

NEWS RELEASE

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Local charity in Godalming pledges to *Clean up Cruelty*

Surrey – Mops at the ready as the BUAV announces that local animal charity, the League Against Cruel Sports has today signed up to the BUAV's *Clean Up Cruelty* campaign. BUAV's *Clean Up Cruelty* campaign seeks to end the use of animals in cruel and unnecessary testing for household products and urges workplaces to commit to use BUAV Approved cleaning products instead.

The League Against Cruel Sports has made a significant commitment to *Clean Up Cruelty* by pledging to clean its Godalming office using only products which have been approved by the BUAV's Humane Household Product Standard (HHPS), guaranteed by the BUAV's Leaping Bunny Logo. This is the absolute gold standard in cruelty-free products and symbolises an extensive independent audit process and guarantees that no animal testing has occurred in any part of the product or its ingredients after a fixed cut-off date. A fixed cut-off date is a date after which a company will not accept animal testing of any of its ingredients for cleaning purposes. All household products made by the Co-operative and Marks and Spencer have been approved under the HHPS. This clearly illustrates that it is unnecessary to test on animals to manufacture and sell safe and effective household products.

BUAV's campaign recently won Government support when a ban to finally bring an end to the use of animals in these cruel tests was included in its programme. BUAV is now willing the government to follow through on this pledge.

Michelle Thew, BUAV's Chief Executive, said "We commend the commitment by the League Against Cruel Sports to this issue. There is huge public concern over the use of animals for testing household products and we urge other workplaces throughout the UK to support our campaign to end this cruel and unnecessary practice."

Steve Taylor, Head of Campaigns & Communications at the League Against Cruel Sports said, "We are delighted to take the Clean Up Cruelty pledge with our friends at the BUAV. I find it appalling that animals should suffer to test soaps and kitchen cleaners. The League believes very strongly that humans have a responsibility and duty of care towards other animals. That's why we campaign so hard against bloodsports, and this pledge is simply an extension of that."

ENDS

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Visit: <http://gocrueltyfree.org/>