



Be Cruelty-Free Australia



HUMANE SOCIETY
INTERNATIONAL



humane research australia

MEDIA RELEASE

9th March 2015

Australian YouTubers Join Beauty Bloggers From Around the World to Help the #BeCrueltyFree Campaign End Cosmetics Animal Testing

MELBOURNE (9 March 2015) – Some of Australia’s most popular cruelty-free beauty and lifestyle bloggers are joining with bloggers and YouTubers from around the world, in support of the #BeCrueltyFree campaign to end animal testing of cosmetics.

Jade ([Make Me Stunning](#)), [GooRoo Beauty](#), [Lara Schilling](#) and Cornelia of [Live Wild Be Free](#), are all taking part in ‘Blog For Bunnies’ during #BeCrueltyFree Week (9th - 15th March). Globally they’ll be joined by fellow bloggers from Brazil, Canada, Japan, Korea, New Zealand, Thailand, Taiwan, the United Kingdom and the United States. Their blogs will help the #BeCrueltyFree campaign raise awareness about cosmetics cruelty and to demonstrate support for turning the whole world cruelty-free.

Internationally, #BeCrueltyFree is excited to be working with some of the most influential cruelty-free beauty bloggers around including Marion & Sanne at [DerpinaMODE](#), [Rosiana Halse Rojas](#), Ashlee Piper at [The LilFoxes](#), Tashina Combs at [Logical Harmony](#), Courtney Nawara at [Phyrra Beauty for the Bold](#), Sunny Subramanian at [Vegan Beauty Review](#), and Whitney at [Eco Vegan Gal](#).

Claire Mansfield, #BeCrueltyFree campaigns director said: *“Bloggers and YouTubers are fast becoming a go-to source of information, particularly for the younger generation. So we are thrilled to have the support of these fabulous bunny-friendly beauty experts to help us raise awareness about how consumers everywhere can support our #BeCrueltyFree campaign to end cosmetics cruelty.”*

In Australia, the #BeCrueltyFree campaign is a partnership between [Humane Research Australia](#) and Humane Society International, and is leading efforts for a ban on cosmetics cruelty. With the launch last year of the End Cruel Cosmetics Bill, and a cross-party motion in support of a test and sales ban, #BeCrueltyFree Australia has made considerable progress.

Beauty blogger Cornelia from Melbourne is passionate about cruelty-free brands. Cornelia said: *“I’m on a mission to help consumers put the passion into compassionate living, and introducing them to the fabulous and fun cruelty-free cosmetic brands available is a big part of that. Bunnies don’t have to die just so we can have lip stick, and by shopping with a conscience you can get the killer looks but without the killer consequences for animals.”*

Australians can pledge to #BeCrueltyFree by simply clicking www.becrueltyfree.org.au and

voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad.

ENDS

For further information, please contact:

Hannah Stuart
Be Cruelty-Free Australia Campaign Coordinator

P: 1800 HUMANE

E: hannahstuart@humanereseach.org.au

Follow: [@BeCrueltyFreeOz](https://www.instagram.com/BeCrueltyFreeOz)

Be Cruelty-Free Australia is part of the largest campaign in the world to end cosmetics animal testing. Be Cruelty-Free Australia is co-ordinated by Humane Research Australia and Humane Society International. Globally there are Be Cruelty-Free campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States, where the campaign is led by The Humane Society of the United States.