



# Be Cruelty-Free Australia



HUMANE SOCIETY  
INTERNATIONAL



## MEDIA RELEASE

31<sup>st</sup> March 2014

### **Ricky Gervais Urges Australians to Support Bill to Ban Cosmetics Animal Testing**

#### ***Muppets Most Wanted* star supports *Be Cruelty-Free Australia***

MELBOURNE (31 March 2014) — British comedian and actor Ricky Gervais, who stars in *Muppets Most Wanted* launching across Australia this week, is urging his Aussie fans to get active to support the End Cruel Cosmetics Bill. A renowned animal advocate, Ricky is speaking up on behalf of the *Be Cruelty-Free Australia* campaign. Co-ordinated by Humane Research Australia and Humane Society International, it is part of the largest campaign in the world to end animal testing for cosmetics such as lipstick and shampoo.

Ricky will be tweeting for the campaign to encourage people to lobby their MPs, and has issued a striking photo in which he sports a temporary *Be Cruelty-Free* tattoo on his chest.

#### **HIGH RESOLUTION PHOTOGRAPH AVAILABLE FOR DOWNLOAD HERE:**

**[www.humaneresearch.org.au/bcf/ricky-gervais](http://www.humaneresearch.org.au/bcf/ricky-gervais)**

The End Cruel Cosmetics Bill was introduced earlier this month by Greens Senator Lee Rhiannon, and seeks to ban both cosmetics animal testing within Australia, as well as the import and sale of newly animal-tested cosmetics from abroad. This would mirror the historic ban in place across the 28 member countries of the European Union, the world's largest cosmetics market.

Ricky said: "I love all animals and I hate to see them suffer in any way. Rabbits and mice who have cosmetics dripped in their eyes or spread on their skin, are just as deserving of our compassion as the animals with whom we share our homes. Let's end their suffering. I'm proud to support the *Be Cruelty-Free Australia* campaign and urge all Australians to get involved. Go [online](#), tell Parliament to support the End Cruel Cosmetics Bill, let's end cosmetics animal testing in Australia and the world."

Animal testing for cosmetics is still legal in Australia. Although often assumed to occur infrequently, there are no official statistics to show how often such tests are conducted here or how many animals are subjected to cosmetics suffering. Additionally, many of the cosmetics on sale in Australia's shops will have been tested on animals in another country.

Rabbits, guinea pigs, mice and rats are the species most often used in cosmetics testing. They have chemicals dripped in their eyes or force-fed to them in massive, lethal doses. The results are of questionable relevance to humans, and such tests are being surpassed by state-of-the-art non-animal test methods.

Hannah Stuart, *Be Cruelty-Free Australia's* Campaign Co-ordinator, said: "Ricky is a true champion for both animals and people, which is why we're so thrilled to have his support. Testing cosmetics on animals is bad news for the animals but also bad news for consumers because these tests are so questionable scientifically. It's time for them to be consigned to the history books where they belong and the End Cruel Cosmetics Bill is our chance to do that."

**Click [here](#) to send an email to your Senator asking them to support the End Cruel Cosmetics Bill.**

ENDS

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