

Is Tarte Cruelty-Free?



Yes, Tarte is cruelty-free. They don't test their finished products or ingredients on animals, and neither do their suppliers or any third-parties. It's also verified that their products are not tested on animals anywhere in the world, including mainland China.

Parent company:



Shop on:



Finished products tested on animals

Ingredients tested on animals

Suppliers test on animals

Third party animal testing

Sold where animal testing is required by law

Featured Products



Tarte
Tarteist PRO Lash
Adhesive
\$15



Tarte
Lights, Camera, Lashes 4-
in-1 Mascara
\$24



Tarte
Double Take Liner
\$25

[+ All Products](#)

About Tarte

“Tarte started in 2000 with a dream of combining glamorous makeup & good-for-you ingredients. Today, we’re leaders in the beauty industry, offering eco-chic, cruelty-free cosmetics & hypoallergenic, vegan skincare. Every product is packed with naturally-derived ingredients & always formulated without the bad stuff like parabens, phthalates, sodium lauryl sulfate, triclosan, & gluten.”

Is Tarte owned by a parent company that tests on animals?

In 2014, Tarte was sold to Kosé, a corporation that is not cruelty-free. Since then, Tarte has remained cruelty-free and the brand never entered the Chinese market. Tarte is currently not

sold in stores in China.

In the beauty industry, it's common for brands to be owned by a larger company. These are called parent companies, and they're often global corporations such as L'Oreal, Estee Lauder, or Procter & Gamble.

Most of these parent companies are not cruelty-free, since they test on animals to some degree. They might also own several brands that are not cruelty-free.

However, some of the brands owned by these parent companies are cruelty-free and have strict policies against animal testing.

There are pros and cons to supporting cruelty-free brands owned by parent companies that aren't.

You can either:

- Choose to boycott them since they're a part of a larger conglomerate that engages in animal testing.
- Choose to support some of them based on the individual ethics of each parent company, or only purchase from them if there are no independent alternatives.
- Choose to support them since they are 100% cruelty-free even though their parent company is not, therefore showing their parent company that consumers are favoring their cruelty-free brands.

In the cruelty-free community, the majority of conscious consumers purchase from cruelty-free brands even if they're owned by a parent company that tests on animals. This is our stance at Cruelty-Free Kitty as well. We believe that supporting all cruelty-free brands is the only path towards a cruelty-free and more ethical beauty industry.

It's also worth noting that subsidiary brands of parent companies are unique corporations by themselves. They act as independent branches and operate independently from the parent company, and can also be sold to other companies including cruelty-free ones.

Another aspect to consider is that many parts of the world only have access to limited brands, so their only cruelty-free options are owned by large corporations. This is a concern we hear about constantly from our international readers. Given this complex landscape, we believe that supporting all cruelty-free brands is ethical as well as practical.

A minority of shoppers choose to boycott brands owned by a parent company that tests on

animals.

At Cruelty-Free Kitty, we make it easy for all of our readers to know which brands are owned by a parent company that tests on animals. At the top of each brand page, you'll see a "parent company" note if that's the case.

You can also filter our list of cruelty-free brands to only show brands that are not owned by any company that tests on animals.

Finally, for a list of brands owned by a parent company that tests on animals, [click here](#).

Is Tarte sold where animal testing is required by law?

No, Tarte is not sold where animal testing is required by law.

You can trust Cruelty-Free Kitty to be on top of the most recent changes in China's animal testing laws. As of 2024, the vast majority of beauty brands available in China have had their products tested on animals.

Mainland China still requires these mandatory animal tests for most companies. Is it possible for brands to bypass them? Yes, however it's currently extremely rare as brands need to "jump through several hoops".

One way to bypass these animal tests is to only have their products available only online, and not in physical stores. Another way is to manufacture the products in China while making sure to adhere to strict regulations.

In all other cases, beauty brands need to pay for cruel animal tests to be performed using their products. It's estimated that close to 100,000 rabbits are used in animal testing for cosmetics each year in China alone.

