



Be Cruelty-Free Australia



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Be Cruelty-Free Australia: Ending Cosmetics Animal Testing

Be Cruelty-Free Australia, a partnership between [Humane Research Australia](#) and Humane Society International, is calling on the Australian Government to make Australia the next country that says no to cruel cosmetics.

Be Cruelty-Free Australia is part of the global Be Cruelty-Free campaign, the largest campaign in the world to end animal testing for cosmetics. Be Cruelty-Free is run globally by [Humane Society International](#) (HSI), and is up and running across Australia, Brazil, Canada, China, Europe, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States. Working with national partner groups, cruelty-free cosmetics companies, consumers, regulators and scientists, Be Cruelty-Free aims to change laws, policy and practice globally to create a world where no animal has to suffer and die for the sake of cosmetics.

Animal Testing for Cosmetics Globally

Both animal testing of cosmetic products and ingredients and the sale of animal tested cosmetics have been banned in the 28 member states of the European Union (the world's largest cosmetics market), Norway, Israel, and India. Most recently, Australia's closest neighbour New Zealand, as well as Turkey and the Brazilian state of São Paulo, have banned cosmetic animal testing.

However, in most other countries – about 80 per cent of countries globally, including Australia - animal testing for cosmetics is still legal.

Be Cruelty-Free is taking the success it has had in the EU, India and elsewhere and bringing the campaign to other countries where cosmetics animal testing is still the norm or otherwise legal. Legislative measures seeking to end the use of animals for cosmetics testing are currently under discussion in the United States, China, Brazil, South Korea, Canada, Taiwan, Vietnam, and beyond.

Animal Testing for Cosmetics & Australia

It is often reported and assumed animal testing for cosmetics does not take place in Australia. However, the truth is we don't know one way or the other because no definitive statistics are published. Animal testing on cosmetics ingredients could be taking place, albeit likely on a small scale. However, for as long as there is no test ban, **there is always the possibility of cosmetics cruelty in Australian labs now and in the future.** This is particularly the case as more countries globally ban animal testing of cosmetics. Some companies will seek out new territories to shift their animal testing to, so we also want to secure an Australian test ban to ensure that Australia doesn't become a testing dumping ground in the future.

A sales ban on newly animal-tested cosmetics is also vitally important and this would mirror the dual test/sales ban in the EU. If companies around the world know that lucrative cosmetics markets will be closed to them if they continue to test on animals, that's a powerful incentive to switch to cruelty-free manufacturing.

Public Opinion

Opinion polls around the world consistently show that consumers don't wish animals to suffer in order to produce beauty products. Polling conducted in May 2013 by Nexus Research on behalf of Humane Research Australia found the following:

- » **An overwhelming majority of Australians (85%) oppose using animals in the development of cosmetics**
- » **A large majority (81%) support a national ban on the sale of cosmetics tested on animals**

Ethical consumerism

Without a doubt ethical consumerism is on the rise, and since the EU sales ban we've seen a massive increase in public interest about the *Be Cruelty-Free* campaign. Awareness is the key; once consumers are aware that animals have suffered for the cosmetics they buy and that there is a humane alternative they can purchase instead, they want to be cruelty-free.

A recent opinion poll by Roy Morgan Research showed a significant level of consumer concern about animal testing of cosmetics. The data revealed that there is an 'undeniable shift towards cruelty-free beauty products', with '**Not Tested on Animals**' being one of the **top 3 features** that Aussie female consumers look for when buying cosmetics, ranking higher than anti-ageing benefits and sun protection factor.

In Australia, consumers can use the Leaping Bunny and the ChooseCrueltyFree.org.au guides to buy cosmetics that have not been animal tested.

