



Be Cruelty-Free Australia



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MEDIA RELEASE

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***Be Cruelty-Free Australia* Reveals Hidden Animal Suffering in Your Make-up Bag, 100s of Animals Can Die to Test a Single Cosmetic**

MELBOURNE (17 April 2014) - In advance of the End Cruel Cosmetics Bill being debated in the Senate as early as May, the *Be Cruelty-Free Australia* campaign says many consumers are unaware of the hidden animal suffering behind many of the cosmetic products in their make-up bag or bathroom. Shockingly, [hundreds or even thousands](#) of rabbits, guinea pigs, rats and mice could suffer and die to test just a single new lip stick or shampoo ingredient, including having chemicals dripped in their eyes or forced down their throat before being killed by neck-breaking or asphyxiation.

Most cosmetics animal testing takes place overseas on products and ingredients imported into Australia. The End Cruel Cosmetics Bill aims to ban the sale of such unethically-tested products. But *Be Cruelty-Free* campaigners warn that cruel cosmetics testing could be taking place in Australia too, hence the Bill's inclusion of a national testing ban.

Hannah Stuart, *Be Cruelty-Free Australia* campaign co-ordinator, said: "Consumers will be shocked to know that many of the cosmetics on sale in Australian shops have been tested on animals abroad. Potentially hundreds to several thousands of animals can suffer and die to produce a new cosmetic. Cosmetics cruelty has already been banned across Europe, Israel and India, and we want Australia to be the next country to be cruelty-free. Consumers can show their support by choosing ethical products from the Choose Cruelty Free and Leaping Bunny lists, and by telling their politicians to support the End Cruel Cosmetics Bill."

[Cosmetics animal tests](#) can include rabbit eye and skin irritation, guinea pig skin allergy, and acute lethal poisoning to rats by oral or other routes. Many of these tests were first developed in the 1940s and are being scientifically surpassed by state-of-the-art non-animal tests that better predict human responses.

Hundreds of cosmetics companies have been certified cruelty-free by the [Choose Cruelty Free](#) and [Leaping Bunny](#) standards, so compassionate shopping couldn't be

easier. Companies such as Moo Goo, LUSH and Australis create fabulous, safe cosmetics by combining long-established ingredients with modern test methods.

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

ENDS

For further information, please contact:

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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.