

# cruelty free vegan makeup

**cruelty free vegan makeup** has become a significant trend in the beauty industry, reflecting a growing demand for ethical and environmentally conscious products. This type of makeup not only excludes any animal-derived ingredients but also ensures that no animal testing is involved in the production process. Consumers increasingly seek cruelty free vegan makeup to align their beauty routines with values of compassion, sustainability, and health. The rising awareness about animal welfare, combined with the benefits of plant-based ingredients, has led to an expansion of options in this category. This article will explore the meaning of cruelty free vegan makeup, its benefits, how to identify genuine products, popular brands, and tips for making the switch. The comprehensive guide aims to provide all essential information for those interested in adopting a cruelty free and vegan approach to cosmetics.

- Understanding Cruelty Free and Vegan Makeup
- Benefits of Choosing Cruelty Free Vegan Makeup
- How to Identify Authentic Cruelty Free Vegan Makeup Products
- Popular Brands Offering Cruelty Free Vegan Makeup
- Tips for Transitioning to Cruelty Free Vegan Makeup

## Understanding Cruelty Free and Vegan Makeup

Cruelty free vegan makeup combines two important ethical considerations: avoiding animal testing and excluding animal-derived ingredients. These products are developed with an emphasis on kindness to animals and environmental responsibility. Understanding the distinction and overlap between cruelty free and vegan makeup is crucial for consumers aiming to make informed choices.

## What Does Cruelty Free Mean?

Cruelty free makeup refers to cosmetics that have not been tested on animals during any phase of product development. This includes testing of raw materials, formulations, and finished products. Brands that claim to be cruelty free often obtain certification from recognized organizations that audit their testing practices to ensure compliance.

## What Defines Vegan Makeup?

Vegan makeup excludes all ingredients derived from animals such as beeswax, carmine,

lanolin, collagen, and gelatin. Instead, formulations rely on plant-based, synthetic, or mineral ingredients. Vegan makeup caters to consumers who wish to avoid animal exploitation not only in testing but also in the sourcing of ingredients.

## **Intersection of Cruelty Free and Vegan**

While many products may be labeled as cruelty free or vegan independently, cruelty free vegan makeup combines both standards. This ensures that no animal testing is involved and no animal-derived ingredients are present. Such dual standards appeal to ethical consumers seeking the highest level of animal welfare in their beauty choices.

## **Benefits of Choosing Cruelty Free Vegan Makeup**

Opting for cruelty free vegan makeup offers numerous advantages beyond ethical considerations. These benefits contribute to the growing popularity of these products among a diverse range of consumers.

## **Ethical and Environmental Impact**

By avoiding animal testing and animal-derived ingredients, cruelty free vegan makeup supports animal welfare and reduces exploitation. Additionally, many brands in this category prioritize sustainable sourcing and environmentally friendly packaging, which helps minimize ecological footprints.

## **Health and Skin Benefits**

Cruelty free vegan makeup often contains fewer synthetic chemicals and harmful additives, as many brands focus on natural and organic ingredients. This can reduce the risk of skin irritation, allergies, and exposure to toxins, making the products suitable for sensitive skin types.

## **Supporting Innovation and Transparency**

The demand for cruelty free vegan makeup encourages brands to innovate with alternative ingredients and testing methods, such as in vitro testing and computer modeling. This shift promotes transparency in ingredient sourcing and manufacturing processes, fostering trust among consumers.

## **How to Identify Authentic Cruelty Free Vegan Makeup Products**

With the rise in popularity of cruelty free vegan makeup, it is essential to verify product

claims to avoid misleading marketing. Several strategies and certifications help consumers identify genuine products.

## Recognizing Certifications and Logos

Trusted certifications provide assurance that products meet cruelty free and vegan standards. Common logos include:

- **Leaping Bunny:** Recognizes companies that do not conduct animal testing at any stage.
- **PETA's Beauty Without Bunnies:** Certifies cruelty free products and brands.
- **Vegan Society Trademark:** Indicates products free from animal-derived ingredients.
- **Certified Vegan:** Confirms both vegan ingredients and absence of animal testing.

