



**BUAV  
APPROVED**

# THE LITTLE BOOK OF CRUELTY FREE

2010

The Little Book of Cruelty Free is produced by the BUAV to help you feel confident that you are buying products that are not tested on animals. Look for the BUAV's Leaping Bunny logo: the only globally recognised logo that guarantees products are cruelty free at every stage of development.

We are constantly working to convince more companies to become cruelty free, therefore, for a regularly updated list and more information about the BUAV's work please visit: [www.gocrueltyfree.org](http://www.gocrueltyfree.org)

You can help end the suffering of thousands of animals by purchasing products from BUAV Approved companies. In this book you will find all sorts of products ranging from soaps to shampoos and bathroom cleaners to dishwasher tablets!

It's easy to shop BUAV Approved!

## HOW DO I GO CRUELTY FREE?

It's easy! Simply choose cruelty free products from the companies listed in this booklet. Some of the UK's leading high street retailers are BUAV Approved, so it's now easier than ever to buy products which are not tested on animals.

### Key Symbols:

- \* Vegetarian Society Approved
- \*\* Vegan Society Approved
- ☐ The company is BUAV Approved; however the parent company is not.

### BUAV

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## BUAV APPROVED COSMETICS COMPANIES

<b>21st Century Health</b> <a href="http://www.21stcenturyhealth.co.uk">www.21stcenturyhealth.co.uk</a>	020 7289 2121
<b>The Aftercare Company</b> <a href="http://www.theaftercarecompany.com">www.theaftercarecompany.com</a>	01244 315486
<b>Afterglow Cosmetics</b> <a href="http://www.afterglowcosmetics.co.uk">www.afterglowcosmetics.co.uk</a>	01443 224148
<b>Alba Botanica</b> <a href="http://www.albabotanica.com">www.albabotanica.com</a>	+1 888 659 7730
<b>Alvin Connor</b> <a href="http://www.alvinconnor.com">www.alvinconnor.com</a>	0151 4480368
<b>Ameleon</b> <a href="http://www.ameleon-skincare.com">www.ameleon-skincare.com</a>	01707 871691
<b>Amie – Pure &amp; Natural Beauty</b> <a href="http://www.amieskincare.com">www.amieskincare.com</a>	
<b>Aqua Natural</b> <a href="http://www.aquanatural.co.uk">www.aquanatural.co.uk</a>	01933 441818
<b>Arbonne</b> <a href="http://www.arbonneinternational.co.uk">www.arbonneinternational.co.uk</a>	0800 9775721
<b>Argos Ltd</b> <a href="http://www.argos.co.uk">www.argos.co.uk</a>	0845 640 3030
<b>Aroma Crystal Therapy</b> <a href="http://www.aromacrystal.com">www.aromacrystal.com</a>	+1 877 537 9211
<b>Aubrey Organics</b> <a href="http://www.aubreyorganics.co.uk">www.aubreyorganics.co.uk</a>	0800 0851697
<b>Auromere</b> <a href="http://www.auromere.com">www.auromere.com</a>	+1 800 735 4691
<b>Avalon Natural Products</b> <a href="http://www.avalonnaturalproducts.com">www.avalonnaturalproducts.com</a>	+1 888 659 7730
<b>Beauty Without Cruelty</b> <a href="http://www.bwshop.co.uk">www.bwshop.co.uk</a>	01473 271500
<b>Better Botanicals</b> <a href="http://www.betterbotanicals.com">www.betterbotanicals.com</a>	+1 888 224 3727
<b>BiOrganic Hair Therapy*</b> <a href="http://www.biorganic.co.uk">www.biorganic.co.uk</a>	07734 580778
<b>Body &amp; Face St Cyrus</b> <a href="http://www.bodyandface.co.uk">www.bodyandface.co.uk</a>	01561 378811
<b>The Body Shop</b> ☐ <a href="http://www.thebodyshop.co.uk">www.thebodyshop.co.uk</a>	0800 0929090
<b>Burt's Bees</b> <a href="http://www.burtsbees.co.uk">www.burtsbees.co.uk</a>	
<b>Caldier Valley Soap**</b> <a href="http://www.caldervalleysoaps.com">www.caldervalleysoaps.com</a>	01422 885616
<b>California North</b> <a href="http://www.californianorth.com">www.californianorth.com</a>	+1 415 331 1633
<b>Crazy Rumours</b> <a href="http://www.crazyrumours.com">www.crazyrumours.com</a>	+1 877 786 6776
<b>The Co-operative</b> <a href="http://www.co-operative.co.uk">www.co-operative.co.uk</a>	0800 0686727
<b>Dermalogica</b> <a href="http://www.dermalogica.com/uk">www.dermalogica.com/uk</a>	0800 591818
<b>Dolma**</b> <a href="http://www.dolma-perfumes.co.uk">www.dolma-perfumes.co.uk</a>	0115 9634237
<b>Doux Me</b> <a href="http://www.douxme.com">www.douxme.com</a>	+33 1 43 26 34 67
<b>Dr Bronner's Magic Soaps</b> <a href="http://www.drbronner.com">www.drbronner.com</a>	+1 877 786 3649
<b>Earth's Beauty</b> <a href="http://www.earthsbeauty.com">www.earthsbeauty.com</a>	+1 888 586 9719
<b>The Essential Oil Company</b> <a href="http://www.eoco.org.uk">www.eoco.org.uk</a>	01256 332737
<b>Essentially Yours**</b> <a href="http://www.essentially-yours.co.uk">www.essentially-yours.co.uk</a>	020 8398 6300
<b>Evolve Beauty</b> <a href="http://www.evolvebeauty.co.uk">www.evolvebeauty.co.uk</a>	0844 9910061
<b>Faith in Nature</b> <a href="http://www.faithinnature.co.uk">www.faithinnature.co.uk</a>	0161 724 4016
<b>Forest Secrets Skincare (Organatural Ltd)</b> <a href="http://www.forestsecretsskincare.com">www.forestsecretsskincare.com</a>	01749 677884
<b>Freeman Cosmetics</b> <a href="http://www.freemanbeauty.com">www.freemanbeauty.com</a>	+1 310 446 9300
<b>French Transit</b> <a href="http://www.thecrystal.com">www.thecrystal.com</a>	+1 800 829 7625
<b>Frida</b> <a href="http://www.frida.uk.com">www.frida.uk.com</a>	020 8678 1018
<b>Hard Candy</b> <a href="http://www.hardcandy.com">www.hardcandy.com</a>	
<b>Herbal Secrets</b> <a href="http://www.herbalsecrets.co.uk">www.herbalsecrets.co.uk</a>	0800 4589193