Be Cruelty-Free Australia's Key Achievements So Far

- Feb 2016 - The **Australian Labor Party introduced legislation to ban cosmetics animal testing in Australia and the import and manufacture of newly animal-tested cosmetic products and their ingredients**. The Ethical Cosmetics Bill was drafted following months of campaigning by #BeCrueltyFree Australia. [Read more here](#).
- Jan 2016 - **Seven of Australia's leading animal protection organisations** – Humane Society International, Humane Research Australia, Animals Australia, World Animal Protection, International Fund for Animal Welfare, Voiceless the animal protection institute, and Choose Cruelty Free – **wrote an urgent open letter** to the Minister for Rural Health, Senator Fiona Nash, urging the government to bring forward meaningful legislation to ban animal testing of cosmetics and the sale of cosmetics newly animal tested abroad. [Read more here](#).
- Sep 2015 - **A motion in support of ending cruel animal testing for cosmetics was moved in the House of Representatives** by Government MP Jason Wood. The cross-party motion was seconded by Liberal MP Steve Irons, with the support of Labor MPs Kelvin Thompson and Melissa Parke, and Greens MP Adam Bandt. The motion was drafted following discussions with #BeCrueltyFree Australia. [Read more here](#).
- Nov 2014 - Be Cruelty-Free Australia worked with Liberal Senator Ruston and all co-sponsoring parties to achieve the **passing of a cross-party Senate motion in support of ending animal testing for cosmetics**. The motion was co-sponsored by Liberal Senator Anne Ruston, Greens Senator Lee Rhiannon, Labor Senator Lisa Singh, Nationals Senator Barry O'Sullivan, Palmer United Party Senator Zhenya Wang, Independent Senators Nick Xenophon and Glenn Lazarus, and Australian Motoring Enthusiast Party Senator Ricky Muir. [Read more here](#).
- Sep 2014 - Be Cruelty-Free Australia made a detailed submission to the Australian Labor Party's Cosmetics and Animal Testing Policy Consultation, calling for a ban on the importation, manufacture, and sale of cosmetic products and ingredients tested on animals. The

consultation received **over 13,000 submissions, 92% of which supported a ban on cruel cosmetics**. Labor is now in the process of developing policy options in response to this evidence of overwhelming support. To view Be Cruelty-Free Australia's submission just click here: [Be Cruelty-Free Australia Submission to the Labor Party](#) (1434KB).

- Aug 2014 - More than thirty cosmetics companies from across Australia wrote an open letter to the Health Minister urging them to support a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad. Aussie brands backing the Be Cruelty-Free Australia campaign included KORA Organics (the cruelty-free range by model Miranda Kerr), as well as Australis, Natio, MooGoo, Lush Australia and The Body Shop. [Read more here](#).
- Mar 2014 - Be Cruelty-Free Australia worked with the Australian Greens Party to help **launch the End Cruel Cosmetics Bill**. The Bill 2014 was introduced into the Senate on March 18th 2014. This legislation would amend the Industrial Chemicals (Notification and Assessment) Act 1989 (the ICNA Act) to prohibit developing, manufacturing, selling, advertising or importing into Australia cosmetics, or ingredients for cosmetics, which have been tested on live animals after the commencement of Schedule 1 to the Bill. [Read more here](#).

This progress towards prohibiting cosmetics animal testing in Australia reflects both the global trend to end cosmetics animal testing and the will of Australians who oppose using animals for the development of cosmetics. Be Cruelty-Free Australia's discussions with politicians, regulators, and industry are ongoing.

Animal suffering

Humane Society International estimates that around 500,000 animals – mainly rabbits and rodents – are used each year around the world in tests of cosmetic ingredients or products.

HSI's table [here](#) provides an overview of the range of animal tests that could be carried out by companies to assess the safety of raw ingredients (e.g., new chemicals, or existing ingredients whose safety has been called into question), and the approximate number of animals used per test. Not every test will necessarily be conducted for every ingredient.

Testing of chemical raw ingredients may be dictated by a country's regulatory framework for new chemicals, which often imposes escalating data/testing requirements depending upon the annual production volume for a particular chemical. Longer-term testing may also be triggered or waived depending upon the results of shorter-term tests.

