

STAND BY YOUR CRUELTY-FREE CLAIMS, SAYS BUAV

Leading supermarkets are threatened with being named and shamed by the British Union for the Abolition of Vivisection (BUAV) for being complicit in testing their cosmetic products on animals.

The BUAV claims consumers are being misled by leading stores which say their cosmetic products are not tested on animals. It has written to Tesco, Asda and Sainsbury's warning them they risk losing tens of thousands of customers if they fail to crack down on cosmetics suppliers who test ingredients on animals.

The BUAV says animal welfare is high on consumers' list of concerns. It says that while most supermarkets say their products aren't tested on animals, the ingredients in them often are.

The BUAV has established a rigorous 'leaping bunny' kite mark that it awards to firms that ensure no animal testing occurs at any stage in the production of its cosmetics.

Earlier this month, Marks and Spencer became the first mainstream retailer to be given the BUAV kitemark. The Body Shop and the Co-op have long been committed to avoiding animal testing.

BUAV chief executive Michelle Thew said: 'I want to say to the rest of the high street: "Step up to the plate and end animal testing".'

A Sainsbury's spokesman said it was open to the BUAV's suggestions of signing up to a Humane Cosmetics Standard.

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