



For immediate release  
17<sup>th</sup> November 2009

## **Animal group urges shoppers to go cruelty-free this Christmas**

As the festive season approaches, the BUAV is calling on Christmas shoppers to make sure the cosmetic and toiletry products they purchase are cruelty-free. This can be done by only purchasing those products that have the **BUAV's Humane Cosmetics Standard 'Leaping Bunny' logo**, thereby ensuring they are not supporting the continued cruel use of animals in cosmetic and toiletry testing.

Despite a UK and EU ban on the use of animals to test cosmetic products, large numbers of cosmetic products available in high street stores still contain ingredients that have previously been tested on animals. Contrary to popular belief, until 2013 cosmetic companies are still allowed to market and sell products within the EU that have been tested on animals in other parts of the world.

The BUAV's Humane Cosmetics Standard Leaping Bunny logo is the only internationally recognized and trade-marked cruelty-free certification. BUAV Approved companies must open up their supply chain to a rigorous, independent audit. The robust but straightforward 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 company's fixed cut-off date.

For a full list of BUAV approved companies, please visit [www.gocrueltyfree.org](http://www.gocrueltyfree.org).

**BUAV's Chief Executive, Michelle Thew**, states: "The BUAV calls on Christmas shoppers to go cruelty-free this holiday season and only purchase cosmetics and toiletries that have not been cruelly tested on animals. Look for the BUAV's *Leaping Bunny Logo* when choosing your gifts."

**ENDS**

For further information, please contact Carla Owen +44 (0)207 700 4888 or [pressenquiries@buav.org](mailto:pressenquiries@buav.org) or BUAV (out of hours) +44 (0)7850 510 955