

Company: Lynsey Drewett, Grimsby NE Lincolnshire

Nomination Submitted by: VE Cosmetics Ltd

Company Description: VE Cosmetics is a UK indie brand crafting bold, ethical beauty for those who dare to be different. 100% vegan, cruelty-free, and fiercely inclusive, we combine gothic glamour with sustainability and activism. Founded by neurodivergent entrepreneur Lynsey Drewett, VE empowers self-expression without compromise.

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Most Innovative Company of the Year – 10 or Less Employees

Nomination Title: VE Cosmetics



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

VE Cosmetics is not just a beauty brand — it's a movement. Founded in 2015 by Lynsey Drewett, a neurodivergent biochemist and outspoken advocate for disability rights, VE is a disabled female vegan-owned indie company delivering high-performance, vegan and cruelty-free cosmetics with unapologetic gothic flair.

What sets VE apart isn't just the products — it's the mission: challenging the cosmetics industry's dark underbelly, from unethical sourcing (Child Labour and Mica mines), to performative "greenwashing." We work directly with manufacturers to remove animal ingredients from supply chains, campaign against bloodsports, and invest in real environmental impact — with nearly 3,900 trees planted to date. In the last year alone, VE turned down an invitation to the House of Lords on principle, choosing instead to donate to a small children's charity.

We were awarded the 2025 Global Recognition Award for Ethical Beauty Innovation and continue to lead the charge in sustainable, principled beauty — without ever compromising our values.

This entry for Most Innovative Company of the Year reflects our commitment to doing things differently —and doing them better.

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 200 words used.

VE Cosmetics was founded in 2015 by Lynsey Drewett with a singular mission: to create a fully vegan, cruelty-free, and ethically driven beauty brand at a time when no fully vegan cosmetics lines existed. Born as a small UK indie, VE quickly distinguished itself through its gothic and occult-inspired aesthetic, standing apart from mainstream beauty while building a loyal global community known as the *VE Coven*.

Over the past decade, VE has pioneered inclusive innovation, from developing sensory-friendly formulations inspired by the founder's own neurological differences, to introducing imaginative product lines such as *Celestial Dusts*, *Spectral Flux*, and the official *Cradle of Filth* collaboration palette. Every product embodies the brand's ethos: "Makeup so good it must be witchcraft."

Beyond products, VE champions ethics and sustainability, planting trees for every order and mentoring other manufacturers in reformulating vegan lines (Lynsey gave her time up with no charge). Recognised in *Forbes*, *Business Insider*, and *Vanity Fair*, and awarded for both innovation and entrepreneurship, VE continues to prove that indie beauty can be disruptive, ethical, and inclusive while maintaining commercial success.

Today, with under 100 employees, VE Cosmetics remains fiercely independent, constantly pushing boundaries and redefining what ethical beauty can look like.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 231 words used.

Since July 2023, **VE Cosmetics** has achieved significant milestones that demonstrate both innovation and impact. We launched multiple new product ranges, including *Celestial Dusts*, *Spectral Flux* liquid pigments, and *Arcane Shards* diamond pigments, expanding our reputation for creative, gothic-inspired formulations that remain 100% vegan and cruelty-free.

Our collaboration with legendary band *Cradle of Filth* continued to build international recognition, and we have interest from other well known musicians for future collaborations. While our sister brand *The Haunted Alchemist* introduced gothic perfumes and skincare, extending our ethical beauty ethos into new categories.

VE has also been spotlighted globally, with features in *Forbes*, *Vanity Fair Germany*, and *Business Insider New York*, cementing our position as a pioneering indie brand with worldwide reach. We were finalists in multiple business and beauty awards, including Business Mum of the Year, further strengthening our credibility.

In line with our founder's commitment to accessibility, we advanced sensory-friendly product development — ensuring packaging and formulations consider neurodivergent needs. We continued our tree-planting initiative, reaffirming our climate commitment, and donated products to families in need over the Christmas period, ensuring kindness remains central to our mission.

Despite operating with 2 employees, VE has grown its community (*the VE Coven*), expanded international sales, and driven growth while maintaining independence. These achievements underscore VE's ability to innovate, inspire, and compete with major players while staying true to its ethical and gothic roots.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 191 words used.

To support this nomination, we have included materials that evidence VE Cosmetics' achievements, ethics, and innovation:

- **Press Coverage:** Features in *Forbes*, *Business Insider New York*, and *Vanity Fair Germany*, showcasing VE's growth, ethics-first approach, and unique gothic branding.
- **Award Nominations & Wins:** Announcements from programs such as *Business Mum of the Year*, highlighting consistent recognition across business and beauty. VE also competed against some corporate giants to become a finalist in the regional "green" awards.
- **Product Innovation:** Product pages for the *Grimoire Palette*, *Blood Moon Palette*, and *Lip Drip Vials*, demonstrating VE's original gothic-inspired creations. VE also won a vegan choice award for their outstanding vegan formulations.
- **Community Impact:** Our tree-planting initiative and customer feedback from the VE Coven, illustrating kindness and inclusivity in action.
- **Partnerships:** Evidence of our official *Cradle of Filth x VE Palette*, demonstrating cultural reach and credibility.
- **Certifications:** Documentation of vegan and cruelty-free status, alongside policies for accessibility and sensory-friendly product design.

Together, these references validate that VE Cosmetics not only tells a compelling story but delivers measurable innovation, ethical leadership, and international recognition.

Further info can be found on our news section here: <https://ve-cosmetics.com/blogs/news-1>

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 245 words used.

VE Cosmetics' achievements are significant because they prove that ethics and inclusivity can drive innovation and growth in an industry still dominated by profit-first giants.

While many mainstream beauty brands only began transitioning to vegan and cruelty-free formulas in recent years, VE has been fully vegan and cruelty-free since its founding in 2015. We have not only set an example but also actively helped other manufacturers reformulate to ethical standards.

Our product innovations, such as the *Grimoire Palette* (a reinvented gothic classic), *Blood Moon Palette* (a unique all-matte collection), and *Lip Drip Vials* (a cult-favourite liquid lipstick format) — stand apart from conventional launches by blending high performance with gothic artistry. Unlike mass-market brands that replicate trends, VE creates original concepts that inspire both indie and established players.

Ethical leadership is central to our growth: planting trees for every order, creating sensory-friendly formulations for neurodivergent users, and donating to families in need. These achievements are unique because few beauty companies integrate accessibility, environmental action, and community care into their core operations — especially at our scale.

Compared to our own past performance, the past year marks exponential recognition: global press (*Forbes*, *Business Insider*, *Vanity Fair*), high-profile collaborations, and consistent award nominations, all achieved without compromising our values.

In short, VE Cosmetics shows that an indie brand with under minimal employees can challenge industry norms, grow internationally, and lead with kindness — proving that ethics are not a barrier to success, but the foundation of it.

Attachments/Videos/Links:

[VE Cosmetics](#)



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