

CRUELTY-FREE VS NON-CUELTY-FREE BRANDS

SEPHORA

JO WEN CHEN

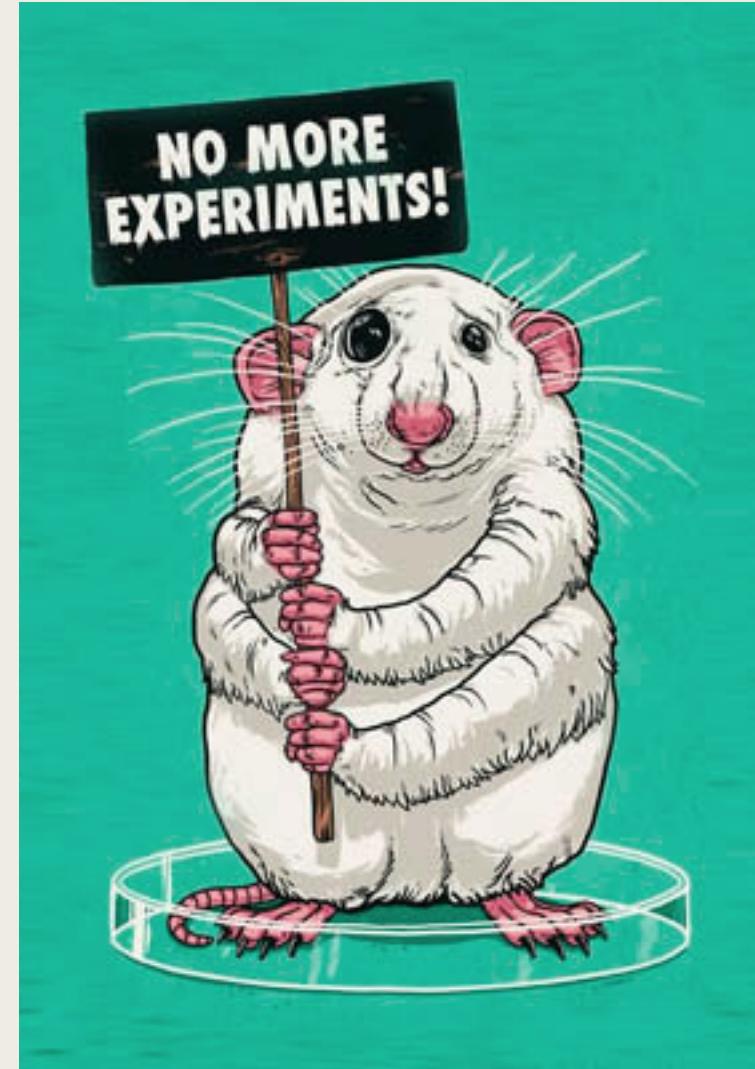
# Agenda

- 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

[Brands List Page](#)[Brand Page](#)[See All Product Page](#)[Product Page](#)[Next Product Page](#)

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tarte > Explore the brand

NEXT

tarte

See All (156)

Makeup (125)

Skincare (41)

Hair (2)

Bath & Body (11)

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

Brands List Page

Brand Page

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Page

Product Page

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Page



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

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tarte

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See All (156)  
Makeup (125)  
Skincare (41)  
Hair (2)  
Bath & Body (11)  
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

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

Brands List Page

Brand Page

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Product Page

Next Product Page

Scroll Down

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SHOP NEW BRANDS GIFTS COMMUNITY HOW-TOS HAPPENING AT

Makeup > Face > Face Sets

**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

Roll over image to zoom in

Shop the Collection

TARTE Tarteist Trios \$17.00

Details How to  
Shipping & Returns

What it is:  
A limited-edition gift set featuring bestselling eyeshadow.

What it does:  
This fun collection has bestselling eyeshadow.

Ratings & Reviews

6093 reviews

Write a review

4.0 / 5 stars

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

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!!

Brands List Page

Brand Page

See All Product Page

Product Page

Next Product Page

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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

**NEXT**

**tarte**  
high-performance naturals®

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

Brands List Page

Brand Page

See All Product Page

Product Page

Next Product Page

Scroll Down

Need help finding something?

# SEPHORA

Hi, Beautiful  
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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

\$39.00    Yes, I want FREE 2-Day

COLOR: 39N Medium-Tan Neutral - r

Matte finish    Shade Finder >

Use It With

TARTE Airbrush Finish Bamboo Foundation Brush  
\$34.00

Ratings & Reviews

6093 reviews

5 stars [progress bar] 3297  
4 stars [progress bar] 1202  
3 stars [progress bar] 581  
2 stars [progress bar] 536  
1 star [progress bar] 477

4.0 / 5 stars

Write a review

Show reviews from my  **Beauty Matches** ?

