



PRESS RELEASE

For immediate release

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Chichester company goes cruelty-free – the first in the country!

The **BUAV**, the UK's leading organisation campaigning to end animal experiments, is pleased to announce that Chichester company, FivepointZeroOne (Metro House, Northgate), has gone cruelty-free by adopting a policy to only use cruelty-free cleaning products in its office.

The BUAV is delighted that FivepointZeroOne supports our *Clean up Cruelty* campaign which seeks to end cruel animal testing for household products and their ingredients.

After BUAV's office, FivepointZeroOne has become the first company in the UK to only use BUAV approved products in its own office. The BUAV's Humane Cosmetics Standard (HCS) and Household Products Standard (HHPS) are 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 on the testing of household products on animals, though many ingredients in UK household products have been, and can continue to be, tested on animals¹.

BUAV's Chief Executive, Michelle Thew said: *"The BUAV congratulates FivepointZeroOne in taking this important stance. We urge other companies throughout the UK to adopt a similar position and support our campaign to end the cruelty and suffering inflicted on animals to test cleaning products."*

FivepointZeroOne stated: *"FivepointZeroOne is thrilled to be the first office to sign up to the BUAV's cruelty free purchasing agreement. It is such an easy thing to do we are happy to be doing our bit to help."*

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For further information, please contact Carla Owen or Jenny Gowen on +44 (0)207 700 4888 or pressenquiries@buav.org or BUAV (out of hours) +44 (0)7850 510 955

For a list of BUAV approved products please visit 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.

ⁱ CIAO research 2006