Even though the company itself isn't executing these animal experiments, they bear full responsibility. Not only does the company sign off on the experiments, but they're also funding them.

Is Tarte certified cruelty-free by any organizations?

Yes, Tarte is certified by Peta.

While companies can be fully cruelty-free without being certified, it's still a good indicator of

their ethical practices. Leaping Bunny and PETA are the two organizations giving out cruelty-free certification.

Is Tarte vegan?

Tarte is cruelty-free but not 100% vegan, meaning that some of their products contain animal-derived ingredients.

Brands can be cruelty-free without being vegan, and claim to be vegan without being cruelty-free. This is because “cruelty-free” refers to the animal testing aspect, while “vegan” refers to the ingredients.

A “vegan” product contains no animal-derived ingredients, such as Beeswax (made by bees), Carmine (a red pigment made from crushed beetles), or Collagen (from mammal or fish skin).

A company is “cruelty-free” at company level, meaning they can’t have cruelty-free products unless the whole company is cruelty-free. However, a company can offer vegan products even if not all of their products are vegan. If all of their products are vegan, then we refer to the brand as “100% vegan”.

We have a [list of 100% vegan brands](#), and you can also filter our official list of cruelty-free brands and choose to show vegan brands only.

Looking for vegan products from cruelty-free brands? Visit our [Product Database](#) and make sure you use the vegan filter.

Does Tarte test on animals?

No, Tarte does not test on animals. They do not conduct or fund animal testing at any level from their ingredients to their finished products. They don't engage in animal testing as a brand, and neither do their suppliers or any third parties, anywhere in the world.

How do you determine that brands like Tarte are cruelty-free?

We contact brands directly with our questions in order to get their full animal testing policy. If brands answer all our questions and confirm that no animal testing is happening at any point during production and beyond, they're added to our cruelty-free list. All brands we add have confirmed the information above.

We ask all conscious consumers to be mindful of misleading statements from brands. Companies that test on animals try to minimize their involvement in animal testing, and understandably so—if a brand were to proudly claim to perform cruel tests on animals, their customers would surely reconsider being a loyal fan.

What they do instead is use clever language that shifts the blame away from themselves and makes the public believe that they're not responsible for the animal testing, or that the animal testing performed on their products is "an exception".

If a brand is listed as "not cruelty-free" in our database, you can rest assured that their products were tested on animals in recent years.

We monitor every change and constantly post updates. The changes in our database, list of cruelty-free, and brand pages are reflected in real time as soon as we become aware of new information.

Is Cruelty-Free Kitty reliable?

Cruelty-Free Kitty is the largest and most trusted cruelty-free shopping platform.

We vet every single brand added to our database by contacting them directly and ensuring they adhere to our strict criteria we call "[The Cruelty-Free 5](#)".

For a brand to be listed as cruelty-free, it must satisfy the following:

1. The brand itself does not test on animals, for either finished products or ingredients.
2. Suppliers do not test on animals for products, raw materials, or ingredients.
3. No third parties test on animals on the brand's behalf.
4. The brand does not test on animals when required by law.
5. The brand does not sell cosmetics in physical stores in mainland China.

At Cruelty-Free Kitty, we have an unwavering commitment to accuracy. The landscape of cosmetics animal testing is constantly evolving globally. Our team is diligent about staying current on changing laws, brand acquisitions, and policy updates that impact cruelty-free status.

To date, we've vetted over 1200+ brands and helped millions of conscious shoppers choose products that aren't tested on animals. Please feel free to contact us with any questions by using [our contact form](#).

Tarte Vegan Product List

Tarte offers a wide selection of vegan-friendly products, including most of their makeup and all of their makeup brushes. You can find the complete list below.

