

News

Vegan Beauty Line Debuts at Rite Aid

By [Anna Starostinetskaya](#) | June 10, 2016



Éclair Naturals now offers 55 new cruelty-free bath, skin, and hair care products for less than \$10 at 4,000 drugstores nationwide.

Vegan beauty line [Éclair Naturals](#) recently made its debut at 4,000 Rite Aid stores nationwide. Industry outlet [Drugstore News](#) reports the brand will be comprised of 55 new products in 14 categories—most priced less than \$10—including handcrafted bar soaps, shampoos, lotions, and deodorants. All products are certified by Leaping Bunny, made in the United States, and free from sulfates, phthalates or phenoxyethanol, GMOs, soy, and gluten. “Being vegan and cruelty-free are part of our inherent brand promise,” Éclair Naturals’ co-founder/CEO John Matisse said. In addition to Éclair Naturals, the beauty industry recently saw an influx of new vegan beauty additions such as [Wet n Wild](#)’s line of vegan makeup brushes, [Jaime King](#)’s travel-friendly collection for beauty brand ColourPop, and Gwyneth Paltrow’s edible line for organic company [Juice Beauty](#).