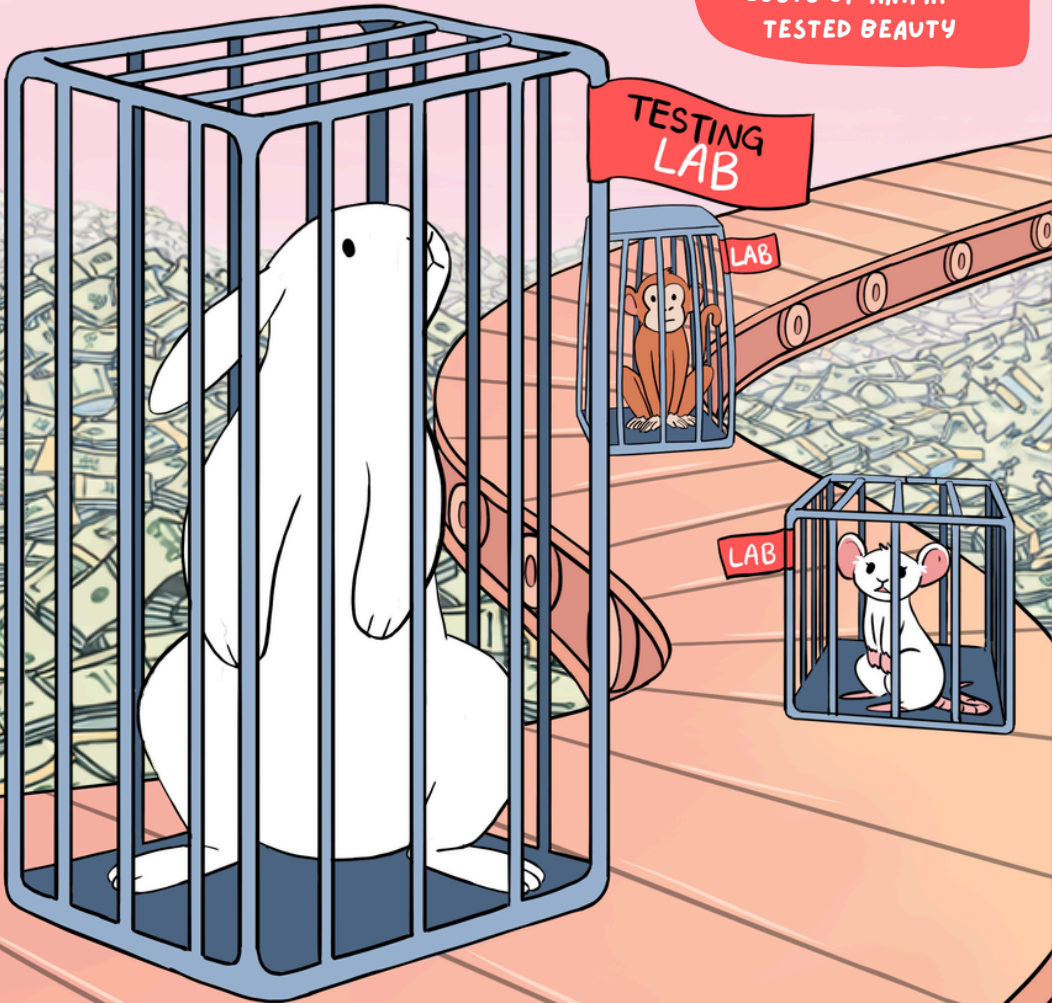
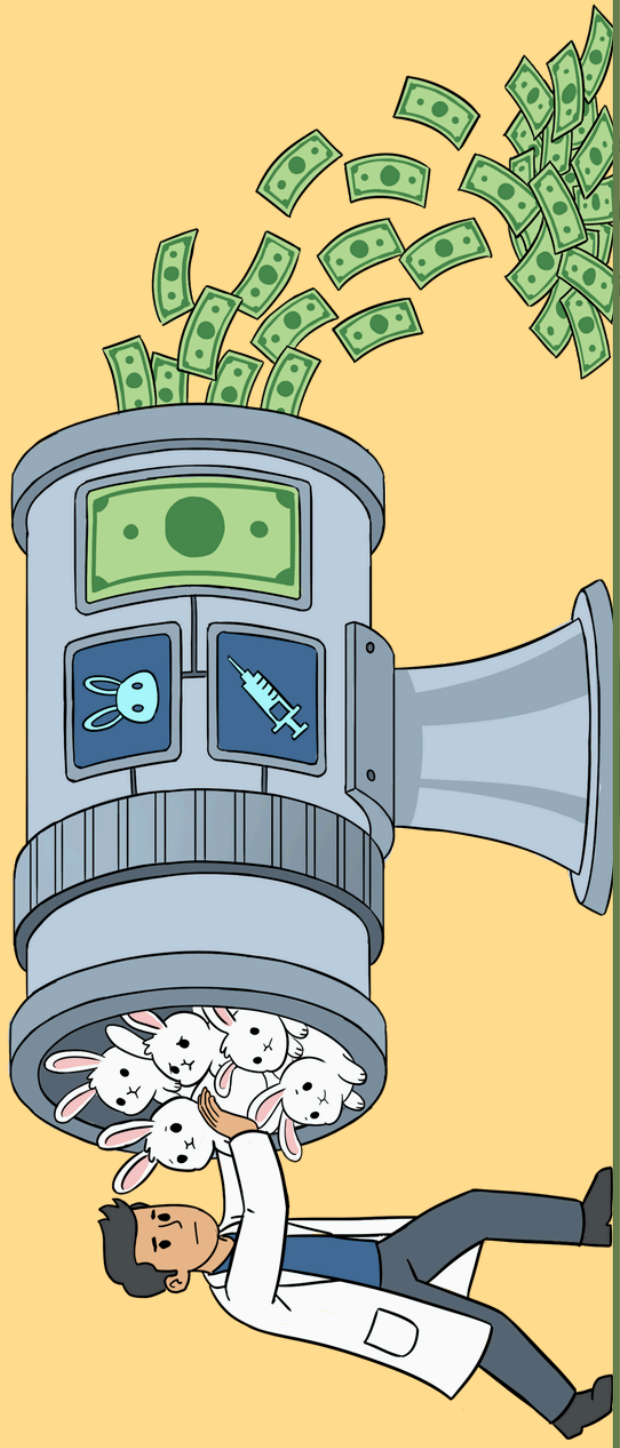