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

29 Sep 2015

qmmx3

★★★★★

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)

17 Oct 2015

ChachiVibes

Age 18-24  
Skin Type Combination  
Skin Tone Fair

★★★★★

Inlovewiththisproduct!!!!!!

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

Scrolled down to the reviews section of a product page on Sephora's website. A large yellow arrow on the right side points downwards, indicating where the user should scroll to view more content. The page displays the product details for Tarte's Amazonian Clay foundation, including its price (\$39.00), rating (4.0/5 stars), and a review section with several customer comments and ratings.

Brands List Page

Brand Page

See All Product Page

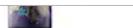
Product Page

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

>

Brands List Page

Brand Page

See All  
Product Page

Product Page

Next Product  
Page

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## Featured Brands

SEPHORA COLLECTION

FENTY BEAUTY  
BY RIHANNA

HUDABEAUTY



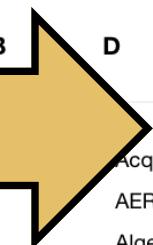
Briogeo

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 #

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

Brands List Page

Brand Page

See All Product  
Page

Product Page

Next Product  
Page

# 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

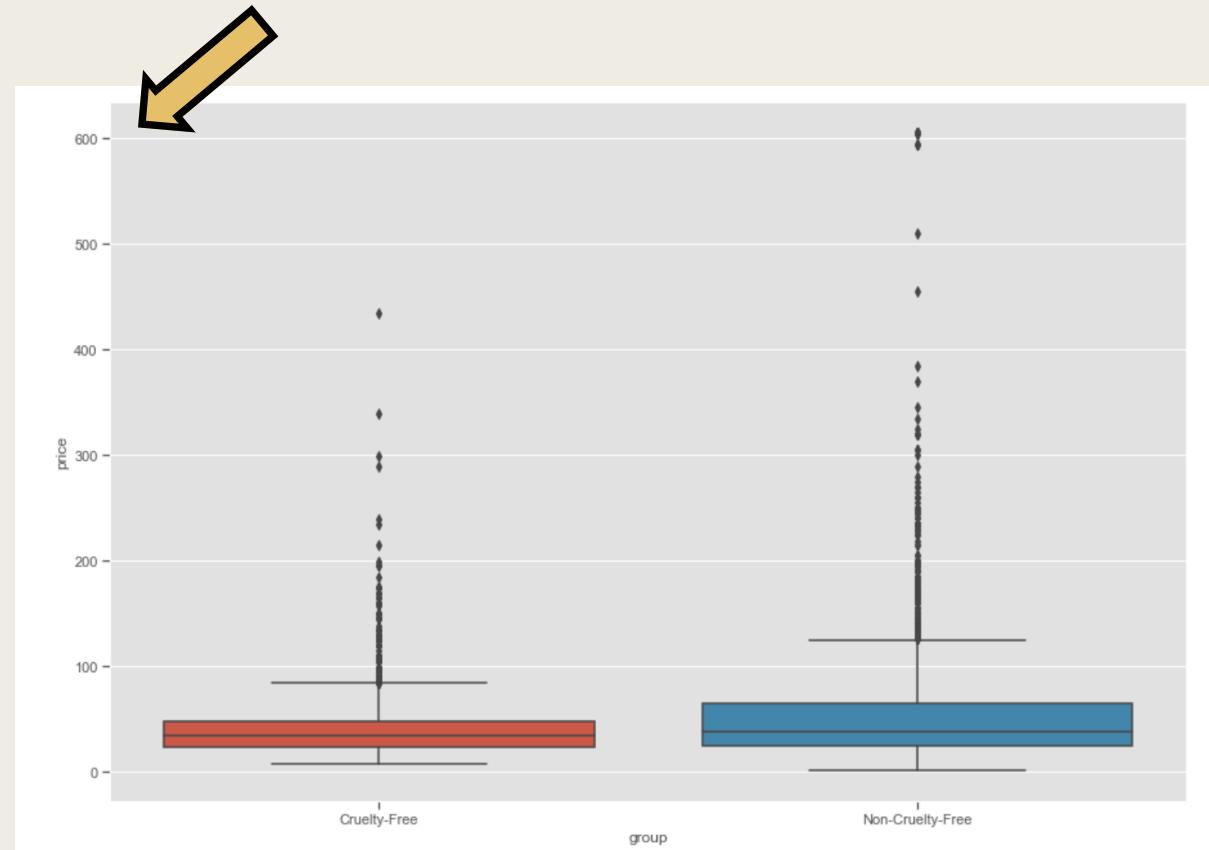
25 Jan 2012

29 Sep 2013

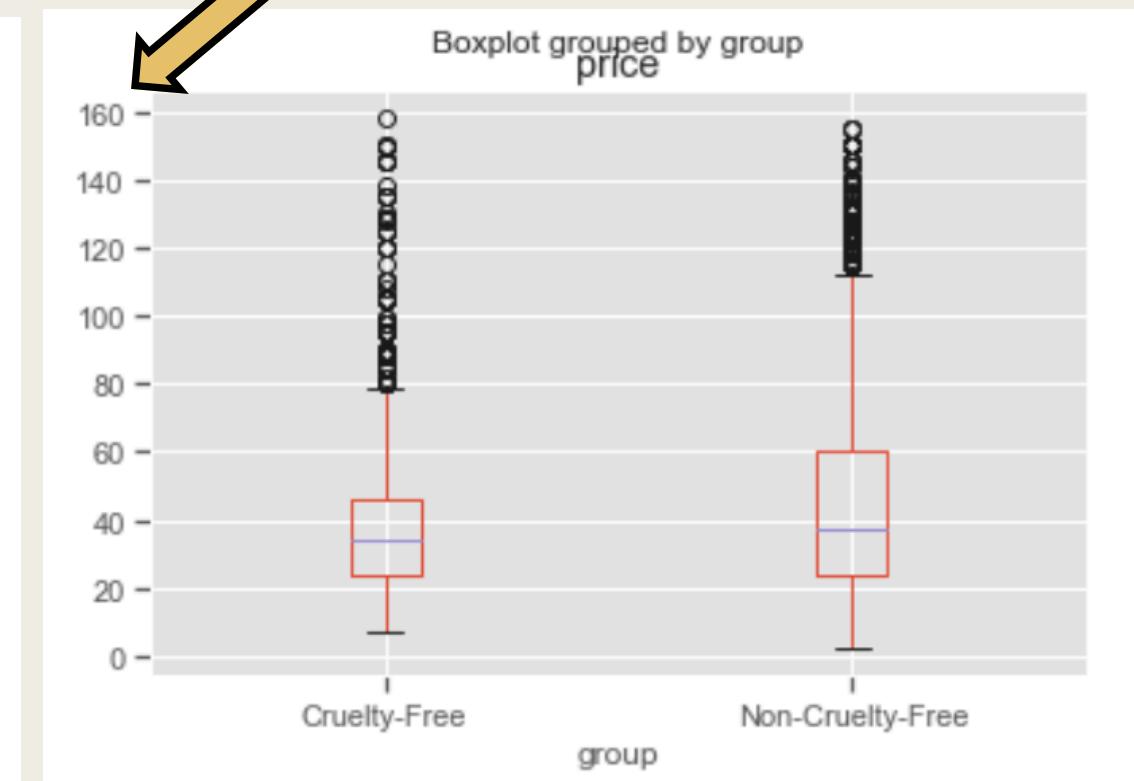
3 Sep 2013

# Are Cruelty-Free products more expensive?

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

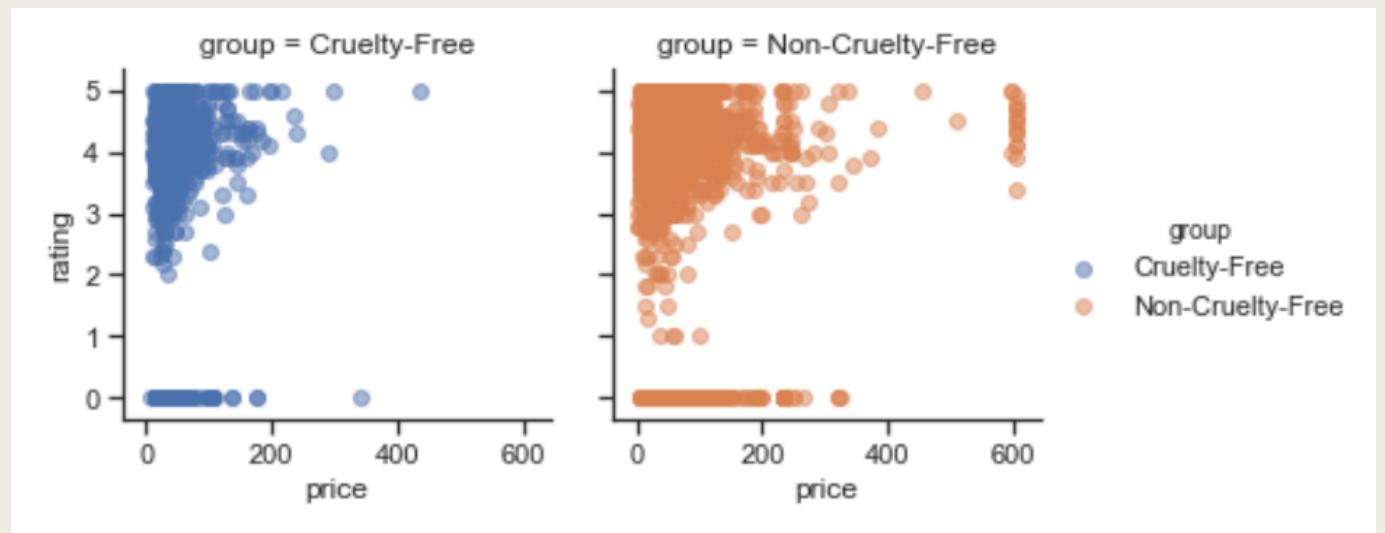
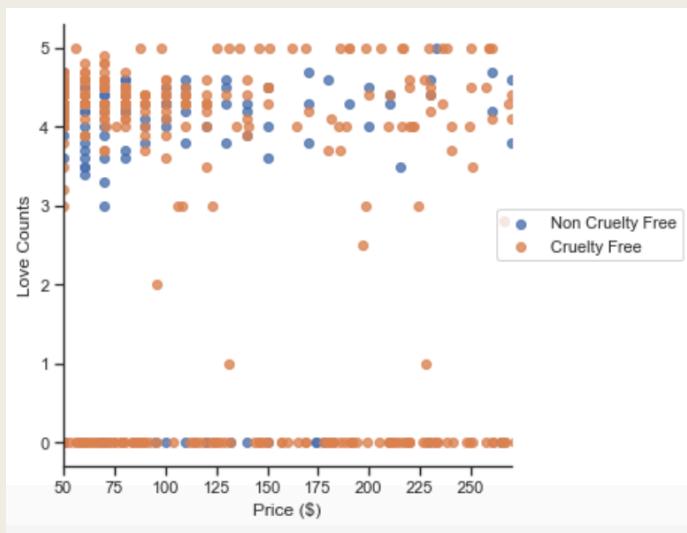
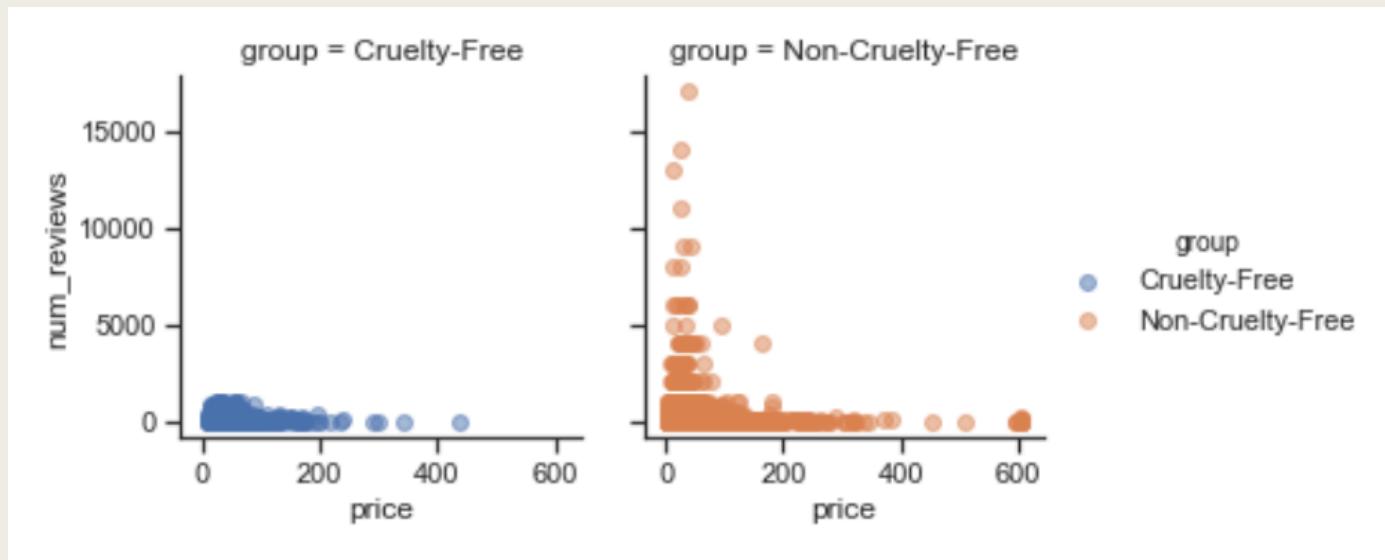
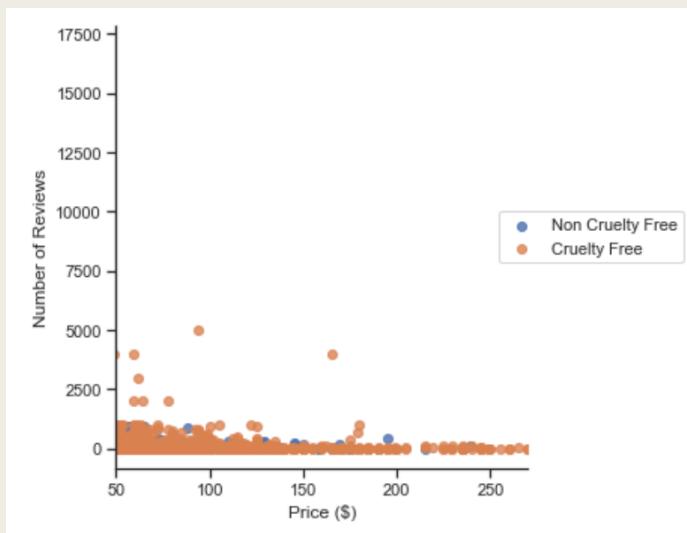


