



World makeover

A year ago, the sale within the European Union of cosmetics newly tested on animals was banned. This followed a 25-year campaign by the RSPCA and other animal protection groups. But this story is not yet over – *animal life* investigates.

For decades, the RSPCA has campaigned tirelessly on behalf of laboratory animals. One issue, which has captured much of the public's attention over this time, has been the use of animals to test cosmetics products and their ingredients. In the late 1990s this use of animals was banned in the UK and a similar ban took effect across the EU in 2009. Then, in March 2013, the sale within the EU of cosmetics newly tested on animals was outlawed. Despite the EU ban, not all products are made by cosmetics companies that are no longer involved with animal testing.

Global end

Consumers should be aware that many well-known brands continue to test their products or ingredients on animals outside of the EU to sell in other parts of the world, or choose to continue to market their products in countries where the authorities require mandatory animal testing.

So, the next phase of our campaign will be aimed at encouraging cosmetics companies to stop these practices globally, and for good. You can help by asking your favourite cosmetics brands to embrace the opportunity to take part in a world makeover by publically committing to a global end to the testing of cosmetics on animals.

Cruelty-free testing

When it comes to cosmetic ingredients there are plenty to choose from – the industry has more than 20,000 that are

accepted as safe. Companies also have the option of developing new ingredients using existing alternative test methods, where available, without having to resort to animal use.

“Many people believe that testing cosmetics using animals is a thing of the past, yet numerous animals over much of the world still suffer in the name of beauty,” says RSPCA Campaigner Eloise Shavelar. “The RSPCA wants to see the day when no new cosmetics product or ingredient is tested on any animal, anywhere in the world.”

Most cosmetics products have a lifespan of less than five years and manufacturers reformulate 25 percent of their products every year. It's inevitable that companies will look to develop innovative new products, but if this involves causing animal suffering we believe this is simply unacceptable.

“If cosmetics companies can comply with this EU ban and still trade within the EU, there is no reason why they cannot adhere to a non-testing policy worldwide,” says Eloise. “There



HOW YOU CAN HELP:

- Show your support by carrying out your own makeover and dedicating it to the campaign. It can be as simple as your favourite party make-up, or a full-on animal face! Film or photograph your makeover with the message 'Time to make over the world', and join a host of supporters and celebrities at: www.rspca.org.uk/makeovertheworld
- On our campaign page you'll be able to both lobby and thank some of the world's leading cosmetics companies.

is no excuse for any more animals to suffer in these tests.”

countries considering

doing the same.

Chinese authorities are also taking an interest in the alternative test methods already validated and accepted in the EU and recently announced a small but encouraging first step of ending mandatory animal testing for certain domestically produced cosmetics products. Cosmetics companies now have a clear chance to be ahead of the game and demonstrate – rather than just talk about – their commitment to cruelty-free cosmetics.

Positive steps

A number of well-loved global brands, for example The Body Shop, Lush and Marks and Spencer, have been selling cosmetic products that contain no newly animal-tested ingredients for a number of years.

The EU ban has generated even more positives, with Israel and India both introducing their own bans on the use of animals to test cosmetics, and other



THE BIG PLAYERS

We are calling on these cosmetics companies still testing on animals to set an example by:

- Pledging to end their use of animals to develop new or reformulated ingredients and products.
- Not selling in countries where new animal testing is required in order to market the products.

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