COSMETICS OF CAPITALISM

A ZINE EXPLORING THE
ETHICAL AND ECONOMIC
COSTS OF ANIMAL-
TESTED BEAUTY



WHEN PROFIT IS THE GOAL, ETHICS BECOME OPTIONAL



IS VANITY EVIL OR JUST A COSTLY BUSINESS?

**EVERY LIPSTICK HAS A PRICE TAG.
BUT NOT EVERY COST SHOWS UP ON THE BILL.**

Behind the glossy packaging, viral campaigns, and influencer reels lies an uncomfortable truth: beauty is not just sold in pigments and powders it is built on systems of profit, power, and sacrifice. In the global beauty industry, worth over \$600 billion, looking good has become an economic obsession. But while consumers pay in cash, others pay far more quietly.

Through illustrations, data, and economic analysis, *Cosmetics of Capitalism* exposes how animal testing became normalised, how consumer demand fuels industry behavior, and how ethical choices are reshaping markets and laws across the world. From failed experiments to billion-dollar growth in cruelty-free alternatives, this zine maps the clash between profit and principle.

This zine peels back the layers of the beauty industry to ask one unsettling question: who really pays for our vanity? As corporations chase efficiency and profit, animals are subjected to testing practices that remain hidden behind laboratory doors. At the same time, a new market is rising one driven by ethical demand, consumer pressure, and a refusal to accept cruelty as collateral damage.



