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# What is Indie Beauty?

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By Stephanie Jade Wong



Image Source: [Burst](#)

Do you draw a blank when someone mentions the phrase, “indie beauty?”

You may be familiar with indie music or independent movies, but what about indie *beauty*? Indie beauty is an independently-owned beauty brand or retailer. Indie businesses are owned by the business’ founder and also get all their funding from the founder.

Now that you know what it is, let’s dive in and discuss why it matters and how it differs from non-indie beauty brands.



Image Source: Burst

## Indie Beauty 101

It’s easy to purchase the products you see on store shelves without doing research into the ingredients, however they can be more harmful than you’d think.

A big reason for the fight for clean beauty products has to do with the lack of regulation in the beauty industry. The FDA recently recalled makeup that tested positive for asbestos. Asbestos can be found in products which have talc in them, like blush.

Some personal care products in the U.S. are filled with chemicals which are banned in Europe. There have been U.S. bills introduced that would help modernize the FDA regulations on personal care

products, however it's been years since Congress passed their last cosmetics law.

In fact, the FDA doesn't require a company to submit any safety reports before they sell their products to consumers.

## Why Indie Beauty?

Many indie brands create their products in small batches, and some are even handmade. A majority of indie beauty products are clean, cruelty-free, and vegan. There's typically a story behind most indie beauty brands, and there's so much love that's put into indie beauty products.

I remember being in awe as I walked through Indie Beauty Expo, an event to showcase indie beauty brands. There were rows and rows of booths filled with brand owners sharing their products. Every corner I turned, I learned about a different brand I'd never heard of before that day. I interacted with a handful of business owners who told me why they created their brand and why their products were so important to them.

It's not just about being an entrepreneur and making a profit; the the community these businesses have built showcases the passion behind indie beauty brands.



Image Source: [Burst](#)

## What's Love, Indie B.?

[Love, Indie B.](#) is a site where you can discover all things indie beauty. You can come here to [learn about indie brands](#), [shop for new products](#), and browse through our blog.

[Love, Indie B. was founded by Leila Mehra](#) to discover the next generation of beauty. After falling in love with the indie beauty community, Leila knew she had to be part of it. You can read more about her [here](#).

## Why Choose Love, Indie B.?

We're a small business that supports other small businesses. We care about quality, and only sell cruelty-free products.

Our core values at Love, Indie B. include:

- Authenticity
- Community
- Confidence
- Creativity
- Discovery
- Inclusion
- Joy
- Partnership

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Image Source: [Love, Indie B.](#)

## Love, Indie B. is Passionate

Here at Love, Indie B., we want to introduce you to passionate founders. They're passionate about their beliefs, and we believe that passion and drive are keys to success.

An example would be Melodie Reynolds, who is the founder of [Elate Cosmetics](#). Melodie believes that [a beauty routine becomes a ritual when the action means more than the outcome](#). It may seem like a small task to perfect the flick of a sharp winged [eyeliner](#) every morning, but that can be a powerful act of self-love and self-care. Elate Cosmetics is all about empowering you to use the best products available for your daily ritual.

## Love, Indie B. Supports Clean Beauty

What's clean beauty, you ask? Clean beauty is a category of beauty products that are safe to use and have ingredients in them that won't harm your skin.

More than other industries, the beauty industry is driven by trends, such as clean beauty. The natural and organic product market continues to grow. The value of this market is predicted to be “at \$21 billion by the end of 2024,” according to Persistence Market Research.

As the demand for clean beauty increases, what was once a niche market is becoming more mainstream. Many brands are looking at the types of ingredients that are in their products, focusing on ones that aren't harmful to your body.



Image Source: Love, Indie B.

For instance, have you checked out Muskaan Makeup's "Cozy on the Lips" lipstick collection? Each juicy lipstick tube is:

- Certified vegan
- Cruelty-free
- Gluten-free
- Halal
- 70% Organic

- 25% Natural

All their lipstick ingredients are listed on each [product page](#) on our site. We appreciate that kind of transparency, especially when it comes to the products you put on your skin.

## Love, Indie B. is Innovative

We believe indie beauty is innovative. It creates change with a positive impact on the indie beauty community, which is why we want to help you find the next generation of beauty products.

“The personal care and cosmetics industry is experiencing exponential growth thanks to brands disrupting through innovation and redefining the face of beauty,” said Dr. Ken Marenus, President of the Independent Cosmetic Manufacturers and Distributors (ICMAD) at the 2019 Indie Beauty Innovators Awards.

ICMAD is a non-profit association that supports indie businesses. ICMAD created the Indie Beauty Innovators Awards, (formerly known as Cosmetic Innovator of The Year, or CITY) which represents the best of indie beauty.





Image Source: [Love, Indie B.](#)

You might have noticed that plastic plays a large part in global pollution. Plastic packaging is a common part of beauty product packaging. Brands like [Aether Beauty](#) are ethically sustainable beyond just the product formulas. Founder Tiila Abbitt is passionate about sustainable beauty, and incorporates natural and organic alternatives into her daily beauty routine.

Not only are their [eyeshadow palettes](#) vegan and cruelty-free, the paper palettes are recyclable and zero waste (after removing the [eyeshadow pans and elastic](#)—which doubles as a hair tie!) Plus, 10% of the proceeds go to [The Rainforest Foundation](#), which helps to secure land rights for indigenous people.





Image Source: [Burst](#)

## Shop Love, Indie B.

We believe in using products that are not only safe for your body, but that are good for our environment and the world around us.

So, what are you waiting for? Start your Love, Indie B. journey [here](#).



### About the Author:

Stephanie Jade Wong is a NY-based freelance writer. She likes long walks to coffee shops, trying new beauty products, and petting strangers' dogs.

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