

HOW WE DEFINE CLEAN BEAUTY

WellFit Full-Body Skincare System

POSITIONING

“Inspired by clean beauty” is the standard we use when creating our WellFit products. It means simple, purposeful formulas, no unnecessary irritants, and full in-house control over how every product is made.

DEFINITION FOR WELLFIT

“Inspired by clean beauty” means:

- Streamlined formulas with intentional ingredients only.
- No harsh additives tied to irritation or sensitivity.
- All products are: cruelty free, paraben free, non-comedogenic, sulfate free, 100% vegan, and no synthetic fragrances.

DEFINITION FOR CLAIMS

Cruelty-Free

No animal testing at any stage of development or production.

Paraben-Free

Preserved without parabens the ingredients people intentionally avoid.

Non-Comedogenic

Designed not to clog pores, safe for everyday skin use.

Sulfate-Free

Free of sulfates, avoids stripping or drying the skin.

100% Vegan

Made without any animal-derived ingredients.

No Synthetic Fragrances

No artificial fragrance, any scent comes naturally from the formula.

Made In-House

Formulated and produced internally for full control and consistency.

OUR ICONS

