



Be Cruelty-Free Australia



HUMANE SOCIETY
INTERNATIONAL



humane research australia

MEDIA RELEASE

25th July 2014

Australian Consumers Say 'Not Tested on Animals' is More Important Than Anti-Ageing & Sun Protection When Choosing Cosmetics

MELBOURNE (25 July 2014) – The *Be Cruelty-Free Australia* campaign welcomes a new opinion poll by Roy Morgan Research, showing a significant level of consumer concern about animal testing of cosmetics. 'Not Tested on Animals' is now one of the top 3 features that Aussie female consumers look for when buying cosmetics.

Cruelty-free status was the only ethical factor identified by respondents in the top 10 features they look for in beauty products, ranking higher than anti-ageing benefits and sun protection factor. Respondents who identify animal testing as important are also more likely to choose one brand over another based on its cruelty-free credentials – good news for bunny friendly brands such as Australis, LUSH, MooGoo and Nude by Nature.

This research data comes at a time when Australian politicians are being urged by campaigners from *Be Cruelty-Free Australia* to follow the global trend and introduce a national ban on cosmetics animal testing and the sale of cosmetics tested on animals abroad. The Labor Party has also launched a public consultation on the issue of a ban.

Hannah Stuart for *Be Cruelty-Free Australia*, said: "It's no surprise to us that animal testing rates so highly for consumers when considering which cosmetics to buy. The vast majority of Australians oppose cosmetics cruelty and want to see it banned from our laboratories and our shop shelves. So this is an issue our policy makers would be well advised to take seriously. Consumers globally are much more aware of the animal suffering involved in such testing, but also the scientific uncertainty associated with these outdated test methods. Amidst the growing global trend towards cruelty-free beauty that has seen test bans already introduced across the European Union, Norway, Israel and India, and more being considered in other countries, Australia needs to step up to the plate and introduce a ban as swiftly as possible."

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

Click [here](#) to sign a Be Cruelty-Free pledge in support of a ban on cosmetics cruelty in

Australia and worldwide.

ENDS

Media contact:

Hannah Stuart
Be Cruelty-Free Australia Campaign Coordinator

P: [03 8823 5705](tel:0388235705)

E: hannahstuart@humanereseach.org.au

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

Notes

Be Cruelty-Free Australia is part of the largest campaign in the world to end cosmetics animal testing. Globally there are Be Cruelty-Free campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States.

Roy Morgan Research can be read in full [here](#). Roy Morgan Research is the largest independent Australian research company, considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence.

A 2013 [public opinion poll](#) by Nexus Research commissioned by Humane Research Australia, found that 85 per cent of Australians oppose using animals to test cosmetics.