



SHEGLAM Reinforces Commitment to High-Quality, Affordable, and Cruelty-Free Beauty

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SHEGLAM, a global beauty brand founded in 2019, today reinforces its commitment to delivering high-performance yet affordable products, driving innovation in beauty, and maintaining cruelty-free practices. As the brand continues to expand globally, it remains dedicated to empowering young consumers worldwide with accessible, inspiring beauty solutions that don't compromise on quality or ethics.

This commitment to accessibility begins with how SHEGLAM approaches pricing and production. The brand collaborates with world-class manufacturers trusted by top beauty brands, delivering quality products that remain accessible to a broader audience. Rather than investing heavily in traditional advertising and media buying, SHEGLAM relies on word-of-mouth and digital engagement, reinvesting those resources into product quality and innovation. This strategic approach enables the brand to deliver high-quality makeup without the premium price tag, making beauty truly accessible for the next generation of consumers.

The brand's commitment to quality extends throughout its comprehensive product development lifecycle, which encompasses five distinct stages: exploration, development, trial production, mass production, and post-launch. This rigorous process integrates a quality assurance system that includes 12 key quality

processes and over 50 specific tests, verifying everything from packaging functionality and durability to formulation stability and safety. By partnering with leading industry suppliers?70% of whom produce over 100 million units annually?SHEGLAM ensures that affordability never comes at the expense of excellence.

Quality alone, however, isn't enough?SHEGLAM believes true value comes from creating products that consumers actually want. The brand drives innovation through three core approaches: R&D-led breakthroughs, consumer-inspired innovation, and conceptual design creativity. SHEGLAM maintains an in-house R&D team and collaborates with manufacturers, labs, and ingredient suppliers in Korea, Japan, and Italy. Through monthly global panels and one-on-one interviews, the brand uncovers consumer needs, with many products born directly from this feedback. SHEGLAM has also partnered with cultural icons including Hello Kitty, Harry Potter, and The Powerpuff Girls, creating collections that resonate with young consumers' passions and identities. This collaborative approach ensures that innovation isn't just about novelty?it's about relevance.

"We're an innovation-driven brand powered by creativity. Our young team of beauty enthusiasts is constantly pushing boundaries to create visually striking, high-performing products that align with what's next in beauty." said Sylvia Fu, CEO of SHEGLAM.

Behind every product is SHEGLAM's unwavering stance on animal welfare. The brand unequivocally opposes animal testing in any form. SHEGLAM products are certified as 100% Cruelty-Free and carry the Leaping Bunny certification from Cruelty Free International. In 2021, SHEGLAM launched the Wild Heart Collection and donated \$50,000 to the International Fund for Animal Welfare (IFAW), demonstrating that its commitment extends beyond certification to meaningful action. For young consumers who increasingly make purchasing decisions based on brand values, this ethical foundation matters.

SHEGLAM has expanded its global presence. The brand is currently available through sheglam.com and platforms including Amazon, SHEIN, and Shopee. Since 2023, SHEGLAM has been available in over 7,000 stores across more than 15 countries, with retail partners including Centerpoint in the Middle East, Liverpool in Mexico, and Donki and Plaza in Japan. Supporting this presence is a diverse team across 9 markets including Singapore, Mexico, Australia, Canada, the United States, Germany, the UAE, Italy, and Spain.

"SHEGLAM has always been about listening to our audience. We truly believe beauty should be accessible, inspiring, and joyful," Fu added.

About SHEGLAM: Founded in 2019 by Sylvia Fu, SHEGLAM is an inclusive beauty brand offering high-quality makeup and affordable cruelty-free cosmetics. With nearly 300 team members worldwide,

SHEGLAM is certified 100% Cruelty-Free with Leaping Bunny certification. Products are manufactured in facilities holding SA8000, BSCI, SMETA, ISO 14001, and GMP-ISO 22716 certifications.

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For more information about SHEGLAM, contact the company here: SHEGLAM SHEGLAM Media Team contact@sheglam.com

SHEGLAM

SHEGLAM was founded in 2019 by Sylvia Fu with a team of five. Sylvia led the company's growth?building the core team, managing product development and supply chain, and establishing quality controls?while overseeing online and offline sales.

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