

SAFE IS THE NEW BEAUTIFUL

Being cruelty free. Using perfume with care. Producing vegan make-up. It's beautiful to be safe.

At GOSH Copenhagen we believe beauty should always feel safe. You should never have to worry about what you're applying to your face. That's why we make sure we only use the best ingredients. Our Denmark-based production is dedicated to creating makeup of high quality without ever compromising on our values – like being cruelty free.

It's important to us that you always have a choice when it comes to what makes you feel safe – whether that's vegan makeup or perfume free options. We're proud of our wide range of both vegan and perfume free makeup – and we're happy to say that these categories are growing even bigger. We always make sure to mark our vegan products clearly so they're easy to find both online and in stores.

**Stay safe when it comes to ingredients and quality.
Be bold when it comes to your lip color!**

@goshofficial #GoshCopenhagen #SafeIsTheNewBeautiful



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