



Media Release

For immediate release
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Lily LoLo joins BUAV's Humane Cosmetics Standard!

The **BUAV** is delighted to announce that UK mineral cosmetics company, **Lily LoLo** is officially recognised and approved under the BUAV Humane Cosmetics Standard (HCS), for **not testing any products on animals**.

Lily LoLo's entire product range is approved under the BUAV scheme and the globally recognised *Leaping Bunny* logo will be rolled out across all their marketing and promotional materials. The logo symbolises an extensive independent audit process and guarantees that no animal testing has occurred in any part of the product or its ingredients after a fixed cut-off date. A fixed cut-off date is a date after which a company will not accept animal testing of any of its ingredients for cosmetic purposes.

Managing Director of Lily Lolo, Vikki Khan, said: "A recent survey by Opinion Research Business for BUAV showed that 79% of shoppers would switch brands if they found out their existing brand was testing on animals – it's something that is really important to our customers. The leaping bunny logo is instantly recognisable as the official seal of approval".

BUAV Chief Executive, Michelle Thew, said: "We applaud Lily LoLo for taking this step to prove its cruelty-free retailer status. The BUAV's leaping bunny logo is the absolute gold standard in cruelty-free products. I am delighted that Lily LoLo has responded to the growing number of consumers who are turning away from cosmetics and toiletries that are cruelly tested on animals."

The full Lily LoLo range is available to buy online at www.lilylolo.co.uk and at selected salons nationwide.

The BUAV's HCS and Household Products Standards (HHPS) *Leaping Bunny* logo is an internationally recognised and patented cruelty-free certification. For more information on the auditing process and a full list of approved companies visit www.gocrueltyfree.org.

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For more information please contact Erin Seymour, marketing and communications officer, 020 7619 6978/ after hours, 07850 510 955 or email erin.seymour@buav.org.

Notes

The HCS *Leaping Bunny* logo is the only internationally recognised and trade-marked cruelty-free certification. BUAV 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.