



# Be Cruelty-Free Australia



HUMANE SOCIETY  
INTERNATIONAL



## MEDIA RELEASE

10 March 2016

### Switzerland Commits to End Sale of Cruel Cosmetics

**Humane Society International and Humane Research Australia welcome Swiss government commitment to #BeCrueltyFree**

The Swiss government announced it will ban the sale of cosmetics containing ingredients newly tested on animals. The announcement comes in response to a motion introduced by Green Party parliamentarian Maya Graf and if passed would make Switzerland the 35<sup>th</sup> country to take legal action to stem the trade in animal-tested consumer products since Humane Society International launched its global #BeCrueltyFree campaign in 2012.

Claire Mansfield, HSI's #BeCrueltyFree campaign director, said, *"It's great news that Switzerland has joined the growing list of countries that have committed to #BeCrueltyFree by abolishing the sale of cruel cosmetics. This is one more example of the growing momentum to end cosmetics cruelty around the world once and for all. We congratulate MP Graf for raising this important issue in Parliament, and the Swiss government for committing to take action."*

The world's largest beauty products market, the European Union, together with Norway, Israel, India, New Zealand, Turkey, South Korea and several states in Brazil, have already enacted full or partial bans on animal testing for cosmetic products and ingredients. Similar legislation is pending in the United States, Canada, Brazil, Taiwan, Australia, Argentina and elsewhere under the leadership of #BeCrueltyFree campaign teams.

Hannah Stuart, for the #BeCrueltyFree Australia campaign said, *"As more and more nations recognise the moral and scientific imperative to end cosmetics cruelty, those countries that continue to allow it will appear increasingly isolated. We look forward to Australia joining the growing number of countries worldwide which have banned this practice and said NO to cosmetics cruelty."*

**Australians can voice their support for a ban on cosmetics animal testing and the sale of newly animal-tested cosmetics by visiting [BeCrueltyFree.org.au](http://BeCrueltyFree.org.au).**

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*#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, Russia, Taiwan and the United States.*