



Media Release

For immediate release
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First ever, cruelty-free lotion for mothers-to-be

The **BUAV** is delighted that Mummy Delivers is now officially recognised and approved under the BUAV's Humane Cosmetics Standard (HCS), for **not testing any products on animals**.

The Tone and Repair Tummy Lotion, by Mummy Delivers, is designed for mothers to use after giving birth. This has been approved under the BUAV scheme and the globally recognised *Leaping Bunny* logo now appears on the company's website.

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.

Mummy Delivers has recognised the huge demand for ethically sound products, which can sometimes be difficult for pregnant women and new mothers.

A recent poll by Opinion Research Business found 79% of UK shoppers said they would swap to a brand that was not animal tested if they discovered that their existing brand was tested on animals.

BUAV Chief Executive, Michelle Thew, said: "We applaud Mummy Delivers for taking this step to prove its cruelty-free retailer status. The BUAV's *Leaping Bunny* logo is the absolute gold standard in cruelty-free products. I am delighted that Mummy Delivers has responded to the growing number of consumers who are turning away from cosmetics and toiletries that are cruelly tested on animals."

Mummy Delivers founder, Vanessa Arelle de Peeters, said: "I'm glad that my Tone and Repair Tummy Lotion is in line with what mums in the UK want and deserve. No animal should have to suffer just for the sake of having clean, healthy skin."

Please visit the BUAV website www.buav.org for more information.

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For further information contact the Erin Seymour on 44(0) 20 7619 6978 or out of hours on + 44 (0)7850 510 955 or visit our web site: www.buav.org.

Notes:

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.

In order to attain The BUAV Humane Cosmetics Standard (HCS) and Humane Household Products Standard (HHPS) and gain the right to use the logo, retailers or manufacturers must pledge that 1) neither they nor their suppliers will conduct or commission animal testing 2) that they will apply a fixed cut-off date (FCOD) as company policy 3) that they agree to open up their supply chains to full independent audit. It means that neither the final product, or crucially, any of the ingredients, have been tested on animals after a fixed cut off date, thereby demonstrating the company's commitment to ending animal testing for cosmetics and household products. The BUAV's Humane Cosmetics and Household Products Standards Leaping Bunny logo is internationally recognised and patented cruelty-free certification. For more information on the auditing process and a full list of approved companies visit www.gocrueltyfree.org.

Statistics

According to an opinion poll carried out by BUAV and Co-op Retail in 2001, 83% of women in the UK would be in favour of a Europe-wide ban on the sale of cosmetics and make-up that are tested on animals.

According to a BUAV poll conducted by Opinion Research Business in 2004, 79% of people they asked said they would be likely to swap to a brand that was not animal tested if they discovered that their existing brand was tested on animals.

Cosmetic testing was banned *in the UK* in 1998. However most leading brands cannot currently claim cruelty-free status as the products and/or ingredients are manufactured and tested overseas. 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.