Tests can include skin and eye irritation studies, in which chemicals are rubbed onto the shaved skin or dripped into the eyes of rabbits; repeated force-feeding studies lasting weeks or months to look for signs of general illness or specific health hazards, such as cancer or birth defects; and even widely condemned "lethal dose" tests, in which animals are forced to swallow massive amounts of a test chemical to determine the dose that causes death.

- **Skin irritation:** The test substance is applied to the shaved & abraded (fine cuts) skin of rabbits. Their skin may show signs of redness, rash, lesions, scaling, bleeding, inflammation, and/or other signs of damage.
- **Eye irritation:** The rabbit is restrained in stocks at the neck so that it can't struggle, and the test chemical is dripped into one eye, the other acting as a control. The eye is then observed for damage ranging from redness, bleeding, ulcers to blindness.
- **Acute oral toxicity:** The test substance is forced down a rat's throat using a syringe so that the chemical goes directly into the stomach. The animals may experience diarrhoea, convulsions, bleeding from the mouth, seizures, paralysis and ultimately, death.

- **“Lethal dose” tests** — animals are forced to swallow large amounts of a test chemical to determine the dose that causes death.
- **Inhalation toxicity:** Rats are squeezed head-first into full-body restraint tubes, completely immobilised so that the test substance can be sprayed into the tube and the animal forced to inhale it as it breathes. These animals not only endure the distress of being trapped in the tube, but can also experience bleeding of the nose, convulsions, paralysis, seizures, and ultimately, death.
- At the end of a test the animals are killed, normally by **asphyxiation, neck-breaking or decapitation**. Pain relief is not provided, as it could mask clinical signs of toxicity.

Scientific limitations

The campaign to ban animal testing of cosmetics isn't scientifically motivated, although the scientific case for banning these outdated tests is compelling indeed. We believe that it is morally unjustifiable to cause animals untold pain, suffering and death to test vanity products. We simply don't need a new shade of lipstick enough to justify testing on animals, especially when hundreds of cruelty-free companies ably demonstrate every day that it is perfectly possible to produce fabulous cosmetics without hurting a single animal.

However, it is important to understand that eliminating these animal tests is good for people and science as well. That's because most animal toxicity tests were developed in the 1940s at a time when science's understanding of toxicity and how chemicals lead to toxic effects in the human body, was much more basic. Animal based tests have significant scientific limitations that make them less than ideal for assessing potential human health effects.

Different species — even different strains and genders of the same species — can respond differently when exposed to the same chemicals. Consequently, results from animal tests can under- or over-estimate real-world hazards to people, as they are highly variable and difficult to interpret. Unreliable and non-predictive animal tests mean consumer safety cannot be guaranteed as long as animal testing is used. Replacing animal testing would mean cosmetics are produced using cutting-edge science rather than out-dated tests on other species. **There is a compelling consumer safety benefit in moving away from animal testing.**

Non-Animal Alternative Tests

Around the world, cosmetics companies can avoid new animal testing by using the thousands of existing cosmetic ingredients available that have long histories of safe use, together with the more than 40 advanced non-animal tests validated for use. Non-animal tests represent the very latest techniques that science has to offer and have a number of advantages over traditional animal tests: they cause no animal suffering, offer test results that are more relevant to people, and often produce cheaper and faster results.

For example, there are a number of skin tests available that use human reconstructed skin, such as EPISKIN, EpiDerm and SkinEthic, as well as the 3T3 neutral red uptake test for sunlight-induced “phototoxicity”.

This is how cruelty-free companies like LUSH, Natio, The Body Shop, MooGoo, Australis and Innox create safe, innovate and fabulous cosmetics.

Be Cruelty-Free Celebrity Supporters

You can see a list of some of *Be Cruelty-Free's* global star supporters [here](#).

Ricky Gervais: "It's shocking to think that behind the glamorous advertising and glossy packaging, there can lurk the ugly truth of chemicals forced down an animal's throat."

Leona Lewis: "If companies can't sell their products, they'll stop animal testing, and we'll be one step closer to the whole world being cruelty-free."