<b>Honesty Cosmetics**</b> <a href="http://www.honestycosmetics.co.uk">www.honestycosmetics.co.uk</a>	01629 814888	<b>Suma*</b> <a href="http://www.suma.co.uk">www.suma.co.uk</a>	01422 313845
<b>Inky Loves Nature</b> <a href="http://www.inkylovesnature.com">www.inkylovesnature.com</a>	+1 917 720 2073	<b>Superdrug Stores PLC</b> <a href="http://www.superdrug.com">www.superdrug.com</a>	0800 096 1055
<b>Its Elixir</b> <a href="http://www.itselixir.com">www.itselixir.com</a>	01228 808304	<b>Tara Smith</b> <a href="http://www.tarasmith.com">www.tarasmith.com</a>	020 8996 4812
<b>J&amp;D Black (Hollytrees)**</b> <a href="http://www.jdblack.co.uk">www.jdblack.co.uk</a>	01252 344010	<b>Tom's of Maine</b> ☐ <a href="http://www.tomsofmaine.co.uk">www.tomsofmaine.co.uk</a>	01274 871488
<b>Jason Natural Cosmetics</b> <a href="http://www.jason-natural.com">www.jason-natural.com</a>	+1 877 527 6601	<b>Too Faced Cosmetics</b> <a href="http://www.toofaced.com">www.toofaced.com</a>	+1 949 553 4431
<b>JR Liggett</b> <a href="http://www.jrliggett.com">www.jrliggett.com</a>	+1 603 675 2055	<b>Tsi-La</b> <a href="http://www.tsilaorganics.com">www.tsilaorganics.com</a>	+1 215 750 9996
<b>Joe Blasco Cosmetics</b> <a href="http://www.joebiasco.com">www.joebiasco.com</a>	+1 407 248 8085	<b>Unique Products</b> <a href="http://www.unique-products.dk">www.unique-products.dk</a>	+45 644 18300
<b>John Paul Mitchell Systems</b> <a href="http://www.paul-mitchell.co.uk">www.paul-mitchell.co.uk</a>	0845 659 0012	<b>Urban Decay</b> <a href="http://www.urbandecay.co.uk">www.urbandecay.co.uk</a>	+1 949 631 4504
<b>Katharine Botanicals Limited</b> <a href="http://www.KatharineBotanicals.com">www.KatharineBotanicals.com</a>	0845 337 9149	<b>Urtekram</b> <a href="http://www.urtekram.dk">www.urtekram.dk</a>	+45 985 42288
<b>Kingfisher Natural Toothpaste</b> <a href="http://www.kingfishertoothpaste.com">www.kingfishertoothpaste.com</a>	01603 630484	<b>W.S Badger (Badger Balm)</b> <a href="http://www.badgerbalm.com">www.badgerbalm.com</a>	+1 800 603 6100
<b>Kiss My Face</b> <a href="http://www.kissmyface.com">www.kissmyface.com</a>	+1 866 4041260	<b>Wuchi by Maks Ltd</b> <a href="http://www.wuchi.co.uk">www.wuchi.co.uk</a>	020 7359 3238
<b>Kobashi Essential Oils**</b> <a href="http://www.kobashi.com">www.kobashi.com</a>	01392 217628	<b>Yes Synergy*</b> <a href="http://www.yesyesyes.org">www.yesyesyes.org</a>	0845 094 1141
<b>Lily Lolo Mineral Cosmetics</b> <a href="http://www.lilylolo.co.uk">www.lilylolo.co.uk</a>	01482 640619		
<b>L'Occitane</b> <a href="http://www.loccitane.co.uk">www.loccitane.co.uk</a>	020 7907 0301		
<b>Lip-Ink International</b> <a href="http://www.lipink.co.uk">www.lipink.co.uk</a>	01854 333833		
