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**M&S BECOMES FIRST HIGH STREET RETAILER TO EXCLUSIVELY
OFFER BUAV CERTIFIED BEAUTY & HOUSEHOLD PRODUCTS**

*CREATING THE LARGEST RANGE OF "CRUELTY FREE" PRODUCTS
ON THE HIGH STREET*

Marks & Spencer has announced it is the first high street retailer to exclusively offer BUAV (British Union for the Abolition of Vivisection) "Cruelty Free" approved household cleaning products and beauty collections. M&S customers can shop with a clean conscience from the largest range of "cruelty free" household and beauty products available on the high street which covers over 1,200 products and their individual ingredients – from lavender laundry liquid through to tea tree face wipes.

BUAV chief executive **Michelle Thew** says, "We applaud Marks & Spencer for taking this step to prove its cruelty-free retailer status. The BUAV's Bunny Logo approval is the global gold standard in cruelty-free cosmetics and household products, so I'm delighted M&S has taken this step to reassure its customers. It sends out a clear message that today's ethically aware consumers will only trust official approval, and that it is possible to respond to that demand on a national scale. I'm now calling on other unapproved high street retailers and supermarkets to follow suit and clear all animal tested products from the shelves once and for all."

Marks & Spencer found from consumer research that over 80% of consumers are concerned about animal testing and almost 30% of consumers are unaware that household products are tested on animals. The certification demonstrates M&S's commitment to its 'Plan A' eco initiative to tackle consumer issues like animal welfare and the use of raw materials.

Mike Barry, M&S Head of Corporate Social Responsibility, "We care about animal welfare as passionately as our customers do. With over 80% of consumers concerned about animal testing and specifically household products, being able to clearly label all our beauty and household ranges with the BUAV's Leaping Bunny logo will give our customers added peace of mind and be their guide to 'Cruelty Free Shopping'."

The BUAV's Leaping Bunny logo will now appear on all M&S household products and has been phased in on beauty products since April 2007. The logo signifies that each of the 1,200 products have not been tested on animals and that none of the individual ingredients within each product have been tested on animals, either by M&S or its suppliers. This is in line with the BUAV Humane Household Products Standard and the BUAV Humane Cosmetics Standard.

ENDS

For further information please contact:

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For further information about animal testing, the Humane Cosmetics Standard or the Humane Household Products Standard visit BUAV's website:

www.gocrueltyfree.org

Images:

Formula Age Repair Cleanser + Ceramide T22 6072 £5

BUAV Leaping Bunny Logo Black & White

BUAV Leaping Bunny Logo Colour

Product List

Household Ranges with BUAV Certified (all products)

Air Care including: Ocean Room mist, Linen Plug in

Washing Up including: Sensitive Washing Up Liquid, Eco Washing Up Liquid

Clean & Polish including: Lavender Fabric Freshener, multi surface polish

Bathroom Clean including: Bleach, Bathroom Mousse

Laundry Aids including: Spray Starch, Easy Iron Spray

Laundry detergents including: Colour Tablets, Eco Delicate Laundry Liquid

Beauty Ranges BUAV certified (all products)

- **Floral** - Lavender, Magnolia, Rose and China Blue
- **Nature** - Peach and Almond, Cocoa Butter and Vanilla, Aloe Vera, Coconut Milk
- **Natural Beauty**
- **Gifts** - Magnolia, Ingredients, Men's
- **Ingredients** - singles
- **Ladies Fragrance** - True Red, Shanghai, Florentyna, Inspire, True Pink, Per Una, Autograph New York, Autograph Noire, Autograph Blush, Truly Decadent, ISIS, Truly Cherish
- **Men's Grooming**- Harvard, Wood Spice, Autograph, Blue Energy, Urban, ISIS
- **Fantastic Feet**

- **Fruity Beauty**
- **Hair Care**
- **OPP Toiletries- dreamy, cool, fresh**
- **Royal Jelly & Pure Honey**
- **per una Cosmetics and Toiletries**
- **Autograph Cosmetics**
- **Marks & Spencer Cosmetics**
- **Formula Skin Care**
- **Formula Body Care**
- **Formula Sun Care**
- **Accessories nail treatments**

Q&A

Cosmetics product and ingredient testing

Q1. Does M&S test its cosmetics products on animals?

A. No, M&S does not test cosmetics and their ingredients on animals - nor does anyone do so on their behalf. In April 2007, M&S gained approval under the BUAV's Humane Cosmetics Standard, guaranteeing their products to be free from animal testing.

M&S has adopted a fixed cut off date (as required by the Humane Cosmetics Standard) of 1 January 2006. This commitment is a pledge whereby M&S can guarantee that "from this day forward" (the fixed cut-off date), animal testing will not take place as part of the manufacturing of the company's products. Company formulations and products may change, but a fixed cut-off date will never move.

Q2. What is the Humane Cosmetics Standard (HCS)?

A. Launched in 1998, the HCS is the only internationally recognised scheme that enables consumers to easily identify and purchase cosmetics and toiletry products that have not been tested on animals.

Q3. How does a company get approved by the HCS?

A. To be approved, a company must no longer conduct or commission animal testing and must apply a verifiable fixed cut-off date - an unmoveable date after which none of its products or ingredients have been animal tested.

Each company must be open to an independent audit throughout its supply chain to ensure that they adhere to their animal testing policy and the Standard's strict criteria.

Q4. Who endorses the HCS?

