



Be Cruelty-Free Australia



MEDIA RELEASE

24th April 2015

Cute Talking Guinea Pig Shares Important Message About Cosmetics Animal Testing

Adorable #BeCrueltyFree video raises awareness on World Day For Animals in Laboratories

MELBOURNE (24 April 2015) — Jazzy the guinea pig has an important message to share about the plight of her friends who are forced to undergo cruel and outdated cosmetics animal testing just for the sake of a new shampoo or lipstick. The video of Jazzy is being launched today, World Day For Animals in Laboratories, and aims to raise awareness for the #BeCrueltyFree Australia campaign, which is calling for a national ban on cosmetics animal testing and the sale of cosmetics that have animal-tested abroad.

WATCH THE VIDEO AT:

<http://www.youtube.com/watch?v=303iY7su3Ms>

“Did you know that in many countries around the world, including here in Australia, it’s still legal to test cosmetics on animals like me and my friends?” asks **Jazzy the guinea pig** in the video. “They use us to test all sorts of chemicals used to make new lip stick, shampoo, anti-wrinkle cream and other beauty products... I really wish all cosmetics companies would stop testing on animals, and stop selling in countries like China that require animal testing by law. Lots of companies are cruelty-free though. That means instead of hurting animals they use existing ingredients that are already known to be safe, as well as modern tests that use human cells in test tubes and lab-grown skin. Thanks to our friends at the #BeCrueltyFree campaign, entire countries have banned cosmetics animal testing, like India and the European Union. It would be great if Australia could be next.”

World Day for Animals in Laboratories (April 24th) is dedicated to highlighting the plight of more than one hundred million animals who continue to suffer unethical and unnecessary experimentation in laboratories across the world, including those used for cosmetics testing.

Animal testing for cosmetics is banned across the European Union, Norway, Israel, India, and most recently New Zealand, 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.

Hannah Stuart, #BeCrueltyFree Australia's Campaign Coordinator, says "Testing the ingredients of cosmetics like mascara and shampoo on living creatures is a completely unnecessary cruelty and it's time Australia joined a growing number of countries by banning it. Without a comprehensive legal ban there is nothing to prevent cosmetics animal testing taking place here in Australia, or overseas during development of products sold in our shops. Such bans are already in place in more than 30 countries globally. A ban in Australia would be good for animals, consumers, and science, and it's what the overwhelming majority of Australian citizens want. It's time to put Australia on the map as a country that says NO to cosmetics cruelty. Please support us, go online and sign our #BeCrueltyFree pledge for a world without cosmetics cruelty."

#BeCrueltyFree 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 #BeCrueltyFree campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Taiwan and the United States, where the campaign is led by The Humane Society of the United States.

Australians can pledge to #BeCrueltyFree by simply visiting www.BeCrueltyFree.org.au and voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad.

ENDS

For further information, please contact:

Hannah Stuart
Be Cruelty-Free Australia Campaign Coordinator

P: 1800 HUMANE **M:** 0407 193 526
E: hannahstuart@humaneresearch.org.au
Follow: [@BeCrueltyFreeOz](#)