



# Be Cruelty-Free Australia



HUMANE SOCIETY  
INTERNATIONAL



humane research australia

## Taiwan Bans Cosmetics Animal Testing

**#BeCrueltyFree Taiwan celebrates campaign milestone; now urges government to consider a sales ban on imported animal tested cosmetics**

TAIPEI (21st Oct 2016) — Taiwan has joined the growing global momentum to end cosmetics cruelty today with passage of legislation to end cosmetics animal testing. The bill, proposed by Legislators Wang YuMin and Zhuang Rui Xiong, amends Taiwan's Control for Cosmetic Hygiene Act and bans cosmetic animal testing for both finished products and cosmetic ingredients. The legislation will go into effect in 2019.

The #BeCrueltyFree Taiwan campaign, led by the Taiwan SPCA and Humane Society International, has been instrumental in achieving this animal welfare milestone. During the two year campaign, #BeCrueltyFree worked closely with Legislator Wang YuMin and gathered support from well-known Taiwanese celebrities and animal lovers Aya, Junior and Lisa Wang. Recent opinion polling commissioned by the Taiwan SPCA shows that 69.2 percent of Taiwanese consumers back the ban with 76.5 percent believing animals shouldn't suffer in the name of beauty.

Claire Mansfield, HSI's global #BeCrueltyFree campaigns director, said: *"This is a moment to celebrate as Taiwan joins the growing international movement away from animal testing of cosmetics and takes the lead on ending cosmetics cruelty in Southeast Asia, becoming the first country in the region to ban animal testing for cosmetics. It's truly a victory for both animal welfare and compassionate consumers; and yet another achievement for the #BeCrueltyFree campaign. Unfortunately, Taiwanese consumers can still buy cosmetics cruelly tested on animals if the product is imported, so our sights are now set on campaigning for an end to the import and sale of newly animal tested cosmetics."*

Taiwan SPCA and #BeCrueltyFree Taiwan campaign coordinator Joy Liou said: *"We are thrilled that Taiwan has taken this positive step and voted to end cosmetics animal testing. Testing cosmetics on animals causes them pain and suffering for test results that have never been proven reliable to assure human safety and don't represent modern science. Today we celebrate this important victory, and tomorrow we look ahead to campaigning for a sales ban for products newly tested on animals outside of Taiwan, so that cosmetics cruelty can fully be eliminated from the Taiwanese market."*

This progress in Taiwan follows an earlier commitment made by the Australian Government in June this year. Following a 4 year campaign by #BeCrueltyFree Australia, the Federal Government pledged to ban the testing of cosmetic ingredients on animals in Australia and the sale of cosmetic products and ingredients that have been tested on animals outside of Australia, to take effect on 1 July 2017. However, legislation has yet to be introduced.

Hannah Stuart, campaign coordinator for #BeCrueltyFree Australia said: *"This step forward by Taiwan is a reminder of the growing worldwide momentum towards ending cosmetics cruelty. 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. It is time for our Government to stand by their commitment and bring forward meaningful legislation that bans both cosmetics animal testing and the sale of newly animal-tested cosmetics."*

Passage of the legislation brings Taiwan in line with more than 30 countries—home to more than 1.7 billion consumers—that have already joined the #BeCrueltyFree movement. The world's largest cosmetics market, the European Union, together with Norway, Israel, India, New Zealand, South Korea, Turkey and several states in Brazil, have enacted full or partial bans on animal testing for cosmetic products and ingredients. Similar legislation is currently pending in the United States, Canada, Brazil, Argentina and elsewhere under the leadership of #BeCrueltyFree campaign teams in these countries.

Australians can support #BeCrueltyFree Australia by visiting [BeCrueltyFree.org.au](http://BeCrueltyFree.org.au), and voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics that have been newly animal-tested abroad.

Note: Nation-wide poll conducted by Trend Survey and Research Co. in April 2015, with 1073 samples and a confidence level of 95 percent (margin of error + - 3 percent).

(ENDS)

### **Media contacts:**

HSI: Raul Arce-Contreras, [rcontreras@humanesociety.org](mailto:rcontreras@humanesociety.org), +1 240-620-3263

Taiwan SPCA: [joy.liou@spca.org.tw](mailto:joy.liou@spca.org.tw) +886 2 2738-2130

#BeCrueltyFree Australia: Hannah Stuart, [hannahstuart@humanereseach.org.au](mailto:hannahstuart@humanereseach.org.au) +61 (0)407 193 526  
[www.BeCrueltyFree.org.au](http://www.BeCrueltyFree.org.au) @BeCrueltyFreeOz

*#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, Taiwan and the United States.*

### Facts:

- Rabbits, guinea pigs, mice and rats are the most common animals used to test cosmetics, subjected to having cosmetic chemicals dripped in their eyes, spread on their shaved skin, or force fed to them orally in massive, even lethal doses.
- A May 2013 poll by Nexus Research on behalf of Humane Research Australia found an overwhelming majority of Australians (85%) oppose using animals in the development of cosmetics with a large majority (81%) supporting a national ban on the sale of cosmetics tested on animals – that's 4 out of 5 Australians who support a national ban.
- More than 500 beauty brands certified cruelty-free globally, including popular Australian brands such as LUSH, Natures Organics, Australis, and many others such as those listed on the Choose Cruelty Free (CCF) List.
- These cruelty-free companies 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.
- The global #BeCrueltyFree campaign was launched in 2012, and cosmetics animal testing and/or trade bans are now in place throughout the European Union, Israel, Norway, India, New Zealand, Taiwan and Turkey, with similar legislative measures under development in the United States, Brazil, Canada, Argentina and Russia, and removal of some animal testing in South Korea and China.