**VANITY ISN'T
EVIL.
BUT WHEN
PROFIT IGNORES
ETHICS, IT
BECOMES
EXPENSIVE IN
WAYS MONEY
CAN'T MEASURE.**

**This is not a rejection of beauty.
It's an investigation into its cost.**

THE NUMBERS THEY DON'T SHOW YOU

Global & Regional Statistics

Each year, more than **110 million animals**, including mice, rats, frogs, dogs, cats, rabbits, hamsters, guinea pigs, monkeys, fish, and birds, are killed in U.S. laboratories for biology lessons, medical training, curiosity-driven experimentation, and chemical, drug, food, and cosmetics testing.

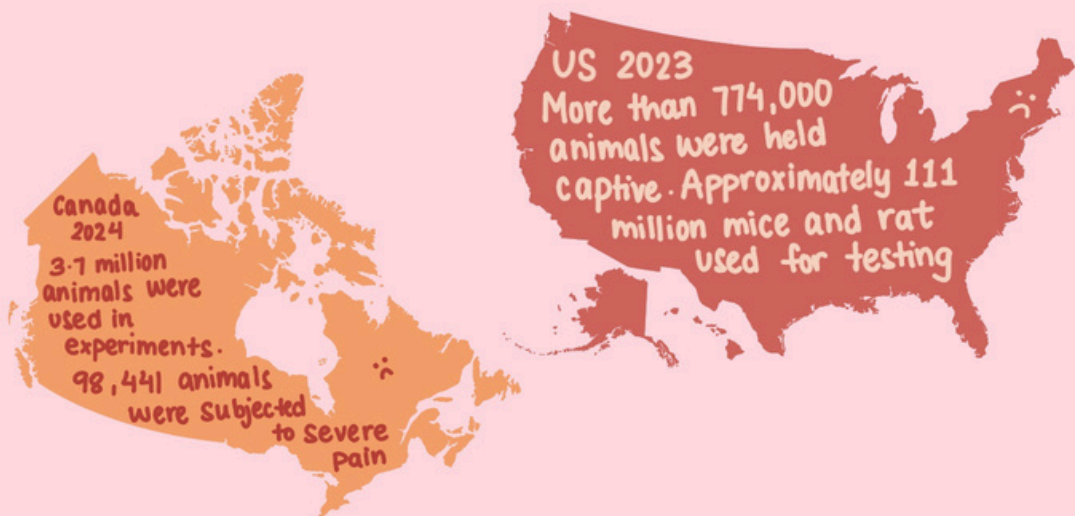
Globally, 500,000 of those animals suffer and die for cosmetics each year.



The latest official report from the European Commission shows that **9.3 million experiments** were conducted on animals across the EU in 2022.

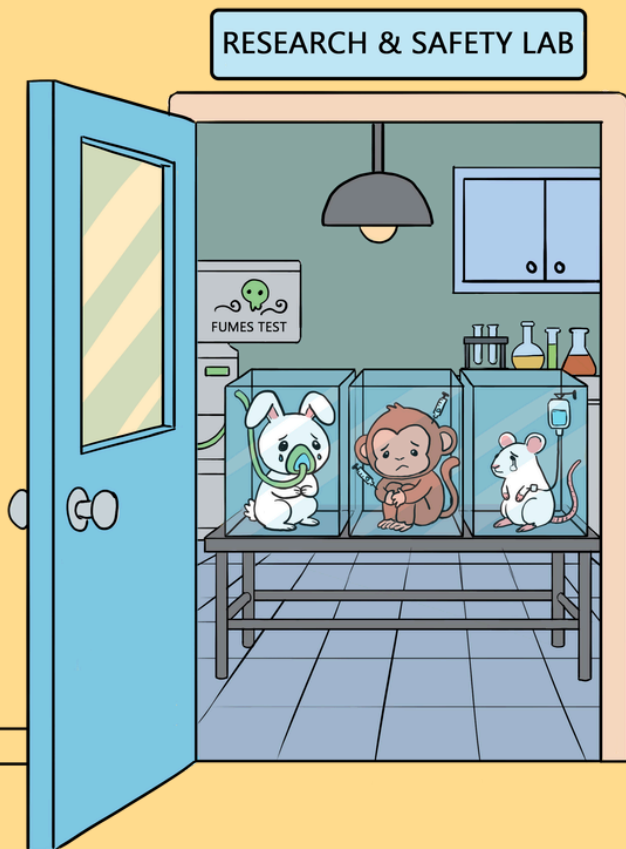
An additional **9.6 million animals** were bred and killed, but not used in experiments.

