



**BUAV logo: on M&S cosmetics**

## **M&S make-up to carry BUAV logo**

**By Nathalie Thomas**

The British Union for the Abolition of Vivisection has secured a deal with Marks & Spencer that will result in the retailer carrying the voluntary organisation's cruelty-free bunny logo on all of its beauty products.

All Marks & Spencer cosmetics and toiletries will bear the symbol, which confirms that none of the products or ingredients used to make them have been tested on animals, from July.

Information about the logo will appear on shelves in Marks & Spencer stores nationwide from next week.

The deal is a major coup for the BUAV, which is hoping to make its standard as widespread as the symbol of the Fairtrade Foundation (*Third Sector*, 31 January).

"We are using this as a springboard to get other retailers to reassure consumers that they are squeaky clean on vivisection by getting BUAV approval," a spokeswoman said.