## Reading Ingredient Lists Carefully

Consumers should familiarize themselves with common animal-derived ingredients to identify non-vegan products. Ingredients such as beeswax, carmine (red pigment from insects), lanolin (from sheep's wool), and gelatin are not vegan. Awareness of these terms assists in verifying product contents.

## Researching Brand Policies

Reviewing brand websites and official statements on animal testing and ingredient sourcing can provide insights into their ethical commitments. Brands transparent about their supply chain and testing policies are generally more reliable in their cruelty free vegan claims.

## Popular Brands Offering Cruelty Free Vegan Makeup

The market for cruelty free vegan makeup has expanded with numerous reputable brands offering a wide variety of products. These companies prioritize ethical standards while delivering high-quality cosmetics.

## Leading Cruelty Free Vegan Makeup Brands

- **Tarte Cosmetics:** Known for vibrant colors and eco-friendly packaging, Tarte offers a wide range of vegan and cruelty free products.
- **Too Faced:** Specializes in innovative makeup formulations with a strong commitment to cruelty free and vegan options.
- **Pacifica Beauty:** Fully vegan and cruelty free brand emphasizing natural ingredients and sustainable practices.
- **Anastasia Beverly Hills:** Offers several vegan product lines and maintains cruelty free certification.
- **Milk Makeup:** Combines vegan formulations with modern designs and ethical manufacturing.

## Emerging and Indie Brands

Smaller and indie brands also contribute significantly to the cruelty free vegan makeup landscape by providing niche products tailored to specific preferences, such as organic, gluten-free, or hypoallergenic makeup. These brands often prioritize transparency and social responsibility.

## Tips for Transitioning to Cruelty Free Vegan Makeup

Switching to cruelty free vegan makeup can be a thoughtful process that involves evaluating current products and making gradual changes. Strategic steps can make the transition easier and more sustainable.

### Assess Current Makeup Collection

Begin by identifying which existing products are already cruelty free and vegan. This helps reduce waste and allows for a phased replacement of non-compliant items.

### Start with Essential Products

Focus on replacing essential items such as foundation, mascara, and lipstick first. Prioritizing commonly used products ensures a noticeable impact on ethical standards without overwhelming the consumer.

## **Research and Experiment**

Explore cruelty free vegan brands and test different products to find those that match personal preferences in texture, shade, and performance. Sampling and reading reviews can aid in selecting suitable makeup.

## **Support Ethical Brands and Practices**

Choose brands that not only offer cruelty free vegan makeup but also engage in sustainable sourcing, eco-friendly packaging, and fair labor practices. Supporting holistic ethical values strengthens the overall impact of purchasing decisions.

## **Maintain Awareness of Industry Changes**

Stay informed about new certifications, ingredient innovations, and regulatory changes in the beauty industry. Continuous learning helps consumers make well-informed choices aligned with evolving standards.

## **Frequently Asked Questions**

### **What does cruelty free vegan makeup mean?**

Cruelty free vegan makeup refers to cosmetic products that are not tested on animals and do not contain any animal-derived ingredients.

### **How can I identify if makeup is truly cruelty free and vegan?**

Look for certified labels such as Leaping Bunny, PETA's cruelty free logo, and vegan certification symbols. Additionally, check the ingredient list and brand policies.

### **Are cruelty free and vegan makeup products more expensive than regular makeup?**

While some cruelty free vegan makeup products can be pricier due to ethical sourcing and certifications, there are many affordable options available in the market.

### **Can cruelty free vegan makeup offer the same quality and performance as conventional makeup?**

Yes, many cruelty free vegan makeup products provide excellent quality, pigmentation, and longevity comparable to traditional makeup brands.

## **Which popular makeup brands offer cruelty free vegan products?**

Brands like e.l.f. Cosmetics, Too Faced, Milk Makeup, Pacifica, and Kat Von D Beauty offer a variety of cruelty free vegan makeup products.

## **Is cruelty free vegan makeup better for sensitive skin?**

Often, cruelty free vegan makeup contains natural and gentle ingredients, making it a good option for sensitive skin, but it's important to check individual product formulations.

## **How does cruelty free vegan makeup impact the environment?**

Cruelty free vegan makeup typically has a lower environmental impact by avoiding animal exploitation and often uses sustainable, plant-based ingredients and eco-friendly packaging.

