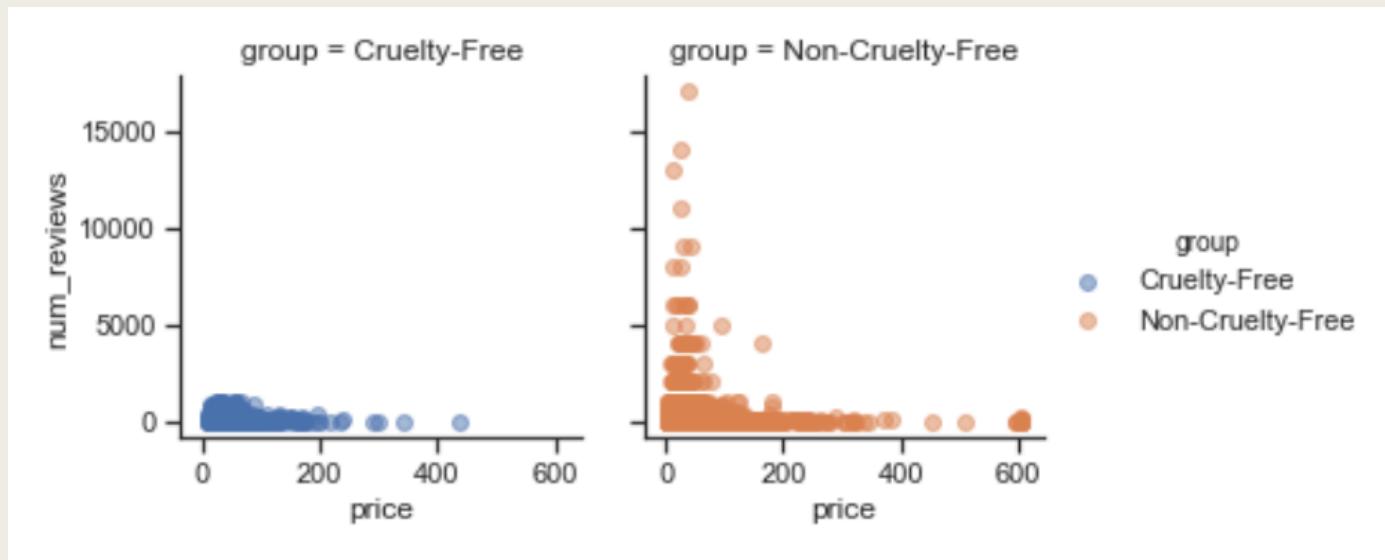
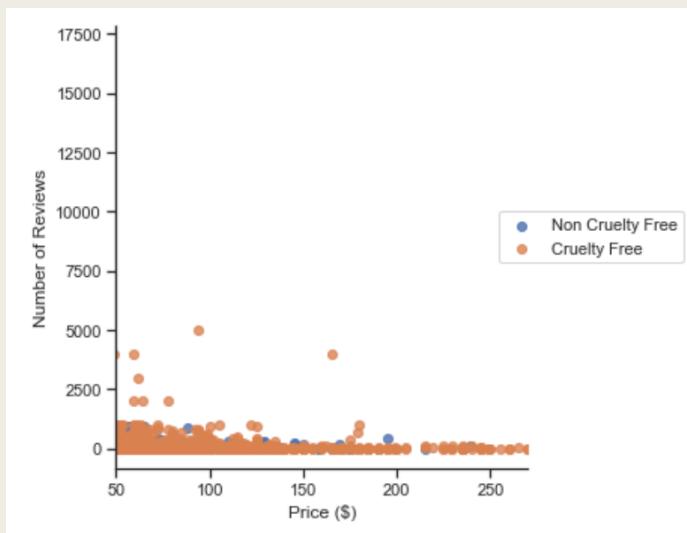


