



# Be Cruelty-Free Australia



HUMANE SOCIETY  
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## MEDIA RELEASE

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### **Model Renee Somerfield Chooses Cosmetics With Compassion, Supports #BeCrueltyFree Australia Campaign to Ban Cosmetics Animal Testing**

MELBOURNE (7 October 2014) — Australian model and animal-loving vegan, Renee Somerfield, is the latest celebrity to give their support to the #BeCrueltyFree Australia campaign to ban animal testing for cosmetics. Hundreds of thousands of animals globally suffer in tests for the beauty industry. Rabbits are commonly used in painful eye and skin irritation tests, so to shine a spotlight on their suffering Renee chose to [tweet a photo of herself](#) wearing a #BeCrueltyFree singlet with the message “Join me & [@BeCrueltyFreeOz](#) to help ban animal testing on cosmetics in Aus -<http://www.hsi.org/bcfpledge> #BeCrueltyFree”

See Renee’s tweet here: <https://twitter.com/ReneeSomerfield/status/517614315700903937>, and Instagram post here: <http://instagram.com/p/tpV5DVvrXx/>

Renee may work within the beauty industry, but she says she feels nothing but ugly if she discovers that a cosmetic she’s used has been tested on animals. To show how easy it is to buy cosmetics with compassion, Renee has chosen her top 5 cruelty-free beauty brands.

“I’m a true believer in beauty from within,” said Renee “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, just because 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. There are loads of gorgeous cruelty-free cosmetics out there, so I’ve selected some of my fave products to show that we can be beautiful on the inside as well as the outside.”

#### **Renee’s Top 5 Cruelty-Free Cosmetics:**

1. KOSMEA 'Rescue' body cream: “The name says it all.... Any skin issues and this baby fixes it.”
2. TARTE 'Amazonian clay' foundation: “Finally found an amazing, vegan, full coverage foundation for work. It’s 12 hour wear with skin-loving ingredients.. Perfect for in front of the camera under all that intense lighting. On my days off I use the lighter, mineral powder version.”
3. THE COSMETIC KITCHEN stain: “All natural and budge proof. Love this stuff for a flushed look on the cheeks or a stay all day lip tint.”

4. HURRAW lip balm: "I layer this on when I'm flying. The only thing that saves my lips from getting dry and sore in airplane air. And it's raw!"
5. LUSH 'Breathe of Fresh Air' toner: "Sea salt is so good for your skin & packed full of mineral goodness - I believe that's why your skin always looks better in Summer. I love this for that fresh summer glow all year round."

*#BeCrueltyFree Australia* is co-ordinated by Humane Research Australia and Humane Society International, and is part of the largest campaign in the world to end cosmetics animal testing.

"Renee's cruelty-free favourites include some of the most exciting cosmetic brands around," said Hannah Stuart from *#BeCrueltyFree Australia*. "As well as looking great, these colour cosmetics and hair products have also been manufactured without risking consumer safety on old-fashioned animal test methods. As consumers we are in a powerful position to show companies that we will leave cruelty on the shelf, and to show policy makers that we want an end to cosmetics animal testing in Australia and worldwide."

Animal testing for cosmetics is banned across the European Union, Norway, 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.

Click [here](#) to sign a *#BeCrueltyFree* pledge in support of a ban on cosmetics cruelty in Australia and worldwide.

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**For further information, please contact:**

**Hannah Stuart: *Be Cruelty-Free Australia Campaign Coordinator***

**P: +61 (0) 3 8823 5708**

**E: [hannahstuart@humaneresearch.org.au](mailto:hannahstuart@humaneresearch.org.au)**

**T: [@BeCrueltyFreeOz](https://www.instagram.com/BeCrueltyFreeOz)**

*#BeCrueltyFree Australia* is part of the largest campaign in the world to end cosmetics animal testing. Globally there are *#BeCrueltyFree* campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States.