## **Are there any certifications to trust when buying cruelty free vegan makeup?**

Yes, certifications like Leaping Bunny, PETA's Beauty Without Bunnies, The Vegan Society, and Certified Vegan logos help ensure product authenticity.

## **Can men use cruelty free vegan makeup products?**

Absolutely, cruelty free vegan makeup is suitable for everyone regardless of gender, focusing on ethical and animal-friendly ingredients.

## **Where can I buy cruelty free vegan makeup products?**

Cruelty free vegan makeup can be purchased online on brand websites, specialty ethical beauty retailers, and major stores like Sephora and Ulta.

## **Additional Resources**

### *1. The Cruelty-Free Beauty Guide: Vegan Makeup for a Kinder World*

This comprehensive guide explores the principles of cruelty-free and vegan makeup, offering readers practical advice on how to identify ethical beauty brands. It delves into ingredient transparency, animal testing policies, and sustainable packaging. Perfect for beginners and seasoned makeup lovers alike, it encourages a compassionate approach to beauty without compromising style.

### *2. Glow Naturally: A Vegan Makeup Handbook*

"Glow Naturally" provides step-by-step tutorials for creating stunning makeup looks using only vegan and cruelty-free products. The book highlights the benefits of plant-based ingredients and how they nourish the skin while enhancing natural beauty. Readers will

find tips on selecting the right products for different skin types and tones, promoting a healthy, radiant glow.

### 3. *Beauty Without Harm: The Ethics of Vegan Makeup*

This thought-provoking book examines the ethical considerations behind vegan makeup, including animal welfare, environmental impact, and social responsibility. It features interviews with industry experts and activists who are driving change in the beauty world. The book is ideal for readers who want to align their beauty routine with their values.

### 4. *Vegan Beauty Basics: Cruelty-Free Makeup Essentials*

A perfect starter guide, this book breaks down the essential vegan makeup products everyone should have in their kit. It covers everything from foundations and mascaras to lipsticks and brushes, emphasizing cruelty-free certifications and ingredient safety. Readers will also find DIY recipes for creating their own vegan beauty products at home.

### 5. *The Art of Vegan Makeup: Techniques and Trends*

Focusing on artistry, this book showcases innovative vegan makeup techniques and the latest trends in cruelty-free beauty. It includes tutorials for bold looks, everyday wear, and special occasions, all using products free from animal-derived ingredients. The author shares insider tips on blending, contouring, and color theory tailored for vegan cosmetics.

### 6. *Clean and Green: Sustainable Vegan Makeup for a Better Planet*

"Clean and Green" links vegan makeup with environmental sustainability, discussing how cruelty-free brands are reducing waste and utilizing eco-friendly materials. The book encourages mindful consumption and offers advice on recycling and reusing makeup packaging. It's a must-read for environmentally conscious beauty enthusiasts.

### 7. *From Farm to Face: Understanding Vegan Makeup Ingredients*

This educational book dives deep into the natural ingredients commonly found in vegan makeup products. It explains their origins, benefits, and how they compare to traditional cosmetic ingredients that may involve animal exploitation. Readers will gain a richer understanding of what goes into their makeup and why vegan options are healthier for both skin and conscience.

### 8. *The Vegan Makeup Artist: Professional Tips for a Compassionate Career*

Designed for aspiring makeup artists, this book covers how to build a professional kit using only cruelty-free and vegan products. It includes advice on client consultations, hygiene, and creating diverse looks without compromising ethical standards. The author shares personal experiences and resources for networking within the vegan beauty industry.

### 9. *Radiant and Responsible: Celebrating Diversity in Vegan Makeup*

This inspiring book highlights the importance of inclusivity and representation within the vegan makeup community. It showcases brands and artists who prioritize diversity in their product ranges and campaigns. The book encourages readers to embrace their unique beauty while supporting cruelty-free and vegan principles.

