



OK! Magazine Features SHEGLAM's Commitment to Safety and Ethical Beauty Standards

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Leading entertainment and lifestyle publication OK! Magazine recently featured SHEGLAM in an in-depth article exploring the brand's commitment to ethical values and transparency in the beauty industry. Published on November 6, 2025, the article titled "Inside SHEGLAM's Mission to Create a More Ethical Beauty Industry" examines how the cosmetics brand addresses consumer questions like "is SHEGLAM safe" through its dedication to safety, quality, and ethical practices since its founding in 2019 by Sylvia Fu.

The OK! Magazine feature provides insights into the brand's safety standards and transparent practices for those wondering "is SHEGLAM safe." The article details how SHEGLAM has grown from a small, intimate team to a brand now available in over 150 countries and 7,000 retail locations worldwide.

At the heart of the brand's approach to product safety lies its dedication to global regulatory compliance. OK! Magazine highlights that every SHEGLAM formula meets or exceeds the safety and quality standards established by various regions around the world, including the United States, the European Union, the Middle East, and Latin America. This approach to regulatory compliance ensures that consumers in different markets can trust that the products they purchase have been formulated with their safety as the top priority.

The OK! Magazine article emphasizes SHEGLAM's proactive approach to ingredient safety, noting that the brand's team actively researches and bans substances that could be environmentally harmful, including phthalates, parabens, formaldehyde donors, and PFAS. Each product undergoes several stages of formula optimization and testing to protect consumer health.

Transparency represents one of the most critical commitments at SHEGLAM, according to the OK! Magazine feature. The article points out that every SHEGLAM package and online listing includes a complete ingredient list, allowing consumers to make informed choices before purchasing a product. This level of transparency is particularly important in today's beauty landscape, where consumers are increasingly demanding to know exactly what they're putting on their skin.

Beyond product formulations, the OK! Magazine article explores how SHEGLAM's dedication to quality and ethics extends throughout its entire supply chain. For those questioning "is SHEGLAM safe," the brand's supplier partnerships provide additional assurance. SHEGLAM exclusively partners with suppliers that hold certifications under Good Manufacturing Practices and Environmental Management Systems. These certifications help ensure that every step in the production line meets high standards for product safety, hygiene, and sustainability.

The feature highlights that ethical responsibility is an underlying component in SHEGLAM's manufacturing process. Suppliers adhere to international labor conventions, including those established by the International Labour Organization (ILO). Independent parties conduct audits to verify compliance with labor, health, and environmental standards, with over half of SHEGLAM's suppliers participating in EcoVadis assessments that quantify their progress in social and ecological performance.

OK! Magazine also spotlights SHEGLAM's commitment to sustainability and environmental responsibility. The brand's packaging focuses on minimizing waste through thoughtful material selection. Every box is created from 100% FSC-certified paper, while glass and aluminum components are used throughout the product line to reduce plastic consumption.

The article emphasizes SHEGLAM's cruelty-free commitment, noting that the brand holds Leaping Bunny certification from Cruelty Free International, the global gold standard for cruelty-free certified products. This certification demonstrates SHEGLAM's stance that no beauty products should come at the expense of animal welfare.

OK! Magazine's coverage of SHEGLAM comes at a time when beauty consumers are increasingly seeking transparency and accountability from cosmetic brands. The article examines the brand's safety protocols, supply chain practices, and sustainability initiatives, from its viral Color Bloom Liquid Blush to its brand

collaborations, offering readers a comprehensive look at how SHEGLAM is addressing consumer concerns about product safety and ethical responsibility in the beauty industry.

About SHEGLAM: Founded in 2019 by Sylvia Fu, SHEGLAM is an inclusive beauty brand offering high-quality makeup and affordable cruelty-free cosmetics. SHEGLAM is certified 100% Cruelty-Free with Leaping Bunny certification. The brand has garnered recognition from beauty media platforms including Bustle Beauty, NYLON Beauty, Who What Wear, and Cosme Japan.

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For more information about SHEGLAM, contact the company here: SHEGLAMMediaTeamcontact@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.

Website: <https://www.sheglam.com/>

Email: contact@sheglam.com

The SHEGLAM logo is displayed in a bold, black, sans-serif font. The letter 'G' is stylized with a circular cutout in the center. The logo is centered within a solid pink rectangular background.

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