



# Why You Should Join The Cruelty-Free Crusade

ASHLEE PIPER

APRIL 8, 2014, 12:30 PM



Photo: Courtesy of JSquared Photography.

*Ashlee Piper, the lady beyond eco-conscious blog [The Little Foxes](#), is a staunch supporter of cruelty-free living. But, even if you're not ready to adopt a vegan lifestyle, Ashlee's on hand for everything from spotting animal products in your shampoo to the best natural mascaras on the market.*

If you're a child of the '80s like myself, you probably binge-watched more than your fair share of the cult sitcom, *Blossom*. I mean, I owned like, 47 floppy hats because of that show. But, even if you weren't born in the '80s, you've probably heard of mega-show, *The Big Bang Theory*, or its Emmy-nominated star, actress, mother, neuroscientist, and activist, Mayim Bialik. And now, Bialik can add "author" to her list of accomplishments. With a new, plant-based cookbook out, *Mayim's Vegan Table*, and a recently launched campaign against animal testing with [Cruelty-Free International](#), I sat down with Bialik to talk about veganism, true beauty, and what keeps her glowing. And yes, she's every bit as lovely, funny, goofy, and real as you'd expect.

**Your work with [Cruelty Free International](#) has helped to echo recent [proposed legislation to end animal testing in the United States](#). What do you think is the biggest misconception people have about animal testing?**

"I think people believe animal testing doesn't happen anymore. It does; and it's not necessary at all."

**Agreed! I think many people block out the fact that animal testing is the norm in cosmetics, personal, and home care because it's almost inconceivable that it's so widespread. What are some of your favorite non-animal tested beauty products that get you through a busy day?**

"I use [Votre Vu hand cream](#) and I love [Hourglass' lipsticks](#). I also love [Murad's cleansing cream](#) and their day and night creams, too. I also love Votre Vu's sunscreen, which is important for me to use daily."

**My goal with this column was to show that beauty is multi-faceted. That it's not just about buying a beauty product, but knowing the story and values behind it. And that, many times, beauty is not about products at all, but confidence, milestones, etc. You're an accomplished neuroscientist, mother, and maternal advocate. What do you find beautiful?**

"Honesty is beautiful. A sense of humor is beautiful. Being appreciated for parts of you that rarely sees sunshine is beautiful. "



BEAUTY • CELEBS & INFLUENCERS • VEGAN DIET

PHOTO: COURTESY OF JSQUARED PHOTOGRAPHY.