



## Media Release

For immediate release  
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### Beware!

## The cosmetics you buy may still have been cruelly tested on animals

This is the message that the **BUAV**, the UK's leading organisation campaigning to end animal experiments, wants to get across to consumers this summer. It is urging shoppers to only purchase cosmetics that have the **BUAV's Humane Cosmetics Standard 'Leaping Bunny' logo**, thereby ensuring they are not supporting the continued cruel use of animals in cosmetic and toiletry testing.

Despite a UK and EU ban on the use of animals to test cosmetic products, large numbers of cosmetic products available in high street stores still contain ingredients that have previously been tested on animals. Contrary to popular belief, until 2013 cosmetic companies are still allowed to market and sell products within the EU that have been tested on animals in other parts of the world.

The BUAV has also set a target to have 10 high street brands go cruelty free (become BUAV approved) by March 2010 as part of our campaign to put an end to the pain and suffering inflicted on animals in the name of beauty. For a full list of BUAV approved companies and to learn more about how you can support this important campaign, please visit <http://www.buav.org/itstimetoact>

**Michelle Thew, Chief Executive, BUAV** said: "It is important that consumers are aware that many of the beauty products available on the shelves of UK high street retailers are still being cruelly tested on animals. The BUAV's Humane Cosmetics Standard, symbolized by the leaping bunny logo, remains the only way for consumers to know that their products are cruelty free."

Look out for the 'Leaping Bunny' logo on the back of your next purchase.

### 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).

1. The Humane Cosmetics Standard Leaping Bunny logo is the only internationally recognized and trade-marked cruelty-free certification. BUAV Approved companies must open up their supply chain to a rigorous, independent audit. The robust but straightforward 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 company's fixed cut off date. For more information on the strict auditing process and a list of approved companies visit [www.gocrueltyfree.org](http://www.gocrueltyfree.org).