Animal rights organization PETA awards Lethal Cosmetics its “Progress Award 2017”

International animal rights organization PETA has awarded its prestigious “Progress Award 2017” to Berlin-based start-up Lethal Cosmetics in the category “most animal friendly new cosmetics brand”.

**Berlin, Germany, Jul. 12, 2017** – Since January 2017, Lethal Cosmetics has positioned itself in the German – and shortly thereafter in the European makeup market – with an all vegan and cruelty-free line-up of premium liquid lipsticks and eyeshadows. Now, the international animal rights organization PETA has recognized the Berlin-based start-up for its work by awarding it its “Progress Award 2017”. “Lethal Cosmetics is a pioneer in the field of innovative, animal-friendly cosmetics” says Harald Ullmann, second chairman of PETA Deutschland e.V., “the young company’s products […] contain no animal ingredients, are cruelty-free and thus celebrate life.” The Progress Award honors creativity and compassion, sustainable and forward-looking decision making as well as a progressive product line and mindset for an animal-friendly society.

Lethal Cosmetics Founder and CEO Anna-Maria Jaeger (28) is especially honored by the award: “the fight against animal suffering and cruelty of any kind is an integral part of our founding history and of Lethal Cosmetics as a brand. In the course of this and since our earliest beginnings, PETA has been a great partner to us. We are extremely grateful for this incredible recognition and see it as strong encouragement to continue to pursue our set course without compromise.”

For more information, please go to <http://www.lethalcosmetics.com/press>

Sources:

* <http://www.peta.de/progress-awards-2017>
* <http://www.peta.de/peta-progress-awards-2017-berliner-kosmetikmarke-lethal-cosmetics-ausgezeichnet>

# About Lethal Cosmetics

Lethal Cosmetics is an independent, PETA-certified vegan and cruelty-free makeup brand from Berlin, Germany. We formulate, produce and distribute professional-quality color cosmetics for an alternative audience of ethical makeup-addicts. Founded in 2016, our initial product offering includes our signature CHIMERA™ long-lasting liquid lipsticks in nine deviant metallic and matte shades as well as our lineup of ultra-pigmented MAGNETIC™ eyeshadows. Our products are available in the EU, the UK and Switzerland through lethalcosmetics.com and soon in other countries via our own- and our partner stores.

# Press Contact

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For logos and high-resolution product photos, please download our press kit from <http://www.lethalcosmetics.com/press> or contact [press@lethalcosmetics.com](mailto:press@lethalcosmetics.com).

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