



Media release

For immediate distribution
8th March 2010

Sandra Gidley, MP for Romsey, has launched a Cruelty-Free office

The MP for Romsey, Sandra Gidley, can now proudly declare that her constituency office is cruelty-free. Sandra Gidley has taken the step to ensure that all the cleaning products used are genuinely cruelty-free, only using those approved under the BUAV's humane standard.

Sandra Gidley has joined forces with the BUAV to *Clean Up Cruelty*, supporting the campaign to end animal testing for household products and their ingredients.

Michelle Thew, Chief Executive of the BUAV, said: "It's fantastic that Sandra is supporting our campaign and putting Romsey on the cruelty-free map. I call on all politicians to follow her lead and sign up to this important campaign."

Sandra Gidley, MP said: "Many people think about animal testing of cosmetics and medicines but testing of cleaning products is often ignored. I hope that others will now make an active decision to go cruelty free."

81% of the public said they would support a ban¹ on the testing of household products on animals, though many ingredients in UK household products have been, and can continue to be, tested on animals.

In 1997 the Government decided to stop granting licences for cosmetics tests on animals, because the suffering caused was not justified given the trivial nature of the products tested. There is, however, no such prohibition for household products, despite clear public support and very similar arguments.

For more information please contact Jenny Gowen 020 700 4888 or email pressenquiries@buav.org . For a list of BUAV approved products please visit www.qocrueltyfree.org.

ENDS

Photo: Sally Lamb, Sandra Gidley, MP and Jenny Gowen, Senior Parliamentary Adviser

¹ CIAO research 2006

Notes:

(1) The Romsey MP was presented with a certificate by BUAV senior parliamentary adviser, Jenny Gowen.

(2) The BUAV (British Union for the Abolition of Vivisection) has been campaigning for over 100 years to achieve a world where nobody wants or believes we need to experiment on animals. We are committed to achieving our aims through reliable and reasoned evidence-based debate

(3) The BUAV's Humane Cosmetics and Household Products Standard is recognisable by the Leaping Bunny logo, an internationally recognised and patented cruelty-free certification. Approved companies must open up their supply chain to a robust but straightforward audit. The process ensures that neither the product nor, crucially, any of its ingredients have been tested on animals at any stage of the manufacturing cycle since a fixed cut off date. For more information on the auditing process and a list of approved companies visit www.gocrueltyfree.org