Before removing outliers

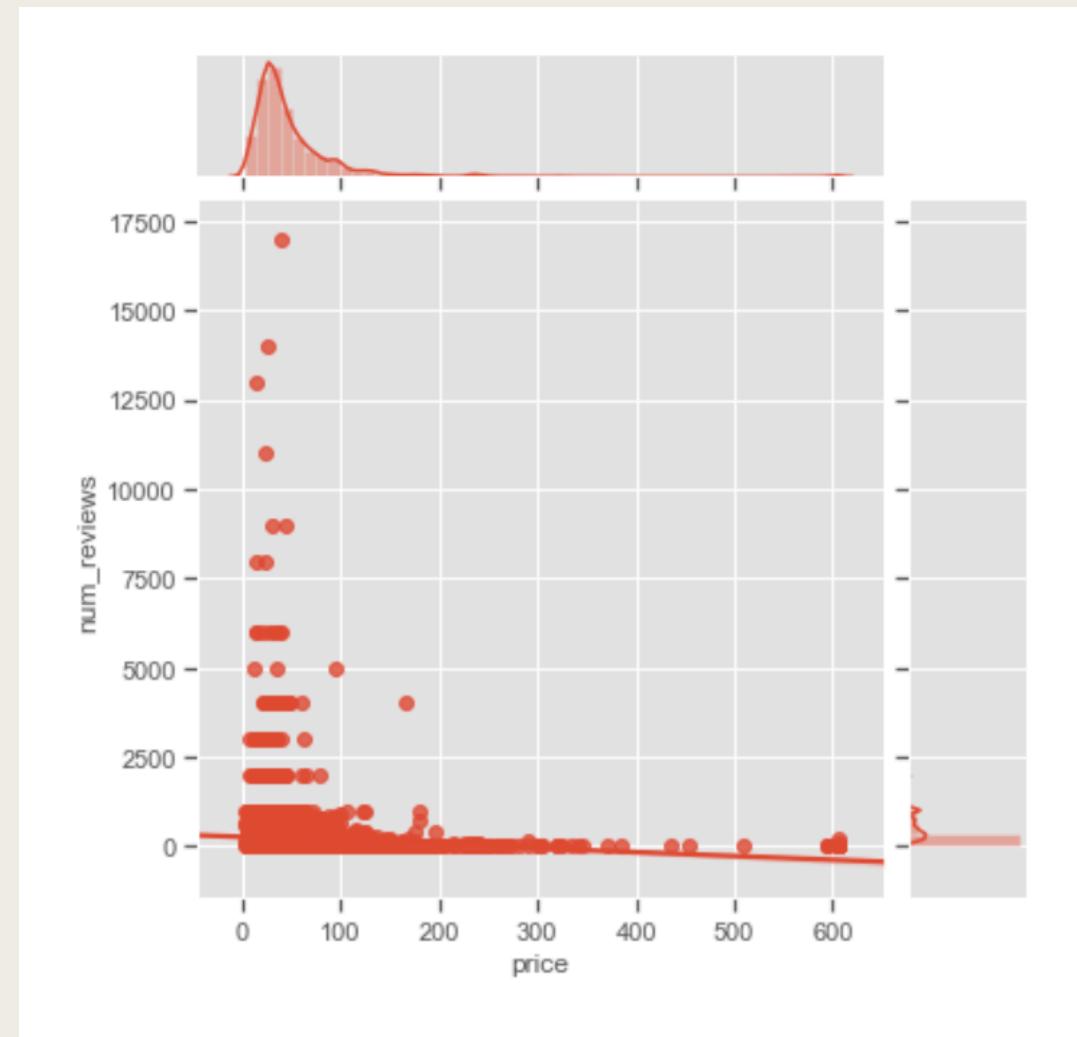
