



## Media Release

For immediate release  
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### **Powys Councillors urged to lead the UK in *cruelty-free* living**

The **BUAV**, the UK's leading organisation campaigning to end animal experiments, is urging Powys Councillors to support a motion at its meeting on the 22 October which, if passed, will make Powys the first council in not only Wales but the UK, to adopt a policy to only use cruelty-free cleaning products in its offices.

The BUAV is delighted that Councillor Claire Powell, who has introduced this motion, supports our *Clean Up Cruelty* campaign which seeks to end cruel animal testing for household products and their ingredients.

The motion, which calls on the council to use only BUAV Approved products, will now go before the full council meeting on 22 October. If council vote to support this, Powys will be the first council in the UK whose cleaning contractors can only use BUAV Approved products. The BUAV's Humane Cosmetics Standard (HCS) and Household Products Standard (HHPS) is recognisable by the Leaping Bunny logo, an internationally recognised and patented cruelty-free certification.

The **BUAV's** *Clean Up Cruelty* campaign received success in Parliament recently when all major parties pledged to put a ban on animal testing for household products in their manifestoes for the next election.

81% of the public said they would support a ban<sup>1</sup> 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.

**BUAV's Chief Executive, Michelle Thew said:** "The BUAV is delighted that this important issue will now go before the full Council. We urge those residents in Powys, who are concerned about the cruelty and suffering inflicted on animals to test cleaning products, to contact their local councillor urging them to support this motion."

**Councillor Clair Powell, said:** "I am delighted to be able to bring this motion before the full council. It is a matter which I feel is extremely important. We must do all we can to stop using products which are needlessly tested on animals, in what are sometimes extremely cruel experiments. I hope that this motion will gain the support it needs at the meeting of the full

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<sup>1</sup> CIAO research 2006

council. If it is supported, many people across the length and breadth of Powys will be pleased that the council are doing something pro-active to stop this cruelty to animals.”

## **ENDS**

For more information please contact Erin Seymour, marketing and communications officer, 020 7619 6978 or email [erin.seymour@buav.org](mailto:erin.seymour@buav.org).

For a list of BUAV approved products please visit [www.gocrueltyfree.org](http://www.gocrueltyfree.org).

## **Notes**

- 1) 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.
- 2) The BUAV (British Union for the Abolition of Vivisection) 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.
- 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](http://www.gocrueltyfree.org).