Tarte Vegan Makeup List

- Amazonian Clay 12-Hour Foundation (all shades)
- Amazonian Clay BB Tinted Moisturizer SPF 20 (all shades)
- Amazonian Clay Waterproof Brow Mousse (all shades)
- Amazonian Clay Waterproof Matte Bronzer (all shades)
- Aquacealer Concealer (all shades)
- Arch Architect Brow Pencil & Gel
- BB Tinted Treatment 12-Hour Primer SPF 30 (all shades)
- Beauty Bounce Back Makeup Recovery Set
- Bee You Eyeshadow Palette
- Best in Faux Lash Extending Fibers
- Big Blush Book Volume III
- Breezy Cream Bronzer (all shades)
- Brightening Bundle Spray & Sponge Set
- Brighter Days Highlighting Moisturizer

- Busy Gal Brows Tinted Brow Gel (all shades)
- Clay Pot Waterproof Shadow Liner – Bronze
- Clay Stick Foundation (all shades)
- Clean Slate Flawless 12-Hour Brightening Primer
- Color Splash Cocktail Lip Duo
- Color Splash Hydrating Lipstick (all shades)
- Color Splash Hydrating Lipstick in Sea Goddess
- Color Splash Seaglass Lipstick (all shades)
- Colored Clay CC Eye Primer Stick
- Confidence Creamy Powder Foundation (all shades)
- Creaseless Concealer
- Don't Be Afraid to Dazzle Contour & Highlight Palette
- Double Duty Beauty Base Tape Hydrating Primer
- Double Duty Beauty Busy Gal Base-Ics Complexion Essentials Set
- Double Duty Beauty First Step Prep Moisture Reset Cream
- Double Duty Beauty Shape Tape Pore & Prime Balm
- Double Duty Beauty Shape Tape Pressed Powder (all shades)
- Drench Lip Splash Lipstick (all shades)
- Drink of H2O Hydrating Boost Moisturizer
- Effortless Essentials Color Collection
- Fairy Dust
- Fake Awake Eye Highlight
- Filtered Light Setting Powder
- Frameworker Brow Pomade (all shades)
- Gifted Amazonian Clay Smart Mascara
- Glam on the Go Eyeshadow Palette
- Glow Goodies Prep Set

- Goddess Glow Highlighter
- Hydrate & Glow Beauty Getaway Set
- Hydrocealer Concealer
- Jelly Glaze Anytime Lip Mask (all shades)
- Lash Delights Eye Essentials Set
- Lid Lock Clay Eye Base
- Lifted Sweatproof Mascara
- Lights, Camera, Lashes 4-in-1 Mascara
- Lights, Camera, Lashes Closeup Lash Liner (all shades)
- Lights, Camera, Lashes Inner Rim Brightener
- Lights, Camera, Lashes Precision Longwear Liquid Eyeliner
- Lip Luxuries Deluxe Lip Sculptor Set
- Lip Sculptor Lipstick & Lipgloss (all shades)
- Lip Treats Lip Sculptor Duo
- Lippie Lingerie Matte Tint (all shades)
- Lipsaver Treatment Primer
- LipSurgence Lip Gloss (all shades)
- Maneater Lashes
- Maneater Liquid Liner
- Maracuja Creaseless Concealer (all shades)
- Maracuja Magic Foundation Prep Set
- Maracuja Miracle Mist Setting Spray
- Maracuja Tinted Hydrator (all shades)
- Mer-Mist Shimmer Spray
- Mermaid Glitter Gel
- Mermaid Kisses Lipstick Set
- Mermaid Sea-Quins