In 2022, a total of **18.9 million animals** were used for scientific purposes in the EU.



WHAT HAPPENS BEHIND LABORATORY DOORS

Before their deaths, some are forced to inhale toxic fumes, others are immobilized in restraint devices for hours, some have holes drilled into their skulls, and others have their skin burned off or their spinal cords crushed



Animals in laboratories are deprived of everything that is natural and important to them they are confined to barren cages, socially isolated, and psychologically traumatized

The problem is not only cruelty, it is **FUTILITY**

The majority of animal experiments do not contribute to improving human health!

EVIDENCE FROM U.S. BIOMEDICAL RESEARCH

- **47% of NIH-funded research, still relies on animal testing**
- **85 HIV/AIDS vaccines succeeded in animals but failed in humans**
- **99% of lab animals are excluded from AWA protections**



DISCLAIMER

The use of brand names and logos in this project is for non-commercial, educational purposes only. This zine does not intend to harm, misrepresent, or accuse any brand. Classifications are based on publicly available certification information at the time of research and may change. The objective of this project is to promote awareness and dialogue around ethical practices in the beauty industry.



CRUELTY-FREE MAKE-UP BRANDS

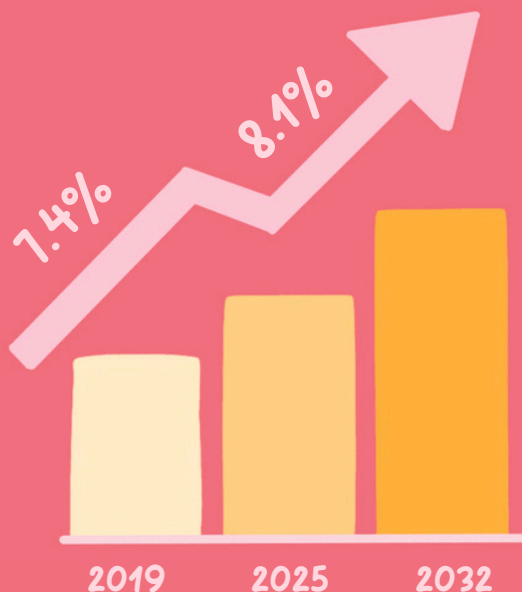
ANIMAL TESTING MAKE-UP BRANDS



THE RISE OF CRUELTY-FREE BEAUTY

The global cruelty-free cosmetics market size is anticipated to rise from US\$ 7.7 Bn in 2025 to US\$ 13.2 Bn by 2032.

CRUELTY
FREE
COSMETICS
INDUSTRY IS
PROJECTED
TO WITNESS A
CAGR OF 8.1%
FROM 2025
TO 2032.



ACCORDING TO THE PERSISTENCE MARKET RESEARCH REPORT:

The industry is gaining momentum as conscious consumers increasingly demand ethical beauty alternatives.

Driven by rising awareness of animal welfare, sustainability, and clean ingredients, brands are innovating across skincare, makeup, and personal care.

This market reflects a powerful shift toward compassion-led consumer choices and responsible product development.

WHAT'S DRIVING THE SHIFT?

