



Be Cruelty-Free Australia



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MEDIA RELEASE

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New Zealand Bans Cosmetics Testing on Animals – And Now It's Australia's Turn

***With 85% of Australians opposing the use of animals to test cosmetics,
#BeCrueltyFree Australia is calling on Australian politicians to take action***

MELBOURNE (3 April 2015) – One of Australia's closest neighbours, New Zealand, has this week taken a major step toward joining the growing list of progressive nations to ban cruel animal testing of cosmetics, following a two-year campaign by #BeCrueltyFree New Zealand. This move has been welcomed by #BeCrueltyFree Australia, who are calling on Australian politicians to also take action and put in place a ban on cosmetics animal testing and the sale of cosmetics tested on animals in Australia.

An amendment to the Animal Welfare Act was voted through the New Zealand Parliament on Tuesday — a decision that reflects the desire of New Zealand's consumers and cosmetics industry to ensure that animal testing of cosmetics can never take place in the country. In Australia, however, cosmetics testing on animal still remains legal. This is despite strong public support for a ban on cosmetics animal testing and the sale of cosmetics tested on animals, calls from over 30 Australian cosmetic companies for a ban, and increasing support from Australian politicians for the elimination of cosmetics testing on animals.

Hannah Stuart for **#BeCrueltyFree Australia**, said: "This step forward by New Zealand is a reminder of the growing worldwide momentum towards ending cosmetics cruelty – and that Australia is falling behind."

"Testing the ingredients of cosmetics like mascara and shampoo on living creatures is a completely unnecessary cruelty and it's time Australia joined a growing number of countries by banning it. Without a comprehensive legal 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, India, and Israel. A ban in Australia would be good for animals, consumers, and science, and it's what the overwhelming majority of Australian citizens want. It's time to put Australia on the map as a country that says NO to cosmetics cruelty."

A public opinion poll conducted in May 2013 by Nexus Research on behalf of Humane Research Australia found that the overwhelming majority of Australians (85%) oppose using animals to develop cosmetics and 81% support a national ban on the sale of cosmetics tested on animals. Similarly, a July 2014 opinion poll by Roy Morgan Research showed that 'Not Tested on Animals' was one of the top 3 features looked for by Australian female consumers when buying cosmetics, ranking higher than anti-ageing benefits and sun protection factor.

Australian politicians have also been voicing their support for an end to cosmetics cruelty – just last year the [End Cruel Cosmetics Bill](#) was introduced into the Senate in March, a [public consultation on cosmetics animal testing policy](#) was conducted by the Australian Labour Party, and a cross-party [Motion against cosmetics animal testing](#) passed the Senate in November.

Furthermore, in August last year, more than thirty cosmetics companies from across Australia joined with #BeCrueltyFree to write an [open letter to then Health Minister](#) Peter Dutton urging him to support a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad. Cruelty-free brands backing the #Be CrueltyFree Australia campaign include LUSH, The Body Shop, Australis, Natures Organics, KORA Organics (the cruelty-free range by model Miranda Kerr), and many others.

Not only would banning animal-tested cosmetics in Australia be in line with public opinion, but it would also be in tune with the growing global trend towards ending cosmetics animal testing. In addition to this most recent testing ban in New Zealand, there are already testing and sales/imports bans in place across the EU, India and Israel. Elsewhere, legislative proposals are also being actively considered in Brazil, Taiwan, the United States and Vietnam.

Animals aren't the only ones set to benefit from a ban, points out #BeCrueltyFree Australia'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."

Testing cosmetics on animals is still legal in around 80 per cent of countries globally, including Australia. Although such testing is believed to be limited in Australia, without a ban the suffering can continue or even grow in future. Cosmetics tests involve animals having chemicals dripped in their eyes, spread on their skin or force fed to them in massive doses. Some of these tests were first developed in the 1940s and cannot be relied upon to guarantee consumer safety. Many cruelty-free companies operate by combining use of long-established ingredients with modern, non-animal test methods that better predict human responses.

#BeCrueltyFree Australia – coordinated 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 Be Cruelty-Free campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States.

Australians can pledge to #BeCrueltyFree by simply clicking www.becrueltyfree.org.au, and voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad.

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