

A Green Beauty Blogger Walks into IMATS...



Admittedly, I kind of knew a trip to NYC for IMATS seemed counterintuitive to what I'm trying to focus on with this blog. IMATS, or the [International Make-up Artist Trade Show](#), is essentially a discounted trade show of mainly conventional brands, from popular special effects/HD brands like Graftobian to more commercially known brands such as Anastasia Beverly Hills. Seeing as I try to focus only on the purest green makeup brands, I certainly felt a bit out of place there. I wasn't there for the discounted makeup (no way, not putting that toxic stuff on *my* face). I was, however, there for the culture. It was so much fun to see so many fellow makeup addicts and artists discussing brand-specific colors like they were part of some established canon (apparently Anastasia's "Crush" is the new black).

I used to be a part of this tribe of makeup connoisseurs, talking about celeb Youtubers as if they were my friends and listing my Holy Grail product names like I was saving a life. But slowly I woke up and realized these products were doing terrible long-term damage to my skin and body, albeit in pretty packaging. Eventually I also realized that it was about more than just what my skin was soaking up, it was also about how these companies treated animals, whether tortured for ingredients or suffering through animal testing. And lastly, it was about how these popular conventional brands were treating other humans and this Earth. No matter how gorgeous the pigment may be, it's not worth contributing to toxic waste and unethical practices.

All this in mind, I had purchased my ticket before the full vendor list was published but was hoping some magical **green beauty fairy** would transport some of my favorite brands to the show. Safe to say, I was disappointed in the lack of green beauty brands there. I was, however, surprised at the brands that have made great strides in combating animal cruelty. I found out that famed [Sigma brushes](#) are **100% Vegan** - so I got excited and bought a few - and that many other major brands are either vegan or Leaping Bunny certified. So it was at least a vegan win for the day!

I did actually find a few good brands, though, and I can't wait to do posts on them!! Some of the greener brands at IMATS include [The Lip Bar](#), [Bio Seaweed Gel](#), and a few others! The green beauty revolution may be slow, but I'm hoping it'll only go up from here as customers become more informed about what they're putting on their faces and other consequences that arise from supporting unethical brands.

I know it sounds like I'm preaching to the choir here, but do you guys think green/ethical beauty can become the norm? Or will it always stay a separate entity from conventional brands and their loyal groupies? Leave your thoughts in the comments below! :)

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Spot my [Angela Roi Morning Crossbody](#) purse and [Laura Siegel Kantha](#) jacket (both **vegan**)!

xx

Callie