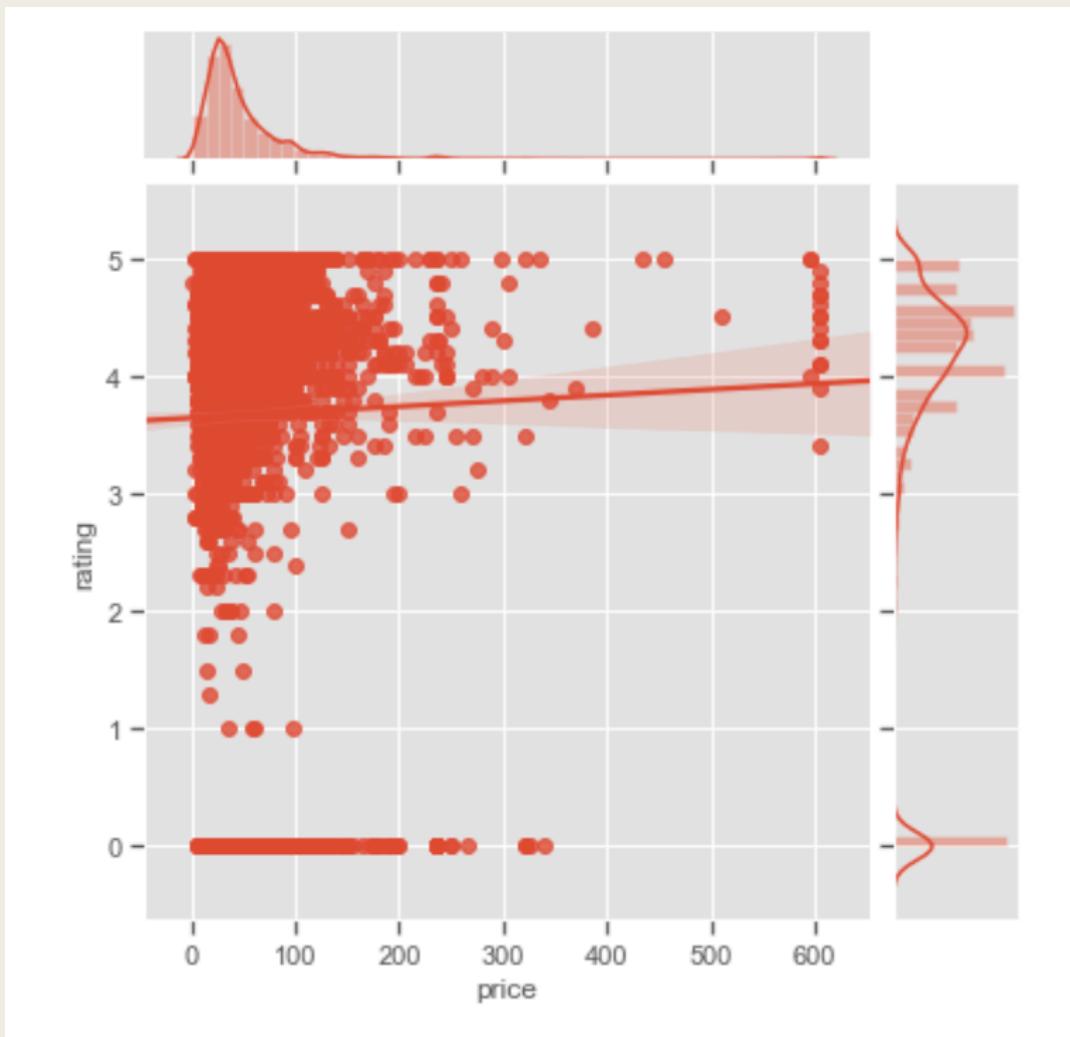