- Mermaid Skin Hyaluronic H2O Serum
- No-Makeup Magic Beauty Essentials
- Pout Pleasures Lip Set
- Pretty & Purrrfect Eye Set
- Quench Lip Rescue (all shades)
- Rainforest of the Sea 4-in-1 Setting Mist
- Rainforest of the Sea Eyeshadow Palette
- Rainforest Of The Sea Foil Finger Paints Shadow Palette
- Rainforest of the Sea Highlighting Eyeshadow Palette Vol. III
- Rainforest of the Sea Quench Hydrating Primer
- Rainforest of the Sea Seaglass Eyeshadow
- Rainforest of the Sea Sting Zing Lip Plumping Serum
- Rainforest of the Sea Water Foundation SPF 15 (all shades)
- Ready, Set, Radiant Skin Mist
- Rosé Is Bae Lip Gloss & Brush Set
- Set & Protect Mineral Sunscreen Powder Broad Spectrum SPF 30
- Sex Kitten Eyeliner
- Sex Kitten Squad Lash & Line Set
- Shape Tape 12-Hour Eye Primer Stick
- Shape Tape Contour Concealer (all shades)
- Shape Tape Glow Wand (all shades)
- Shape Tape Matte Foundation (all shades)
- Shape Tape Setting Powder (all shades)
- Shape Tape Waterproof Body Makeup (all shades)
- Sketch & Set Brow Pencil & Tinted Gel (all shades)
- Skin Twinkle Lighting Palette
- Smooth Operator Amazonian Clay Finishing Powder

- Smooth Operator Amazonian Clay Pressed Finishing Powder
- So Fine Micro Liner
- Surfer Curl Volumizing Mascara
- Tarteguard 20 Tinted Moisturizer (all shades)
- Tarteiest Creamy Matte Lip Paint (Texas Toast, Swamp Family)
- Tarteist Brow Gel
- Tarteist Clay Paint Liner (Black, Gold, Silver)

Tarteist Creamy Matte Lip Paint (Adorbs, Bae, FOMO, Frenemy, Hangry, Lovespell, Manbun, Namaste, Selfish, So Fetch, TBT, Twerk, Yaasss)

- Tarteist Creamy Matte Lip Paint Naughty Nudes (all shades)
- Tarteist Double Take Eyeliner
- Tarteist Glossy Lip Paint (all shades)
- Tarteist Holographic Lip Gloss
- Tarteist Lash Paint Mascara
- Tarteist Lip Bling (all shades)
- Tarteist Lip Crayon (all shades)
- Tarteist Pro Cruelty-Free Lashes
- Tarteist Pro Lash Adhesive (all shades)
- Tarteist REMIX Double Take Eyeliner (all shades)
- The Brow Architect (all shades)
- The Sculptor Contour Face Slenderizer (all shades)
- The Sculptor Double-Ended Contour & Highlight
- Treasure Pot Glitter Gel
- Wine Not Lip Gloss & Brush Set

Tarte Vegan Skincare, Body, and Hair Care List

- A-Team Skincare Set

- Better Bod Bronze & Contour
- Blemish Bully Acne Spot Treatment
- Blot Party On-The-Go Mattifiers
- Brazilliance 2hr Express Deep Foaming Self-Tanner
- Brazilliance PLUS+ Self Tanner
- Clay Mask Tool
- Clean Queen Vegan Deodorant
- Cosmic Maracuja Concentrated Face Balm
- Deep Dive Cleansing Gel
- Double Duty Beauty First Step Prep Moisture Reset Cream
- Glow with the Faux Foaming Self-Tanner
- Hair Goals Dry Shampoo
- Knockout Daily Exfoliating Cleanser
- Knockout Tingling Treatment
- Make a Splash Hydrating Skin Savers
- Maracuja Gold Oil
- Maracuja Magic Foundation Prep Set
- Maracuja Oil
- Mer-Makeover Vault
- Mermaid Skin Hyaluronic H2O Serum
- Mermaid Waves Salt Spray
- Not-So-Slick Oil-Absorbing Blotting Papers
- Pack Your Bags 911 Undereye Rescue Patches
- Party Prep Skincare Set
- Pearly Girl Teeth Whitening Pen
- Rainforest of the Sea Deep Sea Collagen Super Serum
- Scrub Clean Cleansing Set

— Tarteguard 30 Mineral Powder Sunscreen Broad Spectrum SPF 30

— Tight & Bright Clay Multi-Mask

Tarte Vegan Makeup Brushes

— All of Tarte's brushes are 100% vegan.

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