## **Cruelty Free Vegan Makeup**

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**cruelty free vegan makeup: Vegan Love** Maya Gottfried, 2017-04-18 In ever-increasing numbers, people around the world are opting for a vegan lifestyle (eating a plant-based diet and eschewing animal products such as leather), and those who do report feeling happy and healthier, with boundless energy and glowing skin among the benefits. But what happens when their love interest unapologetically orders a steak on a date? Vegan Love offers guidance on how to spread the vegan love and bring compassion for all beings into one's romantic life. Going cruelty-free need not mean alienating potential partners or long-term lovers. Author Maya Gottfried shares her experiences of going vegan and playing the vegan dating game, as well as insights by notable vegan women, both straight and LGBT, from various walks of life, including Jane Velez-Mitchell of JaneUnchained.com; Marisa Miller Wolfson of the film Vegucated; Jasmin Singer, author of Always Too Much and Never Enough; and Colleen Patrick-Goudreau of the Food for Thought podcast. Vegan Love also features a wealth of fun, practical advice about vegan makeup, vegan clothes, and vegan weddings, with a detailed resource guide.

**cruelty free vegan makeup: The Vegan Girl's Guide to Life** Melisser Elliott, 2010-11-11 Vegan women everywhere are banding together in their efforts to be healthy, cruelty free, and environmentally responsible. This is their handbook. Melisser (known to most as "The Urban Housewife") presents the basics of veganism for the newbies, lots of DIY craft projects, cruelty-free beauty tips, travel advice, recipes, and more. This book is not just for vegan girls—it's also for anyone who's interested in a cruelty-free lifestyle. Discover the best beauty products, fun vacation spots, plus an assortment of recipes including Jackfruit "Carnitas" Tacos, Twice Baked Chipotle Sweet Potatoes, Curried Red Lentil Veggie Burgers, Chipotle Hominy Stew, and Double Chocolate Cookies. Learn how to make recycled cake stands, find a cross-stitch pattern by Stitch'd Ink, and find out about natural beauty and cleaning products. Reading like a Who's Who of vegan women,



contributions of recipes and craft projects will be provided by some of the most respected vegan chefs and bloggers in the world (Isa Chandra Moskowitz, Hannah Kaminsky, Celine Steen, Julie Hasson, Kittee Berns, Kelly Peloza, and more). Full of photos and quirky illustrations, this is useful information with a punk rock attitude.

**cruelty free vegan makeup: Living Vegan For Dummies** Cadry Nelson, 2023-12-19 Vegan diet, nutrition, and lifestyle, demystified Living Vegan For Dummies provides a practical look at veganism for those who have already embraced the lifestyle, for anyone who is on the fence about trying it, or for those who want to understand the choices of the vegans in their midst. You'll learn what it means to be vegan and why this animal-friendly diet is on the rise. Discover tasty vegan ingredients and easy recipes, money-saving tips, advice for talking to people about veganism, and ideas for dealing with the skeptics. If you're ready to start transitioning to a vegan way of life, you'll love this book's simple action plans for making the switch—and making it stick. With this friendly Dummies guide, you've got answers to all your questions. Learn what veganism is, how it's different from vegetarianism, and why people choose to "go vegan" Decide whether veganism is for you and get pointers on cutting out animal products Help friends and loved ones understand your dietary and lifestyle choices Get ideas for vegan cooking, eating out, and being vegan on a budget Living Vegan For Dummies is a valuable resource for anyone who practices or is considering veganism, as well as their friends and family who want to know more about the lifestyle.

**cruelty free vegan makeup: The VegNews Guide to Being a Fabulous Vegan** Jasmin Singer, VegNews Magazine, 2020-12-15 Go vegan the fabulous way with this helpful guide from an editor of VegNews, an award-winning vegan media outlet. Maybe you're interested in it for the food, maybe it's the animals, or maybe climate change has got you thinking. Whatever your reason, maybe you don't quite know where to start. After all, doesn't going vegan mean you have to give up tasty snacks, cool shoes, a sense of humor, and your leather couch? (Nope, nope, no way, well . . . eventually.) Covering everything from nutrition (you will get enough protein, promise) to dating (vegans have better sex. It's true) to fitness (you want to lift a car over your head? Sure), Jasmin Singer and the team at VegNews bust all the myths and give you all the facts about a plant-based lifestyle. With 30 easy recipes to get you started, The VegNews Guide to Being a Fabulous Vegan will help you adopt a lifestyle that's better for you, the animals, and the planet. And what's more fabulous than that?