Before removing outliers

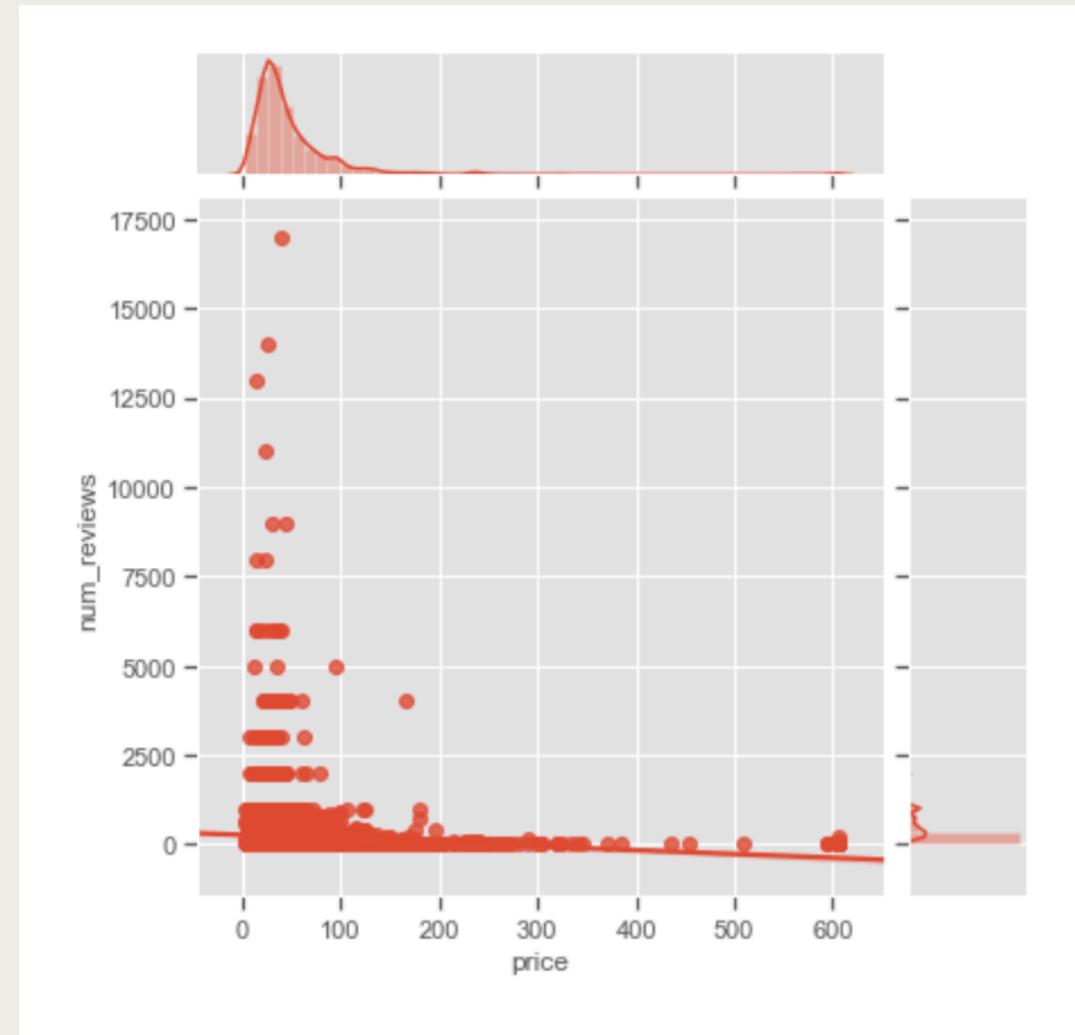
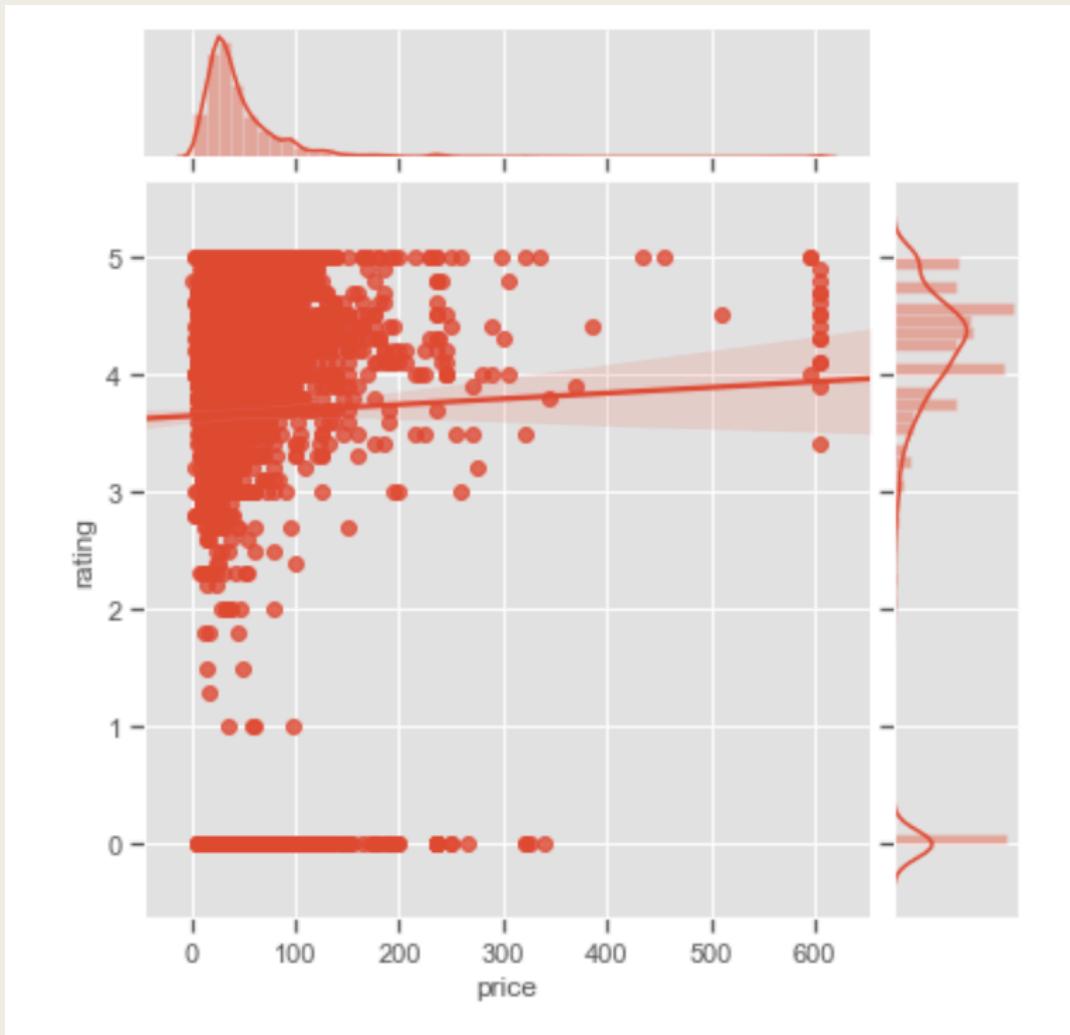


