

Factfile



Not tested on animals?

The ban on the import and sale of new animal tested cosmetics in the EU means that anyone who wishes to sell new cosmetics or toiletries and ingredients in the EU must not test them on animals anywhere in the world. However companies can still carry on testing on animals for cosmetics sold outside the EU.

Here are the answers to some key questions:

Will some cosmetics disappear from the shelves as a result of the ban?

No, cosmetics for which the safety is already established are not affected.

Can we be sure that cosmetics and ingredients purchased in Europe were not subject to animal testing?

There can be no new animal testing for cosmetics or ingredients in Europe and it is no longer possible to carry out testing outside Europe for sale in the EU. However, the majority of ingredients that go into cosmetics are also in use in many other consumer and industrial or household products, therefore they may still be subject to animal testing.

Could natural or organic products from outside the EU have been tested on animals?

Suppliers are required to assess safety for natural and organic ingredients just as for synthetic materials, and evidence may be gathered using animal tests.

How can I be sure about what I buy?

The Leaping Bunny represents the global Humane Cosmetics Standard administered by Cruelty Free International, which applies to all of the operations and sales of companies, not just those for the EU. Over 600 companies are certified including some high street retailers.

What about vegan products?

Although many companies with a no-animal testing policy do also produce vegan products, the two claims need to be assessed separately. Some products which have been certified as 'cruelty free' will contain animal ingredients.

What can you do?

- If in doubt look for the Leaping Bunny on all cosmetics, toiletries and household products
- Make a regular donation to support OneKind campaigns