

SoCal Cosmetics Company Wins Vegan Hearts with Natural Nail Care Formula

Written by Australian Business

(PRLEAP.COM) GLENDALE, California - (October 1, 2013) Forget about wearing your heart on your sleeve. A cosmetics company called Nubar is looking to help health-conscious shoppers wear their hearts on their nails with their line of vegan and cruelty-free nail care products.

Though most people think immediately of food when the topic of veganism comes up, it is really a lifestyle choice that encompasses more than what's on the dinner table. Vegans seek to eliminate animal and animal-derived ingredients from every area of their lives, even in the kind of nail polish they use. Thanks to the Glendale, CA-based company they now have more choices than ever before.

But Nubar is about more than just pleasing the vegan market. In addition to eschewing animal ingredients, Nubar is one of the few brands that excludes formaldehyde, toluene, and DBP (phthalate) from its manufacturing process. Formaldehyde is commonly known as a chemical for embalming, but it's also used in manufacturing car parts such as transmission and brake systems. Toluene is usually used in paint thinners. As you can imagine, these aren't chemicals you'd want to be in physical contact with for very long. This should concern vegans and non-vegans alike since these ingredients are cited in California's Proposition 65 as causing cancer, birth defects and reproductive harm.

Nubar is the brain child of Noubar Abrahamian, a man who has had personal experience with cancer striking in his own family. He set out to create a health-conscious line of products that includes nail lacquer and nail art products, state of the art artificial nails, and premium skin care necessities. But, don't think that his health-centered focus on health means having to sacrifice on style. Nubar is committed to keeping up with the latest trends and even has a "Seasonal Selections" section on its website. There you'll find bold colors that fit the current fashion trend.

Part of Nubar's popularity stems from the fact that it's perfectly positioned in the growing vegan cosmetic market. Though not a new trend by any means, the past decade has seen veganism go mainstream. Not only do major brands offer vegan product lines, the public is constantly hearing about some new celebrity who has just gone vegan (PETA even keeps an annual list of the sexiest vegan celebrities). It's only natural that fans want to mimic their favorite celebs in this way. That's where Nubar comes in.

Even those who are not strictly vegan will appreciate Nubar's cruelty free commitment. None of the company's products are tested on animals.

SoCal Cosmetics Company Wins Vegan Hearts with Natural Nail Care Formula

Written by Australian Business

It's not often that consumers can find a company that so successfully makes sure that the product on the shelves is consistent with the philosophy of the back office. But it's Nubar's overall commitment to social responsibility that has made it a popular choice for nail care throughout Southern California and across the country.