After removing outliers

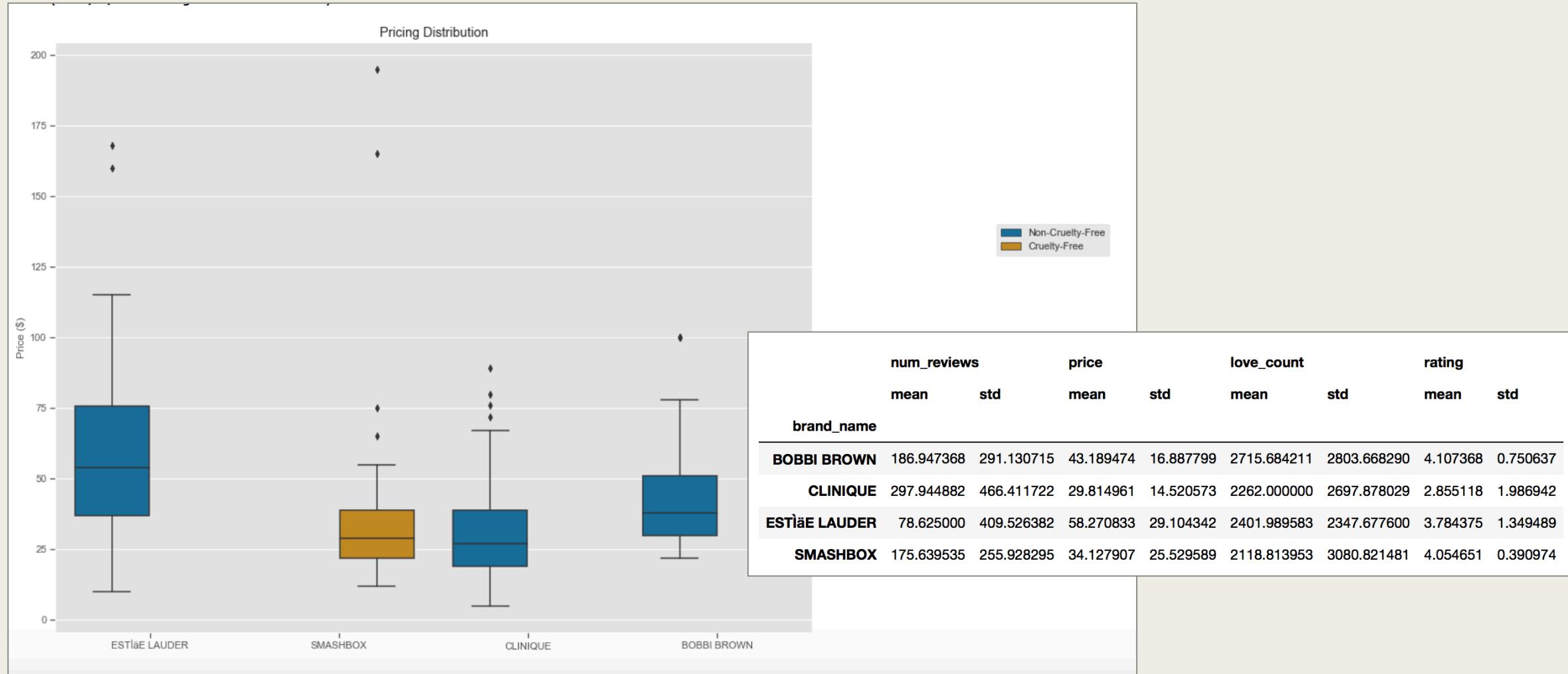
Data Analysis by group (Cruelty-Free & Non-Cruelty-Free)