Paul McCartney: "The ugly truth about testing beauty products on animals is that it causes them unimaginable pain and suffering. If every cosmetic tested on rabbits or mice had a photo on the packaging showing these animals with weeping swollen eyes and inflamed skin, I believe everyone would leave cruelty on the shelf and go for the cruelty-free option instead."

Australian actress **Pippa Black:** "Animal testing is an ugly business, and I have zero tolerance for the cruelty and exploitation that violates any animal subject to these horrendous practices. Make-up enhances our beauty on the outside. Making strong, educated and compassionate choices allows our inner beauty to shine through."

Australian guitarist and vocalist with metal band *I Killed the Prom Queen*, **Jona Weinhofen:** "Animals are awesome but sometimes how we treat them is heart-breaking," said Jona. "Using rabbits and guinea pigs to test cosmetics like shampoo and deodorant is so selfish and cruel. They are poisoned and killed just so we can look or smell better when there are plenty of cruelty-free products that do the same job without hurting a single animal. And it's not just a girl thing—us guys use these products every day, too, so we need to speak up. I want blokes to embrace their inner bunny and support cosmetics without cruelty. Join the *Be Cruelty-Free* campaign to ban cosmetics animal testing in Australia and worldwide."

Solo artist, and lead vocalist and guitarist with Australian rock band Magic Dirt, **Adalita Srsen:** "I'm speaking up for the hundreds of thousands of animals that undergo cosmetics animal testing around the globe each year. Testing cosmetics on animals is just stupid - it's cruel, outdated and unreliable. If we can have beauty products without harming animals, why wouldn't we for goodness sake? It's a no-brainer. Join me in supporting the *Be Cruelty-Free* Australia campaign to ban cosmetics animal testing in Australia and pledge to #BeCrueltyFree".

Australian model **Renee Somerfield:** "I'm a true believer in beauty from within, which means one of my top hates is animal testing for cosmetics. When we buy a lip stick or mascara at the store, if we had to watch the chemicals being dripped in a rabbit's eyes, we'd be horrified. The truth is, even though we can't see it happening, that animal suffering is very real. I may work in the beauty industry but if I find out that I've used a cosmetic that's been tested on animals, I feel nothing but ugly. That's why I'm honoured to support the #BeCrueltyFree Australia campaign to end cosmetics cruelty."

Vanessa Thornton, bass guitarist with Australian rock band Jebediah, used World Animal Day in 2015 to urge Australia to 'kiss cosmetics animal testing good-bye': "This World Animal Day I'm calling on Australia to kiss cosmetics animal testing good-bye. Testing cosmetics on animals is so cruel and outdated; there's absolutely no excuse for it. It's time for these outdated tests to be consigned to the history books where they belong. Australia needs to stand up and say NO to cosmetics cruelty, like so many other countries around the world have already done. Join me in supporting the *Be Cruelty-Free* Australia campaign to ban cosmetics animal testing in Australia and around the world".

Be Cruelty-Free Australia Quotes

Hannah Stuart, *Be Cruelty-Free Australia*: "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 in more than 30 countries globally. 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. Please support us, visit www.BeCrueltyFree.org.au to voice your support for a world without cosmetics cruelty."

Hannah Stuart, *Be Cruelty-Free Australia*: "In this day and age it simply isn't acceptable to test cosmetics on animals. Nobody needs a lipstick more than a rabbit needs its life, and that's really the long and the short of it. These animals go through unimaginable pain, having raw chemicals dripped in their eyes or syringed into their stomachs. There is no legal ban in Australia preventing cosmetics animal testing now or in the future, and cosmetics tested on animals overseas are still sold in shops throughout the country. It's a completely unnecessary cruelty and it's time Australia joined a growing number of countries by banning it. Please support us, visit www.BeCrueltyFree.org.au to voice your support for a world without cosmetics cruelty."

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Visit the [Be Cruelty-Free Australia Campaign website](http://www.BeCrueltyFree.org.au) for more info.