



Be Cruelty-Free Australia



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MEDIA RELEASE

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Jona Weinhofen of *I Killed the Prom Queen* Stars in *Be Cruelty-Free Australia* Photo Shoot to Ban Cosmetics Animal Testing

Blokes should embrace their inner bunny and support cosmetics without cruelty

MELBOURNE (12 March 2014) — Jona Weinhofen, vegan guitarist and vocalist with Australian metal band *I Killed the Prom Queen*, wants everyone – guys included – to support an end to testing on animals for cosmetics and personal care products like shampoo and hair gel. Jona stars in a striking new photo for the *Be Cruelty-Free Australia* campaign, alongside rescued rabbit Olympia, taken at Melbourne's unique live music theatre, The Forum.

HIGH RESOLUTION PHOTOGRAPHS AVAILABLE FOR DOWNLOAD AT:

www.humaneresearch.org.au/jona-photo-shoot

“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.”

Animal testing for cosmetics is banned across the European Union, Israel and India, but is still legal in around 80 per cent of countries around the world, including Australia. Rabbits, guinea pigs, mice and rats endure pain and ultimately death for the beauty industry, including having 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.

“We're thrilled to have Jona's support for our *Be Cruelty-Free Australia* campaign,” said Hannah Stuart from Humane Research Australia. “People often assume that cosmetics animal testing doesn't happen in Australia, but the truth is we just don't know what or how much could be taking place because the government doesn't publish statistics. 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, go online and sign our *Be Cruelty-Free* pledge for a world without cosmetics cruelty.”

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 Society International, Humane Research Australia and Choose Cruelty-Free. 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.

Sign the ***Be Cruelty-Free*** pledge at hsi.org/becrueltyfree.

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Photo Shoot Credits:

Talent: Jona Weinhofen from the band *I Killed The Prom Queen* - www.ikilledthepromqueen.com

Photography by: Andrew Raszevski - www.andrewraszevski.com

Cruelty-Free Hair and Make Up by: Nicole Groch - www.nicolegroch.com.au

Bunny model: Olympia, rescued by the Australian Animal Protection Society - www.aaps.org.au

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