

NEWS RELEASE



For immediate release
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Local Companies Natroma & The Natural Soapworks become BUAV Approved

The **BUAV** is delighted to announce that Stourbridge-based Natroma and the Natural Soapworks have been approved under the BUAV's internationally recognised **Humane Cosmetics Standard (HCS)**, for not testing their products on animals.

Natroma and the Natural Soapworks products now carry the globally recognised *Leaping Bunny Logo*. The Logo 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.

Natroma is a natural aromatherapy skincare range providing facial and body care products. The Natroma skincare range includes hot cloth facial cleansers, moisturisers, body lotions, skin toners, facial masks, balms and serums. The Natural Soapworks range includes luxurious soaps and aromatherapy bathing products (www.naturalsoapworks.co.uk or www.natroma.co.uk)

Chief Executive of the BUAV, Michelle Thew states: *"We applaud Natroma and The Natural Soapworks for taking this step to prove their cruelty-free retailer status. The BUAV's Leaping Bunny Logo is the absolute gold standard in cruelty-free products."*

Sarah King, The Natural Soapworks and Natroma said: *"At The Natural Soapworks and Natroma skincare, our aim is to produce the finest quality handmade aromatherapy skincare, so we're proud and delighted to have received 'Leaping Bunny' accreditation, since it shows our determination to only use the finest natural and cruelty-free cosmetics ingredients. We know our customers will appreciate our support for the wonderful work that BUAV does to eradicate the desire or need for animal testing."*

ENDS

For further information, please contact Fleur Dawes at fleur.dawes@buav.org or telephone 020 7700 6978, out-of-hours 07850 510 955.

For more information on BUAV's Humane Cosmetics Standard, please visit:
www.gocrueltyfree.org