After removing outliers

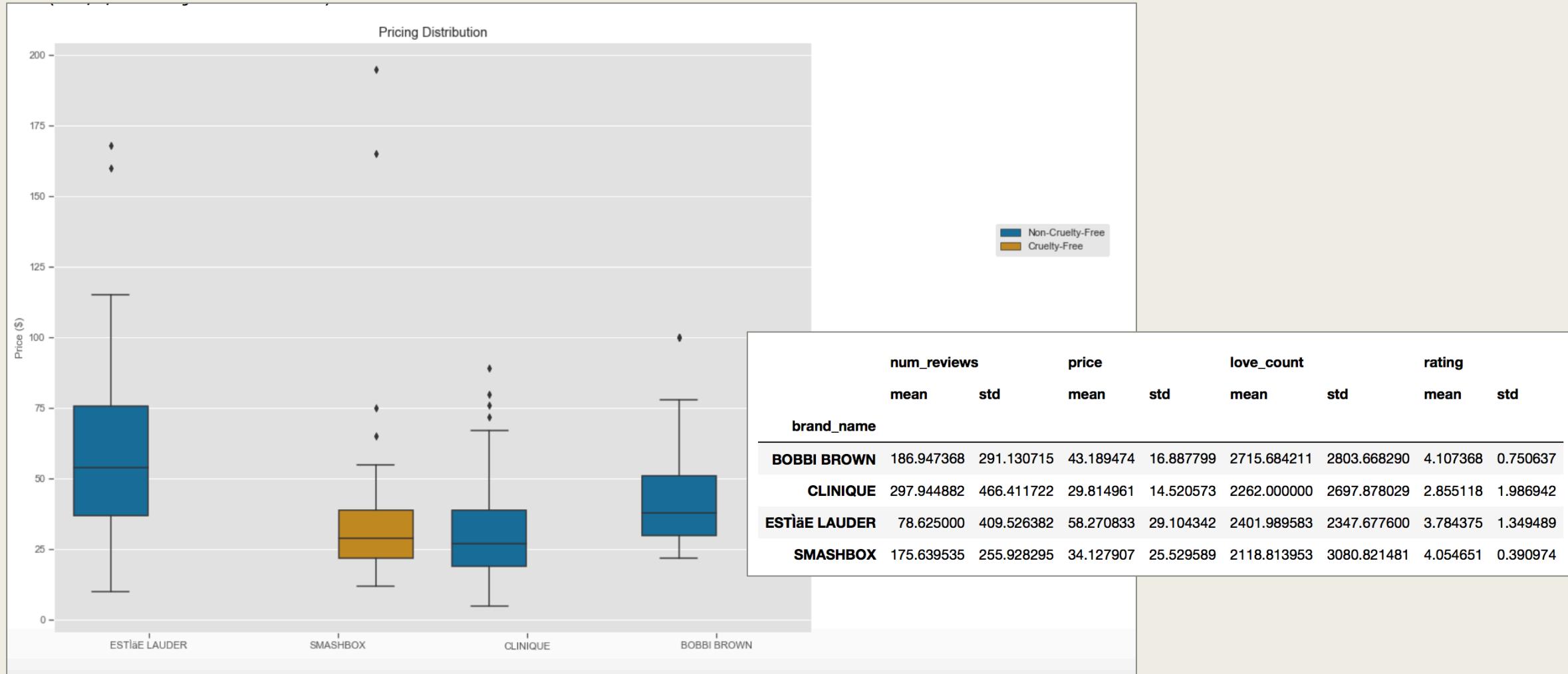
# Data Analysis by group (Cruelty-Free & Non-Cruelty-Free)



