



# Be Cruelty-Free Australia



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## MEDIA RELEASE

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### Australians Urged to Get Lippy About Animal Tested Cosmetics in Labor Consultation

MELBOURNE (21 July 2014) - Australia's [Be Cruelty-Free campaign](#) is urging citizens to participate in a new Labor Party public consultation on animal testing for cosmetics. *Be Cruelty-Free* wants to see an Australian ban on such testing as well as a ban on the import and sale of cosmetics animal-tested abroad. Such a ban would bring Australia in line with the European Union, Norway, Israel and India, all of which have banned cosmetics cruelty.

Hannah Stuart for *Be Cruelty-Free Australia*, said: "Testing cosmetics on animals by dripping chemicals in their eyes or force feeding them with massive, lethal doses, is not only cruel but also scientifically discredited because the results of such tests are simply not sufficiently relevant to people to assure consumer safety. Opinion polls show that the vast majority of Australians oppose such testing but now everyone has a chance to speak up and make their voice heard. So we're urging Aussies to get lippy about animal testing for shampoo and mascara, by going online and taking part in Labor's consultation. Just a few clicks could help end cosmetics cruelty."

Australian citizens anywhere in the world can take part by going [online](#) before the 29 August deadline. [Download Be Cruelty-Free Australia's handy guide](#) to completing the online form.

A 2013 public opinion poll by Nexus Research found that the overwhelming majority of Australians (85 per cent) oppose using animals to test cosmetics, with 80 per cent supporting a national ban on the sale of cosmetics tested on animals abroad.

Banning animal-tested cosmetics in Australia is in tune with the growing global trend towards ending cosmetics animal testing. In addition to the bans already in place across the EU, India and elsewhere, legislative proposals are also being actively considered in Brazil, New Zealand, Taiwan, the United States and Vietnam.

Animals aren't the only ones set to benefit from a ban, points out *Be Cruelty-Free's* Hannah Stuart: "Nobody should be under any illusions about these animal tests. We're not talking about sophisticated science here, many of these tests are decades old and have well known scientific drawbacks. For example, a rabbit's eyes and skin can react very differently to cosmetic chemicals than a human's, so this makes assessing cosmetic safety based on these test results highly questionable. Consumer safety would be improved by ditching these dodgy tests in favour of more reliable methods."

Safe existing ingredients are the key. Hundreds of companies — including LUSH, Natures

Organics, MooGoo, Australis, and many others — 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.

Download the Be Cruelty-Free guide [here](#) and click [here](#) to take part in the cosmetics animal testing public consultation today.

ENDS

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*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.*