



Be Cruelty-Free Australia



HUMANE SOCIETY
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humane research australia

MEDIA RELEASE

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Australia to Ban Cosmetics Animal Testing and Trade, pledges Federal Government Following #BeCrueltyFree Campaign

Joins growing worldwide momentum to end cosmetics cruelty

Cosmetics cruelty will be banned in Australia by July next year, the Federal Government pledged today, following a 2 year campaign by #BeCrueltyFree Australia. led by Humane Research Australia and Humane Society International (Global). The animal welfare campaigners welcomed the announcement from Assistant Minister for Health Key Wyatt and Member for La Trobe Jason Wood that the Coalition will ban the testing of cosmetic ingredients on animals in Australia and the sale of cosmetic products and ingredients that have been tested on animals outside of Australia.

Hannah Stuart, for the #BeCrueltyFree Australia campaign said, *“Using live animals to cruelly test new ingredients for cosmetics such as hair dyes and skin cream is ethically unjustified, so we’re thrilled that following motions recently passed by both the Senate and the House, the Government has now promised specific legislation to ban cosmetics cruelty. There is a growing global trend towards eliminating the sale of newly animal tested beauty products and their ingredients, and today’s announcement will put Australia on the map as the next country to say NO to cosmetics cruelty.”*

“Our #BeCrueltyFree Australia campaign looks forward to working with the Government and all parties to develop meaningful legislation that bans both animal testing and the sale of cosmetics products or ingredients newly tested on animals abroad, thereby ensuring such legislation reflects the will of Australians and aligns with international precedent.

Without a legislative sales ban there is nothing to prevent cosmetics animal testing taking place here in Australia, or overseas during development of products sold in our shops. Such bans are already in place across the European Union, Israel and India, and there is now growing worldwide momentum towards ending the marketing of cruel cosmetics. A similar legislative ban in Australia will be good for animals, consumers and science, and it’s what the overwhelming majority of Australian citizens want.”

Australians can support #BeCrueltyFree Australia by visiting BeCrueltyFree.org.au, and voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics that have been newly animal-tested abroad.

#BeCrueltyFree Australia – run by Humane Research Australia and Humane Society International (Global) - is part of the largest campaign in the world to end cosmetics animal testing. Globally there are #BeCrueltyFree campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Taiwan and the United States.

Facts:

- Rabbits, guinea pigs, mice and rats are the most common animals used to test cosmetics, subjected to having cosmetic chemicals dripped in their eyes, spread on their shaved skin, or force fed to them orally in massive, even lethal doses.
- A May 2013 poll by Nexus Research on behalf of Humane Research Australia found an overwhelming majority of Australians (85%) oppose using animals in the development of cosmetics with a large majority (81%) supporting a national ban on the sale of cosmetics tested on animals – that's 4 out of 5 Australians who support a national ban.
- More than 500 beauty brands certified cruelty-free globally, including popular Australian brands such as LUSH, Natures Organics, MooGoo, Australis, and many others such as those listed on the Choose Cruelty Free (CCF) List.
- These cruelty-free companies have sworn off animal testing, yet still produce new, safe and fabulous beauty products. They do so by using long-established ingredients combined with state-of-the-art non-animal tests that can produce faster, cheaper and more relevant test results.
- The global #BeCrueltyFree campaign was launched in 2012, and cosmetics animal testing and/or trade bans are now in place throughout the European Union, Israel, Norway, India, New Zealand and Turkey, with similar legislative measures under development in the United States, Brazil, Canada, Taiwan, Argentina and Russia, and removal of some animal testing in South Korea and China.

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