

NEWS RELEASE



For immediate release

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WORTHING RESTAURANT IS THE FIRST IN THE UK TO 'CLEAN UP CRUELTY'

BUAV welcomes the very first restaurant to sign up to its '*Clean Up Cruelty*' pledge. Green Cuisine of Worthing will now only use cleaning products approved under the BUAV Humane Household Product Standard . the only standard to guarantee a cruelty-free clean!

BUAV's *Clean Up Cruelty* campaign seeks to end the cruel use of animals to test household products. We ask companies to pledge to use only cleaning products which have been approved by the BUAV's Humane Household Product Standard (HHPs), symbolised by the internationally recognised Leaping Bunny Logo. This is the absolute gold standard in cruelty-free products. It 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 cleaning purposes. All household products made by the Co-operative and Marks and Spencer have been approved under the HHPs. This clearly illustrates that it is unnecessary to test on animals to manufacture and sell safe and effective household products.

The BUAV's long-running campaign to end these animal tests recently won Government support with an announcement by the Home Office Minister that the government is committed to ending the testing of household products on animals.

Michelle Thew, Chief Executive of BUAV stated, "I am delighted to welcome Green Cuisine as the first restaurant to sign up to our *Clean up Cruelty* campaign. We urge other companies to take this small step to help eliminate the cruel and unnecessary use of animals to test household products."

Clare McIvor, Chef Director of Green Cuisine commented, "Green Cuisine Restaurant is delighted to support the BUAV, Europe's leading animal welfare group. BUAV pioneered the 'cruelty-free' approval scheme for cosmetics and household products which operates under a

strict, well monitored standard. At Green Cuisine we will only use cleaning products approved by the BUAV as then we are certain there has been no animal testing involved in the production. Green Cuisine would like to wish the BUAV all the best in its vital campaigning work on behalf of animals in laboratories."

ENDS

For further information on *Clean Up Cruelty* and the BUAV's Household Product Standard, please contact Fleur Dawes at fleur.dawes@buav.org or telephone 0207 619 6978, out-of-hours 07850 510 955.

For more information about the BUAV and our campaigns, please visit:

www.buav.org

For further information on Green Cuisine, please contact Clare McIvor on 01903 211 338. Green Cuisine is located 37 Rowlands Road, Worthing, BN11 3JJ.