

WHAT DOES “ETHICAL BRAND” MEANS FOR US?

We consider a brand as an “ethical brand” when:

- The brand doesn't violate any human rights.
- The brand doesn't use children to make its products.
- The brand ensures that workers have good working conditions.
- The brand pays its workers fairly.
- The brand doesn't use or abuse animals.
- The brand does not sell in countries where animals are used/abused.
- The brand doesn't use animal-derived ingredients.
- The brand sourced its ingredients ethically.
- The brand has minimum impacts on the environment.
- The brand has a long-term plan to continuously reduce its impacts.
- The brand doesn't work with companies “NOT” doing the above.
- The brand is not owned by a company “NOT” doing the above.