Consumer Shift (Core Driver)

Rising awareness of animal welfare and ethical sourcing is increasing global demand for cruelty-free products.

Consumers are more mindful of the ethical and environmental impact of their purchases.

Brand loyalty is shifting toward companies that are transparent about testing and production.

This shift is becoming mainstream, particularly among Gen Z and millennials.

Media, Influence & Trust

Social media and digital platforms have accelerated awareness around animal testing.

Influencers, advocacy groups, and documentaries play a key role in educating consumers.

Third-party certifications such as Leaping Bunny and PETA act as trusted signals of ethical standards.

Where Consumers Are Buying

Online retail leads distribution through direct-to-consumer models and social media marketing.

Pharmacies and specialty stores are creating dedicated cruelty-free and vegan sections.



Market & Product Trends

Skincare remains the dominant segment in the cruelty-free market.

Makeup is a fast-growing category, driven by ethical preferences and influencer culture.

Cruelty-free skincare and makeup dominate new product launches.

Growth Opportunities

Expansion into men's and children's cruelty-free products represents untapped potential.

Brands are innovating across skincare, makeup, and personal care to meet ethical demand.

#BECRUELTYFREE IS THE LEADING GLOBAL CAMPAIGN TO END ANIMAL TESTING FOR COSMETICS, BACKED BY OVER 11 MILLION MEMBERS.

Launched in 2012 by Humane World, the campaign focuses on creating political will and consumer pressure to ban cosmetic animal testing worldwide.

In modern markets, collective shifts in demand have the power to reshape industry practices and drive regulatory change, transforming ethical preferences into economic outcomes.

CASE STUDY: AUSTRALIA

- 85% OF AUSTRALIANS OPPOSE COSMETICS TESTING ON ANIMALS
- 81% SUPPORT A NATIONAL BAN ON THE SALE OF ANIMAL-TESTED COSMETICS
- DUE TO PUBLIC PRESSURE, AUSTRALIA BANNED NEW ANIMAL-TESTED COSMETICS FROM JULY 2020
- PUBLIC OPINION TRANSLATED INTO LEGISLATION- PROVING THAT ETHICAL CONSUMERISM HAS ECONOMIC AND POLITICAL POWER.

THIS IS PROOF THAT VANITY-DRIVEN INDUSTRIES CAN BE FORCED TO CHANGE THROUGH ECONOMIC PRESSURE AND COLLECTIVE ACTION.





**PETA BEAUTY
WITHOUT BUNNIES -
CRUELTY-FREE &
VEGAN**

**CHOOSE
CRUELTY
FREE (CCF)**



LOOK FOR THE BUNNY!

**HOW TO IDENTIFY CRUELTY-FREE
MAKEUP (THE BUNNY GUIDE)**

Warning: "Not tested on animals" means nothing without certification. The FDA does not regulate this claim. Brands can use it even if animals were tested. Always look for verified cruelty-free logos!



**LEAPING BUNNY
PROGRAM**

**PETA
APPROVED -
GLOBAL
ANIMAL TEST
POLICY**



WHAT YOU GAIN BY GOING CRUELTY-FREE

ANIMAL WELFARE & ETHICS:
CHOOSING CRUELTY-FREE
SUPPORTS ANIMAL WELFARE
AND OPPOSES UNNECESSARY
TESTING.

INNOVATION &
PERFORMANCE
CRUELTY-FREE DOESN'T
COMPROMISE QUALITY,
LONG-LASTING, VIBRANT
MAKEUP.

HEALTH & SAFETY
CRUELTY-FREE
PRODUCTS USE CLEAN,
NON-TOXIC, PLANT-
BASED FORMULAS
BENEFICIAL FOR SKIN.

ENVIRONMENTAL IMPACT
ECO-FRIENDLY PRACTICES
AND SUSTAINABLE
SOURCING ARE COMMON
AMONG CRUELTY-FREE
BRANDS.