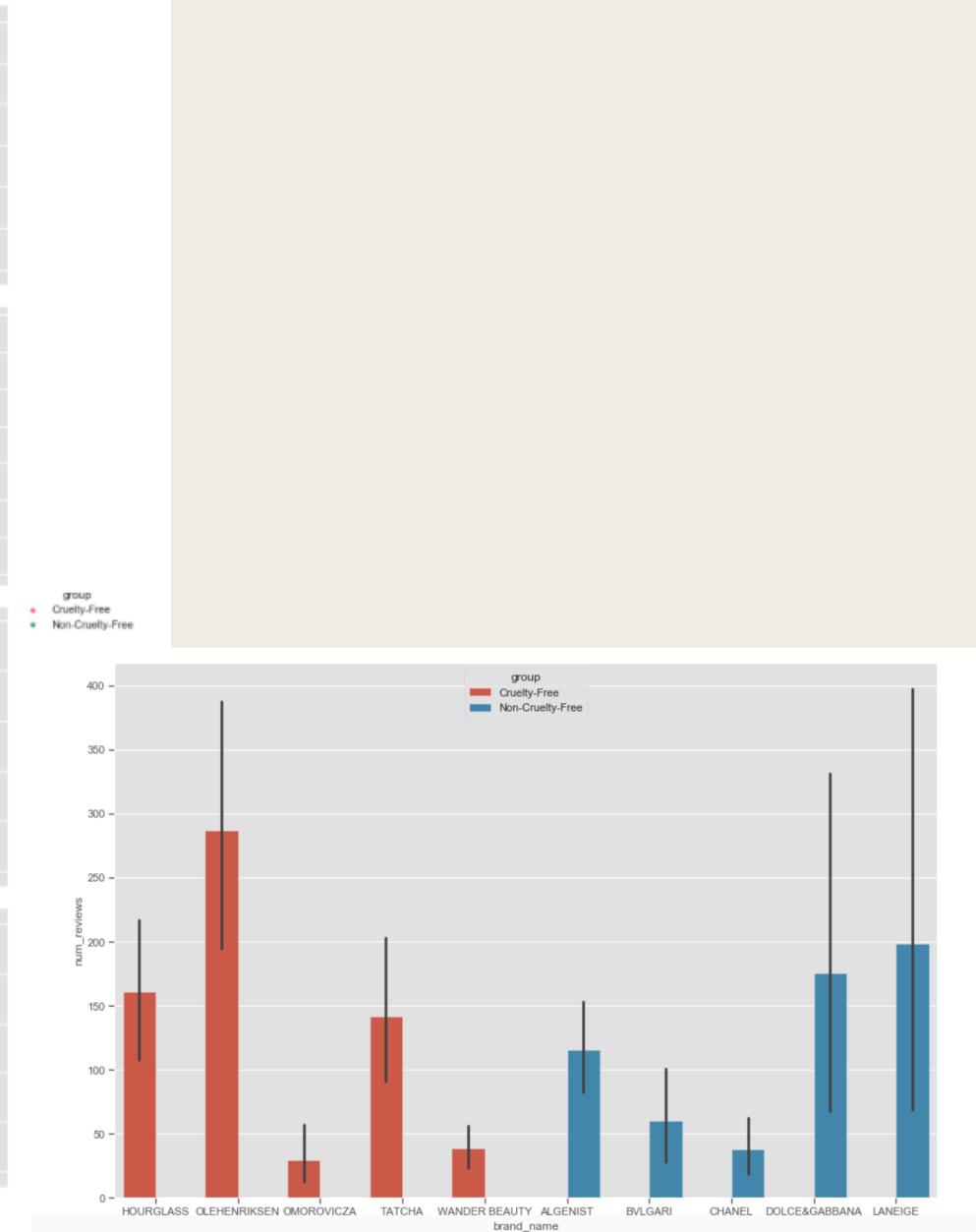
Data Analysis- All



Find brand that is Cruelty-Free that is owned by Non-Cruelty-Free parent company
 (Estee Lauder, Smashbox, Clinique and Bobbi Brown)



Find top five companies that have the highest average product rating from each group (Cruelty-Free & Non-Cruelty-Free)



Improvement

- Scrap reviews
- Scrap website that has lower price products (Ulta)
- Find product alternatives

Q&A