



PRESS RELEASE

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Campaigners celebrate the coming into force of the European Union ban on cosmetic testing on animals.

Wednesday 11th March marks the banning of cosmetics testing on animals within the European Union, potentially saving thousands of animals from appalling suffering every year. For nearly two decades, the **BUAV, leading sister organisations in the European Coalition to End Animal Experiments (ECEAE)**, has spearheaded the campaign across Europe to achieve this important ban. The 7th amendment to the Cosmetics Directive means that from 11 March 2009 it becomes illegal to:

- test cosmetic ingredients on animals anywhere in the EU, irrespective of whether there is a non-animal alternative method available (testing on the products themselves is already banned)
- sell or import into the EU cosmetics ingredients or products where they have been animal-tested after 11 March 2009, with the exception of certain types of test which have an extended deadline until 11 March 2013

The **BUAV** will be joined outside Parliament by a cross party group of MPs and representatives of **BUAV** approved companies such as **Marks and Spencer, The Co-operative, Body Shop, Neal's Yard, Essentially Yours, Herbal Secrets** and **Wuchi by Maks** to mark the climax of many years of intensive campaigning by the organisation.

Michelle Thew, Chief Executive of the BUAV said "This is an historic occasion and a significant step forward for animals in laboratories. The BUAV has campaigned for nearly two decades to achieve this important ban across the European Union. We are delighted that it has finally come into force. We will now continue our global campaign to seek an end to the appalling suffering inflicted on animals in the name of beauty worldwide."

Despite the ban, large numbers of cosmetic products available in high street stores will still contain ingredients that have previously been tested on animals. **The BUAV's Humane Cosmetics Standard**, symbolized by the leaping bunny logo, remains the only way for consumers to know that their products are cruelty free. The BUAV also continues to work internationally on this campaign with colleagues in the US Coalition for Consumer Information on Cosmetics, to ensure that the Leaping Bunny remains the global standard for cruelty-free cosmetics across Europe, the US and Canada.

Mike Barry, Head of Corporate Social Responsibility at Marks and Spencer said "We are delighted to be able to mark this occasion with the BUAV. As a member of both the BUAV's Humane Cosmetics

and Humane Household Products Standards , consumers can be reassured that none of the ingredients in our cosmetics or household products have been tested on animals.”

Although animal testing for cosmetics has effectively been banned in the UK for some years, it still remains perfectly legal to test household products and their ingredients on animals. Following the cross party support of 219 MPs, the BUAV is currently campaigning for an end to this cruel and unnecessary practice too.

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Note for Editors

1. Politicians, Company Representatives and BUAV staff will be at College Green, Westminster at 10am on Wednesday 11th March.
2. All the companies represented at the event have signed up to the BUAV’s Humane Cosmetics Standard. The Humane Cosmetics Standard Leaping Bunny logo is internationally recognized and trade-marked cruelty-free certification. Approved companies must open up their supply chain to a rigorous, independent audit. The robust but straightforward 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 company’s fixed cut off date. For more information on the strict auditing process and a list of approved companies visit www.gocrueltyfree.org