

Dear _____

I would like to buy your products but I will only do so if they are approved under the Humane Cosmetics Standard (HCS) / Humane Household Products Standard (HHPS).

The HCS/HHPS is the world's only internationally recognised scheme that enables consumers to easily identify and purchase products which are genuinely cruelty free. In the UK it is operated by the British Union for the Abolition of Vivisection (BUAV).

Approved companies must:

1. No longer conduct or commission animal testing
2. Apply a verifiable fixed cut-off date i.e. a date after which none of your products or product ingredients have been animal tested
3. Be open to an independent audit throughout your supply chain and adhere to your animal testing policy and the Standard's strict criteria

If your products are not tested on animals, there's only one way to prove it – join the Humane Cosmetics Standard (HCS) / Humane Household products Standard (HHPS).

Please contact the BUAV today on 020 7700 4888 or visit www.gocrueltyfree.org to find out how to join.

Yours sincerely,