

## NEWS RELEASE



For immediate release  
4<sup>th</sup> June 2010

### **Marks & Spencer launches national animal-friendly advertising campaign**

#### **Company promotes its cruelty-free approval by the internationally recognized BUAV standard**

The BUAV is delighted that Marks & Spencer, the major high street retailer, has today launched a national advertising campaign showcasing its non-animal testing policy and BUAV Approved status as part of its 'Plan A' eco-initiative. All Marks and Spencer's own brand cosmetic, toiletries and household products are approved by the BUAV's Humane Cosmetics Standard (HCS) and Humane Household Product Standard (HHPS) and carry the globally recognised Leaping Bunny Logo. The range of over 1200 products is the largest range of 'cruelty free' household and beauty products available on the High Street.

BUAV's Leaping Bunny Logo is the absolute gold standard in cruelty-free products. It 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 cosmetic purposes.

The advertising campaign launches on Friday 4th June with a full page colour advert in the London Evening Standard and will appear in major national titles over the weekend\*.

**Michelle Thew, BUAV's Chief Executive**, said "We welcome Marks & Spencer's strong commitment to this issue. There is huge public concern over the cruel use of animals for testing beauty and household products and we are delighted that Marks & Spencer is signaling to the High Street that they are not part of this ugly business."

**Angela Masella, Plan A Marketing Manager** said "We know that many of our customers are concerned about animal testing. We want to give them reassurance that they can buy M&S products with a clear conscience. Promoting our BUAV approval sends a clear signal that we have taken strong action to end animal testing for our beauty and household product ranges."

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For further information contact Carla Owen at [Carla.owen@buav.org](mailto:Carla.owen@buav.org) or 44(0) 207 700 4888 and out of hours on + 44 (0)7850 510 955 or visit our web site: [www.buav.org](http://www.buav.org)

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

\* The ad will appear in the London Evening Standard, Daily Telegraph, The Times, Daily Mail, Daily Express, Guardian and Independent