



PRESS RELEASE

Government told to stop licensing household product animal tests

Co-op backs drive to wipe-out needless animal testing for cleaning products

The Government must listen to the majority of the British public and finally ban animal testing for household products such as washing-up liquid and laundry powder as a priority, campaigners have urged.

Leading cruelty-free campaigners The BUAV (British Union for the Abolition of Vivisection) have written to Prime Minister Gordon Brown to call for an immediate ban following an independent survey which showed over eighty per cent per cent of UK consumers are concerned that household products are still tested on animals.

The move coincides with an awareness raising campaign by Co-operative Food via national advertising launching in the first week of April and promotions across its supermarkets and other activity over the next 12 months.

The Co-op became the first national retailer to offer BUAV approved 'Cruelty Free' household products four years ago. Marks & Spencer responded to consumer demand and achieved BUAV certification with the 'Leaping Bunny' logo across its household products ranges earlier this month.

In order to attain BUAV HHPS approved status and gain the right to use the logo retailers or manufacturers must pledge that neither they nor their suppliers will conduct or commission animal testing, and open up their supply chains to full independent audit.

A Parliamentary Early Day Motion (EDM) supporting the campaign has also recently been tabled by Labour MP for Stroud and member of the Environment, Food and Rural Affairs Committee David Drew (see notes to editor for details).

BUAV chief executive **Michelle Thew** said: "Its now ten years since the Government responded to public opinion and a BUAV campaign to ban animal testing for cosmetic purposes. They should do the same for household products without delay. Its unacceptable that animals can continue to suffer in unpopular and unnecessary tests in the name of a new improved air freshener or washing powder that produces even whiter, brighter linen."

Co-operative Group Director of Marketing Patrick Allen said: "The Co-operative has led the way in phasing out the testing of household products and ingredients on animals. The Co-operative Bank was the first to deny financial services to businesses involved in animal testing in these areas, and Co-operative Food was the first major retailer to move its entire own-brand household product and laundry ranges to the BUAV 'Cruelty-Free' standard. The Group and its members will be working through 2008 to further raise awareness of the continuation of the completely needless use of animal testing for household products."

ENDS

NOTES TO EDITOR

A Parliamentary EDM was tabled by David Drew MP was put down on the 18th March. It reads:

"That this House notes the Government's 1997 policy prohibition on the use of animals to test the safety of cosmetic products and their ingredients, which was said to have been introduced on the basis that the suffering caused was not justified given the nature of the product; notes with regret that the Government has not implemented a similar prohibition on the use of animals to test household products, such as washing-up liquid or floor cleaners, and their ingredients; supports the campaign of the British Union for the Abolition of Vivisection to end the suffering of animals in tests for household products and their ingredients; and calls on the Government to implement a policy prohibition on issuing licences to test household products and their ingredients on animals as a matter of urgency."

To view online and check the latest number of signatures click here:

<http://edmi.parliament.uk/EDMi/EDMDetails.aspx?EDMID=35441&SESSION=891>

The BUAV's Humane Cosmetics and Household Products Standards Leaping Bunny logo is internationally recognised and patented cruelty-free certification. Approved companies must open up their supply chain to a rigorous independent audit. This painstaking process ensures that neither the product nor, crucially, any of its ingredients have been tested on animals at any stage of the manufacturing cycle. For more information on the strict auditing process and a list of approved companies visit www.qocrueltyfree.org

Cosmetic testing was banned in the UK in 1998.

The BUAV has been campaigning for over 100 years to achieve a world where nobody wants or believes we need to experiment on animals. We are committed to achieving our aims through reliable and reasoned evidence-based debate. We are proudly non-violent and respect the quality of life for all – animals and people.

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