



NEWS RELEASE: April 2009

Balm Balm goes cruelty free with the BUAV

Balm Balm has been approved as an animal-testing free cosmetics brand under the BUAV's internationally recognised **Humane Cosmetics Standard (HCS)**.

Balm Balm's entire product range is approved under the scheme and the globally recognised Leaping Bunny Logo now appears on their 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.

The 100% organic skincare brand has become the latest ethical company to join the HCS. Like all of our approved companies, it has recognised the importance of offering a guarantee to its customers that its products are entirely cruelty free. Balm Balm products are available at **Superdrug, Boots, Harrods, Selfridges, Fenwicks and Lloyds Pharmacies**.

In order to attain BUAV HCS approved status and gain the right to use the logo retailers or manufacturers must pledge that neither they nor their suppliers will conduct or commission animal testing.

Seventy nine per cent 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 in a survey carried out by Opinion Research Business for the BUAV.

BUAV chief executive Michelle Thew said: "We applaud Balm Balm for taking this step to prove its cruelty-free retailer status. The BUAV's Bunny Logo approval is the absolute gold standard in cruelty-free products and I'm delighted Balm Balm has taken this step to reassure its customers. It sends out a clear message that today's ethically aware consumers will only trust official approval."

ENDS

NOTES TO EDITOR

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 ccompany 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 [.gocrueltyfree.org](http://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.

An opinion poll commissioned Opinion Research Business in 1999 by BUAV and RSPCA found that 88% of women want a complete ban on animal testing for cosmetics, and 96% think there should be compulsory labeling.

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.

The results of a survey by NOP for the Co-op in 1996 revealed that 81% of those questioned thought that animal testing for toiletries and cosmetics should be banned.

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. Since the cosmetics testing ban, according to Home Office figures 7,184 animals have been used in 7,325 procedures to test household products. This number could be much higher as some chemicals that end up in household products may be tested on animals but recorded under different categories.

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.

**For more information contact: Carla Owen 020 7619 6978/Out of hours
mobile: 07850 510 955 / .owen@buav.org**