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**cruelty free vegan makeup: Advanced Intelligence Systems and Innovation in Entrepreneurship** Misra, Sanjay, Jain, Amit, Kaushik, Manju, Banerjee, Chitresh, Singh, Yudhveer, 2024-05-16 The foundation of any successful enterprise lies in a well-crafted IT strategy. In today's volatile economic climate, it is necessary to harmonize the exigencies of daily operations with the demands of future growth and development. As information technology continues to permeate every facet of our lives and industries, the nexus between entrepreneurship and innovation remains pivotal. Advanced Intelligence Systems and Innovation in Entrepreneurship delves deep into the intricate web that binds information technology (IT) strategy, advanced intelligence systems, and the dynamic landscape of entrepreneurship. Within these pages, experts dissect the anatomy of IT strategies, deciphering their critical role in achieving IT and business objectives. This book discusses intelligence systems, the very embodiment of artificial intelligence's transformative potential. These systems possess the capacity to perform tasks once reserved for human intelligence, making decisions, solving complex problems, and learning from data. Yet, the book does not shy away from addressing the thorny issues of employment, privacy, and security that accompany such profound technological shifts. This book underscores how futuristic technologies empower entrepreneurs to innovate sustainably, fostering business growth while safeguarding our environment. Entrepreneurs, in their quest for new and inventive products and services, wield information technology as a transformative tool. The need for organizational restructuring, aligned with the demands of these

technologies, becomes evident, with case studies showcasing the impact of IT on entrepreneurial activities. This book is deal for scholars, researchers, students, industry professionals, entrepreneurs, intrapreneurs, educators, technologists, policymakers, and innovators.

**cruelty free vegan makeup: Beauty Beyond Borders** VINCENT BARASA, 2024-10-31 Beauty Beyond Borders invites readers on a captivating journey through the diverse and vibrant world of beauty. This enlightening book explores how beauty is perceived, celebrated, and practiced across different cultures, revealing the rich tapestry of traditions and rituals that define global beauty standards. From ancient skincare secrets to modern makeup techniques, Beauty Beyond Borders... Beauty Beyond Borders invites readers on a captivating journey through the diverse and vibrant world of beauty. This enlightening book explores how beauty is perceived, celebrated, and practiced across different cultures, revealing the rich tapestry of traditions and rituals that define global beauty standards. From ancient skincare secrets to modern makeup techniques, Beauty Beyond Borders showcases the unique practices that women around the world embrace. Discover the power of inclusivity as you learn about beauty rituals that honor all skin tones, hair types, and ages, promoting a message of self-love and acceptance. With stunning visuals, personal stories, and expert insights, this book empowers readers to embrace their individuality while appreciating the beauty found in diversity. Whether you're a beauty enthusiast, a cultural explorer, or someone seeking inspiration, Beauty Beyond Borders is your ultimate guide to understanding and celebrating beauty in all its forms. Join us in redefining beauty—one border at a time!

**cruelty free vegan makeup: Vegan Style** Sascha Camilli, 2019-11-12 Calling all compassionate consumers—now you can become completely cruelty-free with this inspirational guide to vegan products, brands, and materials to help you look good and live kindly. Going vegan doesn't just apply to the food you eat—now you can veganize all aspects of your life from beauty products to fashion to homeware. And with so many ethical, environmentally friendly products on the market today, you no longer have to sacrifice style for sustainability. Vegan Style offers a healthy dose of luxurious lifestyle inspiration for people who want to live kindly, feel good, and look fabulous. With insight and advice from today's most creative and innovative vegan fashion designers and influencers, discover how you can incorporate more cruelty-free brands to your wardrobe while still looking great. Plus, get some pointers from vegan experts on homeware, grooming products for men, and plant-based places to travel. We've got your entire vegan lifestyle covered!