EMPOWERMENT &
COMMUNITY
CHOOSING
CRUELTY-FREE
BUILDS
CONFIDENCE,
SATISFACTION,
AND COMMUNITY.



SCIENCE WITHOUT SUFFERING

SMARTER ALTERNATIVES TO ANIMAL TESTING (PART I)



In Vitro Testing (Human Cells & Tissues)

Testing on humans, without harming humans. Uses human cells and tissues to predict how chemicals, drugs, and cosmetics affect people.

More accurate than animal tests, because results are human-relevant. Organ-on-a-chip technology (developed by Harvard's Wyss Institute) mimics real human organs like lungs, skin, and liver. These chips replicate human physiology, diseases, and drug responses more accurately than animal experiments.

Human Volunteers & Advanced Techniques

Microdosing gives volunteers extremely small drug doses to study safety and metabolism.

Brain imaging tools like fMRI replace invasive animal brain experiments.

Helps eliminate unsafe drugs before they ever reach animal testing stages.

SCIENCE WITHOUT SUFFERING

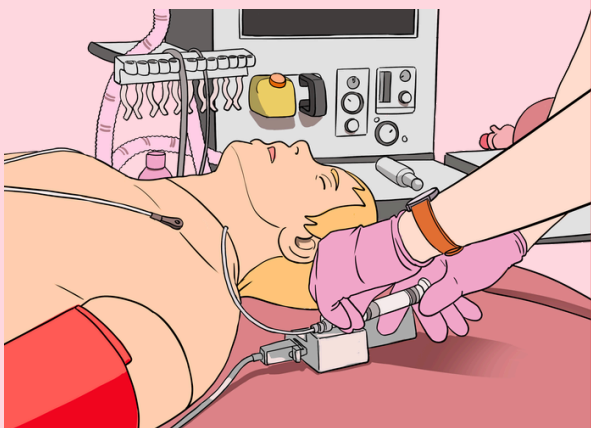
SMARTER ALTERNATIVES TO ANIMAL TESTING (PART II)

Human-Patient Simulators

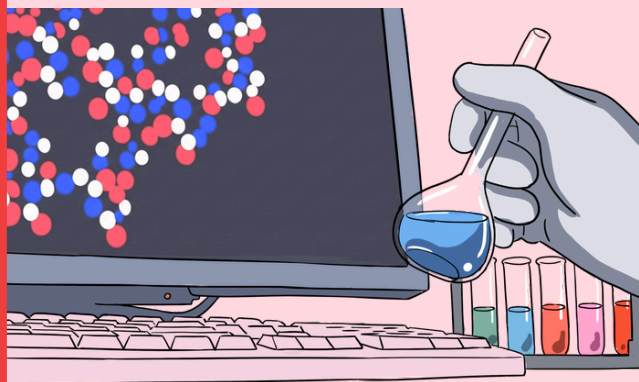
Training doctors without harming animals.

High-tech simulators replicate breathing, bleeding, organs, and tissue layers.

TraumaMan, a life-like human torso simulator, is used to train surgeons for real emergencies.



Studies show doctors trained on simulators are as skilled or more skilled than those trained on animals.



Computer Modelling (In Silico Methods)

Predicting harm without causing it.

Uses advanced computer models to predict chemical toxicity and safety.

Methods such as QSARs (quantitative structure-activity relationships) identify hazard potential without live testing.

Faster, cheaper, and increasingly relied upon in chemical and cosmetic testing.

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Illustrations done one procreate

BY VIPANSHI AGARWAL

YOUR SAFETY
SHOULD NOT REQUIRE
OUR **SUFFERING**

PROFIT
IS NOT A
JUSTIFICATION

BEAUTY
without
CRUELTY!!

*our lives
are not
lab data!*

WE ARE NOT THE
COST
OF YOUR
BEAUTY



ALL RESEARCH AND ILLUSTRATIONS ARE DONE BY VIPANSHI AGARWAL