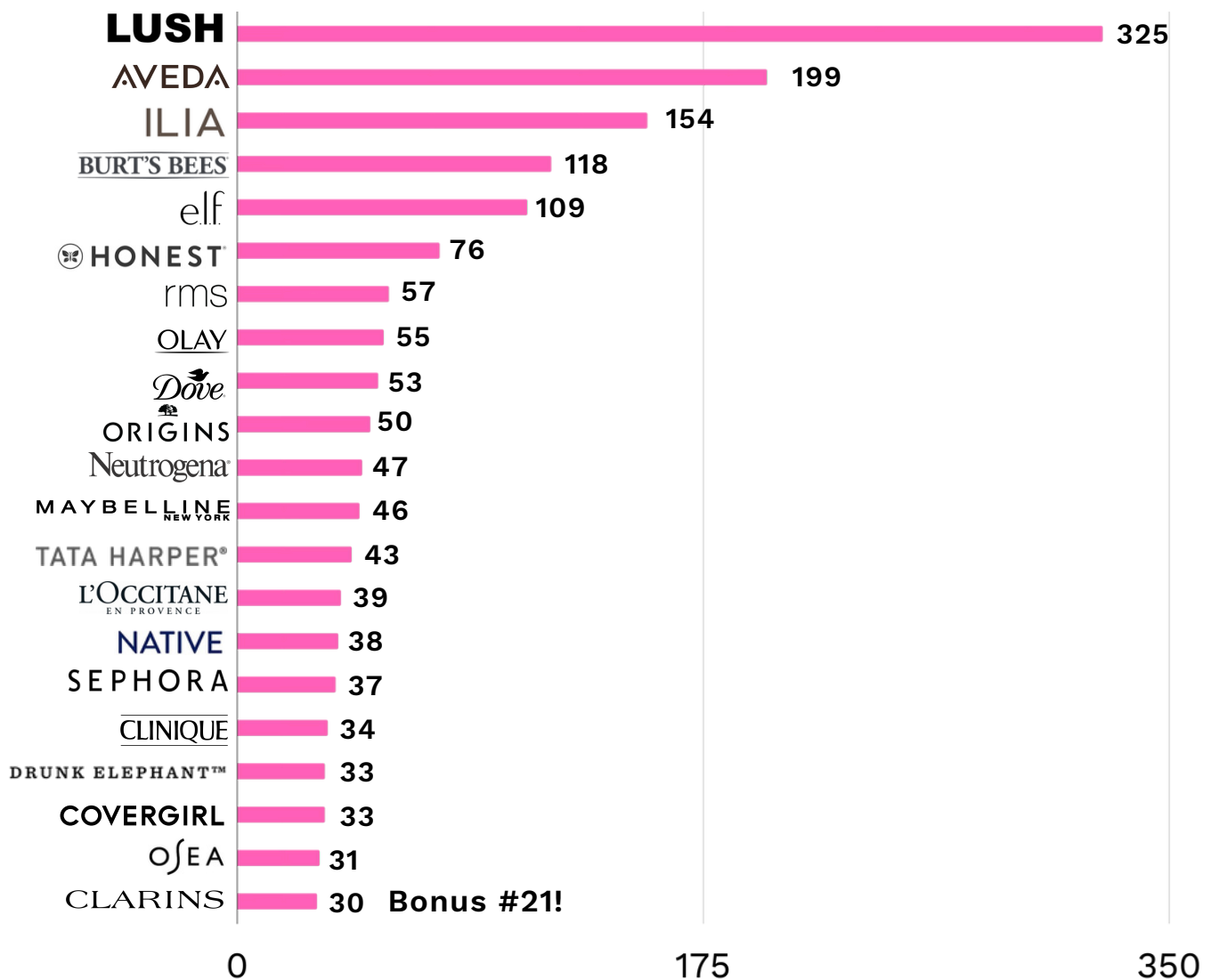


The 20 most sustainable beauty brands, according to consumers

In an open-ended question in Highlight's [2025 Sustainability Report](#), we gave respondents the opportunity to tell us which beauty brands they think of as the most sustainable. Here were the most mentioned:



Takeaways for beauty brand builders

Consumers want to make more responsible purchases, but brands have work to do to enhance education, transparency, and trust. Download Highlight's [2025 Sustainability Report](#) for more consumer insights.