



Media release

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Gerry McHugh MLA has launched first Cruelty Free office in Northern Ireland

Gerry McHugh has become the first MLA in Northern Ireland to ensure that all the cleaning products used in his constituency are genuinely cruelty free and approved under the BUAV's Humane Household Products Standard.

In taking this step, Mr. McHugh has joined forces with the BUAV's *Clean Up Cruelty* campaign; the leading organisation campaigning on testing supports the campaign to end animal testing for household products and their ingredients.

He said: "I am proud to say that I have taken the practical step of making my office 'cruelty free' in support of the BUAV's campaign, so that only household products which have not been tested on animals will be used in my office.

"Such cruelty free products can be identified by a leaping bunny logo on the product packaging which guarantees that neither the finished product nor any of its ingredients have been tested on animals."

Northern Ireland is the only one of the devolved countries that can issue its own animal testing licences and the BUAV see this as a pivotal step forward in raising awareness throughout the region.

Gerry McHugh added: "My aim is to increase the awareness of the general public in relation to the fact that thousands of animals throughout the world still endure painful experiments to test cosmetics, toiletries, household products and their ingredients and to encourage people to purchase cruelty free products"

Michelle Thew, chief executive of the BUAV, said: "It's fantastic that Gerry McHugh is supporting our campaign. This not only puts Northern Ireland on the cruelty free map but, we hope will encourage all MLAs to follow his lead."

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.

¹ CIAO research 2006

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For more information please contact Erin Seymour, marketing and communications officer, 020 7619 6978 or email erin.seymour@buav.org.

For a list of BUAV approved products please visit www.gocrueltyfree.org.

NOTES TO EDITOR

(1) Gerry McHugh was presented with a certificate by BUAV senior parliamentary adviser, Jenny Gowen.

(2) The BUAV 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. We are proudly non-violent and respect the quality of life for all – animals and people.

(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.