



PRESS RELEASE

‘Leaping Bunny’ joins cosmetics industry conference

Visitors to the recent ‘In-Cosmetics’ Conference in Amsterdam had an introduction to the internationally recognised cruelty-free scheme, the Humane Cosmetics Standard. The scheme is co-ordinated in the UK by the British Union for the Abolition of Vivisection (BUAV) and in Europe by the European Coalition to End Animal Experiments (ECEAE).

It’s the first time the cruelty-free scheme has been represented at a cosmetics industry conference, which profiled a wide range of cosmetic ingredients, from raw organic materials to technological advances such as skin science and nanotechnology. The HCS exhibition stand displayed the scheme’s ‘leaping bunny’ logo, which generated significant curiosity and interest at the three-day event. Exhibitors included leading global raw material and ingredient suppliers hoping to attract new business from visiting finished product manufacturers.

The BUAV’s Cruelty Free Officer Rebecca Ram says “We were aware that some of the exhibitors might not know much about The Humane Cosmetics Standard, but we were made very welcome by the organisers, and very pleased to talk to interested visitors keen to find out more about the ‘Leaping Bunny’. Some manufacturers made time to come and find our stand which was very encouraging.”

The Humane Cosmetics Standard is the only globally accepted scheme that requires companies to open up to an independent audit. It certifies that not only final products but also all of their ingredients have not been tested on animals after a fixed cut off date. The BUAV works closely with companies to help them with the process. Signatories to the scheme include Marks & Spencer’s, The Body Shop, L’Occitane and the Co-Op.

Rebecca is now following-up on contacts made at the conference, and hoping to sign more companies up to the scheme soon. She says “It’s really great for companies to embrace the cruelty-free message and give customers that reassurance, before legislation on animal testing for cosmetics is introduced in 2009. We attended the conference to help companies find out more about the HCS and going cruelty-free, which was very worthwhile.”

The BUAV will be attending more cosmetics industry conferences in Paris and in the UK later in the year.

NOTES TO EDITORS:

The 'In-Cosmetics' Conference was held in Amsterdam between 15th and 17th April 2008. There were 467 exhibitors from 40 countries. There was a total visitor attendance of 9,743 over the 3 days, from 90 different countries. More details from www.in-cosmetics.com

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 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 auditing process and a list of approved companies visit www.gocrueltyfree.org

A Q&A and press releases about the scheme is available from the BUAV Press Office. Please contact us to get copies.

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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