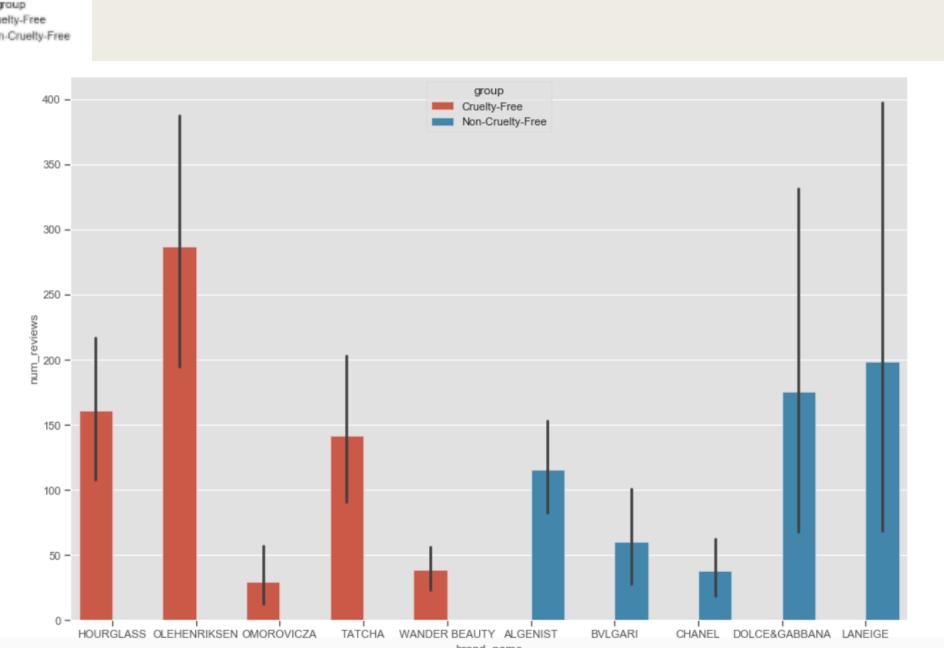
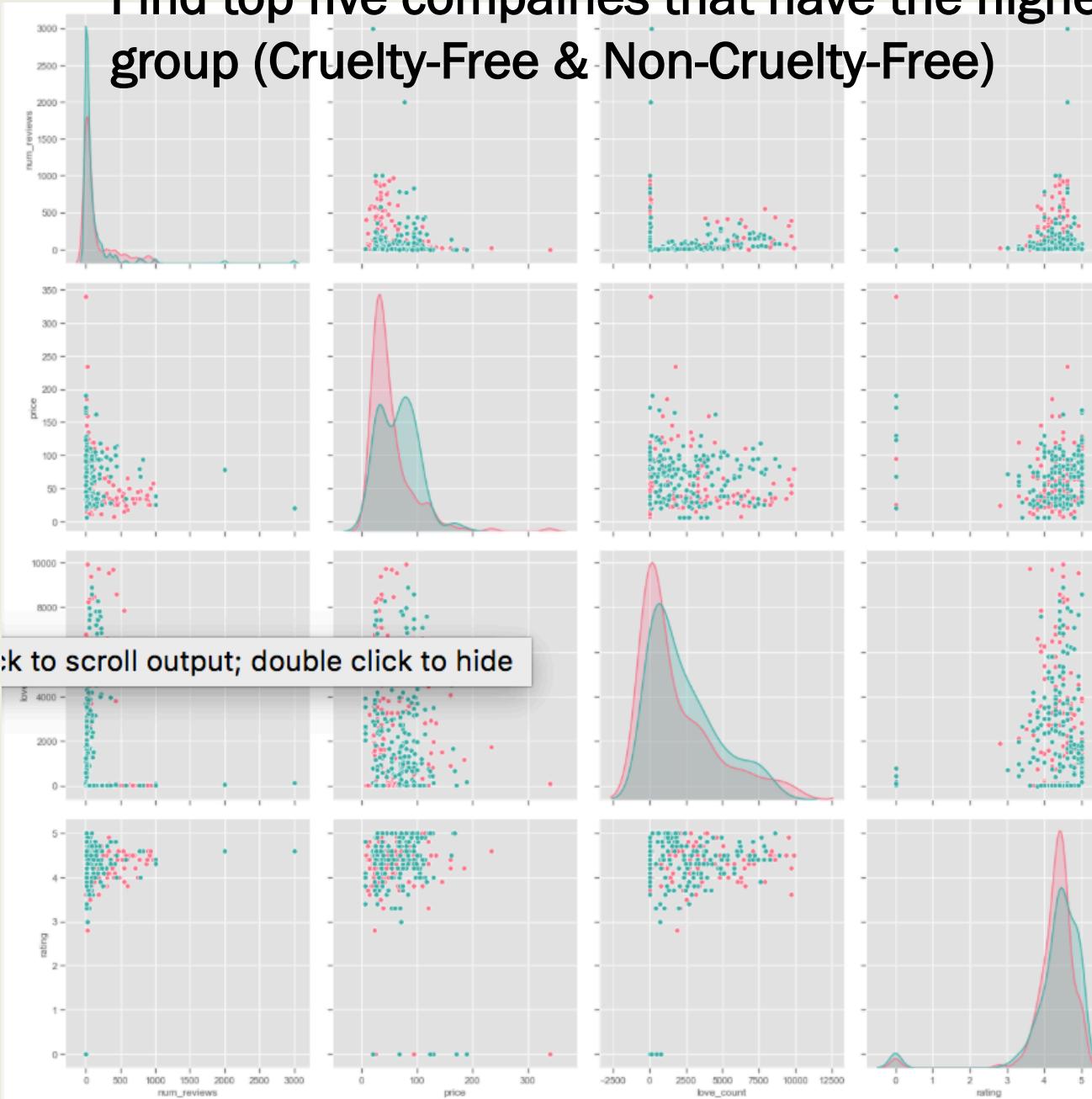
# Data Analysis- All



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 compaines 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