A. Leading animal protection organisations came together from around the world to develop the Humane Cosmetics Standard. The standard currently operates in the UK, USA, Canada and much of Europe.

In the UK the scheme is managed by the British Union for the Abolition of Vivisection (BUAV), in Europe by members of the [European Coalition to End Animal Experiments](#), and in the USA and Canada it is managed by the [Coalition for Consumer Information on Cosmetics](#).

Q5. What's the difference between the HCS and other “cruelty free” schemes I have seen?

A. There are a number of animal groups promoting their own cruelty free schemes. However, the HCS is the only internationally recognised standard which guarantees a product is completely free from animal testing, as it requires companies to prove what they claim. It is the only scheme that requires each company to be open to an independent audit throughout its supply chain, to ensure that they adhere to their animal testing policy and the Standard’s strict criteria.

Q6. Does this mean that M&S has tested on animals in the past?

A. Virtually every ingredient, even water, has been tested on animals in the past. It is, therefore likely that M&S products may have included animal tested ingredients in the past, despite the fact that M&S may have carried out no testing themselves. However, the important thing is that M&S has taken a leading step by committing to preventing future needless animal testing by adopting a fixed cut off date. This is the guarantee to consumers that no new animal testing will take place in any part of the manufacturing process of M&S cosmetics and toiletries products.

Q7. Isn't animal testing for cosmetic purposes already banned?

A. In February 2003, the EU agreed a Europe-wide ban on cosmetics animal testing but it won't come into effect in stages until 2009/2013. An EU ban on the sale of new animal tested cosmetics has also been agreed but a complete sales ban won't come into effect until 2013 at the earliest.

The UK and a few other countries have introduced a whole or partial ban on cosmetics animal testing, but animal testing for cosmetics continues in the rest of Europe and around the world. Currently, labeling adopted by many retailers can

confuse customers, where “not tested on animals” claims on pack usually only relate to testing of the final product and not, crucially, to the ingredients.

Adopting a fixed cut off date, as M&S has done is the only guarantee animal testing has been eliminated on products and ingredients.

Household product and ingredient testing

Q1. Does M&S test its household products on animals?

A. No, M&S does not test household products or their ingredients on animals - nor does anyone do so on their behalf. In January 2008, M&S gained approval under the BUAV's Humane Household Product Standard (HHPS), guaranteeing their products to be free from animal testing.

M&S has adopted a fixed cut off date (as required by the Humane Household Product Standard) of 1 January 2006. This commitment is a pledge whereby M&S can guarantee that "from this day forward" (the fixed cut-off date), animal testing will not take place as part of the manufacturing of the company's products. Company formulations and products may change, but a fixed cut-off date will never move.

Q2. What is the Humane Household Product Standard (HHPS)?

A. Launched in 2003, the HHPS is the only internationally recognised scheme that enables consumers to easily identify and purchase household products that have not been tested on animals.

Q3. How does a company get approved by the HHPS?

A. To be approved, a company must no longer conduct or commission animal testing and must apply a verifiable fixed cut-off date – an unmoveable date after which none of its products or ingredients have been animal tested.

Each company must be open to an independent audit throughout its supply chain to ensure that they adhere to their animal testing policy and the Standard's strict criteria.

Finally they must set up and maintain a supplier monitoring system.

Q4. Who endorses the HHPS?

A. Leading animal protection organisations came together from around the world to develop the Humane Household Products Standard. The Standard currently operates in the UK, USA, Canada and much of Europe.

In the UK the scheme is managed by the British Union for the Abolition of Vivisection (BUAV), in Europe by members of the [European Coalition to End Animal Experiments](#), and in the USA and Canada it is managed by the [Coalition for Consumer Information on Cosmetics](#).

Q5. What's the difference between the HHPS and other "cruelty free" schemes I have seen?

A. There are a number of animal groups promoting their own cruelty free schemes. However, the HHPS is the only internationally recognised standard for household products which guarantees a product is completely free from animal testing, as it requires companies to prove what they claim. It is the only scheme that requires each company to be open to an independent audit throughout its supply chain, to ensure that they adhere to their animal testing policy and the Standard's strict criteria.

Q6. Does this mean that M&S has tested on animals in the past?

A. Virtually every ingredient, even water, has been tested on animals in the past. It is, therefore likely that M&S products may have included animal tested ingredients in the past, despite the fact that M&S may have carried out no testing themselves. However, the important thing is that M&S has taken a leading step by committing to preventing future needless animal testing by adopting a fixed cut off date. This is the guarantee to consumers that no new animal testing will take place in any part of the manufacturing process of M&S household products.

Q7. Isn't animal testing for Household Product purposes already banned?

A. Unfortunately, there is currently no Household products testing ban in place. The BUAV are working towards implementing a ban, following the success they had with the ban on cosmetics.

Q8. How can I find products which haven't been tested on animals?

A. All of Marks & Spencer's beauty and household products have not been tested on animals. You can purchase products from our extensive range in store and online at www.marksandspencer.com. Look for the BUAV Leaping Bunny logo on pack, which is a guarantee that products meet the stringent criteria set under the Humane Cosmetics Standard and the Humane Household Product Standard.

Q9. What consumer research has been done?

The BUAV have commissioned independent consumer research to gauge public opinion on animal testing. Key findings include:

- 83% of consumers are concerned that household products are tested on animals
- Only 29% of consumers are aware that household products are tested on animals
- Buying a cruelty free products is top of the list of action 11-25 years would consider doing
- Also over half of journalists thought that their readers would be interested to learn that household products are tested on animals.