



CLEAN-CENTRIC BEAUTY

We are proud to offer products that leave your skin looking and feeling better with every use. Not only are our products free of known toxins and questionable, unproven ingredients, but we make it our business to fill our formulas with innovative, good-for-you ingredients that make you look and feel your best.

Delivering clean, high-performance products is at the heart of everything we do. We are continually reviewing and tightening our standards, updating our approved ingredient lists, and adapting our formulas to ensure *Jouer plays clean*.



THE BENEFITS OF CLEAN



When Jouer launched in 2008 the “clean beauty” category did not exist, but the importance of skin health was and is central to our brand. Use this Jouer Clean symbol and the symbols that follow as a guide for determining which clean products are right for you. Let the seals be an impactful reminder that the product you are putting on your skin is made with clean ingredients that deliver glamorous results.



WE ARE GLUTEN FREE

The entire Jouer collection is formulated without gluten. No wheat, hydrolyzed wheat protein, barley, oat, or oat derivatives. So, for anyone with a gluten intolerance or sensitivity, we’ve got you!



WE ♥ ALL CREATURES

Part of our responsibility on this planet is to take care of our creatures, big and small. Our products are cruelty-free, Leaping Bunny-certified, and never tested on animals.



OUR VEGAN PROMISE

When you see this symbol, be assured this product is vegan friendly and no ingredients in its formula are animal derived. We promise to be 100% Vegan by the end of 2021 and we’re proud to say we’re well on our way. Today, 75% of our products are Vegan.

<https://www.jouercosmetics.com/pages/jouer-plays-clean>

Jouer Clean Positioning



JOUER PLAYS CLEAN

Deeply devoted to beauty and wellness, we promise clean products with the highest quality ingredients.



FROM THE HEART

With limited-edition beauty sets and charming stocking stuffers, find a whole host of giftables for everyone on your list.



POWERFUL SKINCARE

Gentle skincare rich with vitamins, minerals, and ingredients that nourish the skin.



SEAMLESS COVERAGE

Redefine your natural beauty with cult favorites and makeup staples.

<https://www.jouercosmetics.com/>

Jouer.com Home Page