



HUMANE SOCIETY
INTERNATIONAL
AUSTRALIA



MEDIA ALERT
10th March 2014

Be Cruelty-Free Week 10th - 16th March 2014

Campaigning for compassion – ending cosmetics animal testing

Be Cruelty-Free (BCF) Week aims to raise awareness of the issue of cosmetics animal testing. The goal is to encourage consumers to shop cruelty-free and to voice their support for ending the practice of animal testing for cosmetics.

At this very moment in laboratories across the globe, animals are suffering in painful toxicity tests for cosmetics. Australia is supporting this cruel, outdated, and unnecessary practice by allowing the sale of animal-tested cosmetics to continue. An estimated 500,000 animals globally are used in cosmetics testing.

Be Cruelty-Free is the leading global campaign to end animal testing for cosmetics once and for all. *Humane Research Australia* and *Choose Cruelty-Free* have joined with *Humane Society International* to call for a ban of cosmetic animal testing and the sale of all newly animal-tested cosmetics in Australia.

This is a great opportunity to talk to your audience about this important issue. We urge you to help us in promoting the BCF campaign.

Please sign and share the **Be Cruelty-Free pledge** at hsi.org/becrueltyfree. There will also be a number of exciting announcements to share with your audience during the week.

Photos of animal testing are available on request.

***No animal should have to suffer and die for the sake of a new shampoo or lipstick.
All cosmetics should be cruelty-free!***

For further information, please contact:

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