<b>Liz Earle Naturally Active Skincare</b> <a href="http://www.lizearle.com">www.lizearle.com</a>	01983 813913		
<b>Love The Planet**</b> <a href="http://www.lovetheplanet.co.uk">www.lovetheplanet.co.uk</a>	01224 733955		
<b>Make-Up International</b> <a href="http://www.make-upinternational.com">www.make-upinternational.com</a>	020 8982 8277		
<b>Marks &amp; Spencer</b> <a href="http://www.marksandspencer.com">www.marksandspencer.com</a>	0845 6090200		
<b>Mary Kay</b> <a href="http://www.marykay.co.uk">www.marykay.co.uk</a>	0207 758 4900		
<b>Mámbino Organics (Mi Amore)</b> <a href="http://www.mambinoorganics.com">www.mambinoorganics.com</a>	+1 323 253 8686		
<b>Melvita</b> <a href="http://www.melvita.co.uk">www.melvita.co.uk</a>	0800 138 7045		
<b>Montagne Jeunesse *</b> <a href="http://www.montagnejeunesse.com">www.montagnejeunesse.com</a>	01639 861550		
<b>Moor Spa International</b> <a href="http://www.moorspa.co.uk">www.moorspa.co.uk</a>	0845 1306768		
<b>Mummy Delivers</b> <a href="http://www.mummydelivers.com">www.mummydelivers.com</a>	01752 837892		
<b>Natural By Nature Oils**</b> <a href="http://www.naturalbynature.co.uk">www.naturalbynature.co.uk</a>	01582 840848		
<b>Neal's Yard Remedies</b> <a href="http://www.nealsyardremedies.com">www.nealsyardremedies.com</a>	01747 834634		
<b>The Neem Team (OrganixSouth)</b> <a href="http://www.theneemteam.co.uk">www.theneemteam.co.uk</a>	01633 263567		
<b>Nick &amp; Milly London</b> <a href="http://www.nickandmilly.co.uk">www.nickandmilly.co.uk</a>			
<b>Nothing Nasty</b> <a href="http://www.nothingnasty.com">www.nothingnasty.com</a>	0845 4508982		
<b>The Organic Make-Up Company</b> <a href="http://www.organicmakeupcompany.com">www.organicmakeupcompany.com</a>			
<b>Pure Nuff Stuff</b> <a href="http://www.purenuffstuff.co.uk">www.purenuffstuff.co.uk</a>	01736 366008		
<b>Quinessence Aromatherapy</b> <a href="http://www.quinessence.com">www.quinessence.com</a>	01530 835918		
<b>Raw Gaia**</b> <a href="http://www.rawgaia.com">www.rawgaia.com</a>	01273 311 476		
<b>Rejuvi</b> <a href="http://www.rejuvi.co.uk">www.rejuvi.co.uk</a>	020 8133 9339		
<b>Saaf Pure Skin Care</b> <a href="http://www.saafpureskincare.com">www.saafpureskincare.com</a>	0113 2265849		
<b>Sanoflore</b> ☐ <a href="http://www.sanoflore.net">www.sanoflore.net</a>	+39 800 917 069		
<b>Spa Ritual</b> <a href="http://www.sparitual.co.uk">www.sparitual.co.uk</a>	0808 2020855		
<b>St John's Herb Garden</b> <a href="http://www.stjohnsbotanicals.com">www.stjohnsbotanicals.com</a>	+1 301 262 5303		
<b>Shikai</b> <a href="http://www.shikai.com">www.shikai.com</a>	+1 800 488 0298		
<b>Suki</b> <a href="http://www.sukipure.com">www.sukipure.com</a>	+1 413 584 7854		