**cruelty free vegan makeup: The Complete Idiot's Guide to Vegan Living** Beverly Bennett, Ray Sammartano, 2004-05-04 The definitive book on becoming a vegan, with recipes included. Becoming a vegan isn't just about giving up animal products. It's about making a lifestyle change. In The Complete Idiot's Guide to Vegan Living, authors Beverly Lynn Bennett (known as the Vegan Chef) and Ray Sammartano provide a complete guide to living vegan - style, focusing on compassion for all, good health, and great eating. Inside, readers will find 50 sensational recipes, tips for everyday vegan living, the lowdown on vegan myths, and much more. -One of the few titles that combines information on the vegan lifestyle with recipes -Being a vegan isn't only about what you eat; this book also discusses clothing, cosmetics, etc. -Author is a renowned vegan chef

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them to think critically about the choices they make as a consumer, and the ethical impact of something as simple as choosing a shampoo. Including Myths and Facts about animal testing, 10 Great Questions to Ask a Vegan, suggestions of websites, organizations, and books for further reading, this book is designed to inspire continued research and practice.

**cruelty free vegan makeup: Makeup in the World of Beauty Vlogging** Clare Douglass Little, 2020-10-14 This collection studies beauty vlogging as a phenomenon operating at the intersection of celebrity culture, digital communities, and the cosmetics industry. Exploring subjects ranging from race and gender to disability and religion, the chapters examine how the genre has impacted social media landscapes and gender expression. The contributors analyze how beauty vlogging makes community and economic success seem accessible for viewers as well as how the beauty vlog itself can function as a platform for enacting and inspiring social commentary and change. *Makeup in the World of Beauty Vlogging* studies the cultural phenomenon of the beauty vlog as a space where audiences and vloggers find a voice and a means of personal expression via the potentially subversive power of makeup and social media.

**cruelty free vegan makeup: Zero-Waste Beauty: DIY Skincare and Cosmetics for a Sustainable Lifestyle** Ciro Irmici, 2024-09-17 *Zero-Waste Beauty: DIY Skincare and Cosmetics for a Sustainable Lifestyle* is the ultimate guide for eco-conscious individuals who want to transform their beauty routine while caring for the planet. Packed with over 80 pages of easy-to-follow recipes, expert advice, and practical tips, this book helps you create natural, effective beauty products from scratch—without the waste. Whether you're looking to make your own cleansers, moisturizers, shampoo bars, or makeup, *Zero-Waste Beauty* offers sustainable, budget-friendly solutions that nourish both your skin and the environment. Inside this book, you'll discover:

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- Techniques to eliminate plastic waste with reusable packaging and zero-waste alternatives
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- Practical tips for maintaining a zero-waste beauty routine while traveling
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Whether you're a DIY beauty enthusiast, a beginner looking to reduce waste, or someone eager to live more sustainably, *Zero-Waste Beauty* is your essential resource for achieving a greener, healthier lifestyle.

**cruelty free vegan makeup: The New Vegan** Áine Carlin, 2018-06-18 Going vegan can be a daunting prospect. Many familiar foods and products are out of bounds, and it can be hard to know how to enjoy a healthy, tasty diet. In her new book, top vegan author Aine Carlin guides you through the process of adopting a vegan lifestyle, with tips on what to tell people about your new diet, what you can eat at a restaurant, dealing with cravings and her take on vegan-friendly fashion (in 2015, she was named Most Stylish Vegan by PETA). There are more than 90 tempting recipes carefully tailored to people giving up meat, fish and dairy for the first time, including Jerk-marinated Cauliflower Steaks for a main course and Macadamia and Blueberry Cream Pie for dessert, and there are also delicious selections of raw and gluten-free dishes. Learn how to make your own plant milk, nut cream and even vegan-friendly beauty products. Aine's practical advice, non-judgemental approach and tempting recipes are the perfect tools as you begin your vegan journey.

**cruelty free vegan makeup: Queer Entanglements** Damien W. Riggs, Shoshana Rosenberg, Heather Fraser, Nik Taylor, 2021-07-29 *Queer Entanglements* provides the first comprehensive account of the intersections of lesbian, gay, bisexual, queer, trans, and non-binary people's lives with the lives of animals. Exploring diverse topics such as domestic violence, grief following the loss of an animal, veganism, cruelty-free makeup products, Pride events, and community activism, the book offers a theoretical and empirical basis for understanding the contexts that bring together human and animal lives. By using real-world examples, it provides a lively and engaging view of what it means to think about the connections between animal and human lives, even when human experiences operate at the expense of animal wellbeing. This critical, intersectional, and interdisciplinary perspective on human-animal relations will be of interest to scholars and students in human-animal studies, psychology, sociology, social work, and cultural and gender studies.

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