## BUAV APPROVED HOUSEHOLD PRODUCTS COMPANIES

<b>Astonish</b> <a href="http://www.astonishcleaners.com">www.astonishcleaners.com</a>	0113 2360036
<b>Aubrey Organics</b> <a href="http://www.aubreyorganics.co.uk">www.aubreyorganics.co.uk</a>	0800 0851697
<b>The Bio-D Company**</b> <a href="http://www.biodegradable.biz">www.biodegradable.biz</a>	01482 229950
<b>Citra-Solv</b> <a href="http://www.citra-solv.com">www.citra-solv.com</a>	+1 800 343 6588
<b>The Co-operative</b> <a href="http://www.co-operative.co.uk">www.co-operative.co.uk</a>	0800 0686727
<b>Earth Friendly Products**</b> <a href="http://www.greenbrands.co.uk">www.greenbrands.co.uk</a>	01892 616871
<b>Faith in Nature (Clear Spring)</b> <a href="http://www.faithinnature.co.uk">www.faithinnature.co.uk</a>	0161 7244016
<b>Heather's Natural &amp; Organic Cleaning Products</b> <a href="http://www.heathersnaturals.com">www.heathersnaturals.com</a>	+1 800 434 4246
<b>Marks &amp; Spencer</b> <a href="http://www.marksandspencer.com">www.marksandspencer.com</a>	0845 6090200
<b>Method Products</b> <a href="http://www.methodproducts.co.uk">www.methodproducts.co.uk</a>	020 7788 7904
<b>Orange Mate</b> <a href="http://www.orangemate.com">www.orangemate.com</a>	+1 800 626 8685
<b>Suma</b> <a href="http://www.suma.co.uk">www.suma.co.uk</a>	01422 313845

## BUAV APPROVED RETAILERS

<b>Bella Bella Natural Beauty</b> <a href="http://www.bellabellanaturalbeauty.co.uk">www.bellabellanaturalbeauty.co.uk</a>	0845 2500522
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## CONTACT US

Please help us end cosmetics and household product testing on animals by making a donation today!



The BUAV receives no government or lottery funding

meaning we rely on supporter donations to enable us to run the BUAV Approved scheme.

We desperately need funds to enable us to investigate, challenge, lobby and campaign for animals worldwide. A gift from you will help us encourage more companies to become BUAV Approved and proudly display the Leaping Bunny logo on their products.

Please help animals today by making a donation on our website [www.buav.org](http://www.buav.org). Alternatively you can call us on 020 7619 6977 to donate over the phone.

Thank you!