



Be Cruelty-Free Australia



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MEDIA RELEASE

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Jebediah Bassist Vanessa Thornton Says Australia Must Kiss Cosmetics Animal Testing Good-Bye for World Animal Day

Support for #BeCrueltyFree Australia and national ban on cosmetics animal testing grows

MELBOURNE (4th October 2015) — Vanessa Thornton, bass guitarist with Australian rock band *Jebediah*, is using World Animal Day on October 4 to urge Australia to 'kiss cosmetics animal testing good-bye'. In an exclusive photo shoot for the #BeCrueltyFree Australia campaign, Vanessa is seen kissing a graffiti bunny to symbolise her message that it's time for Australia to join more than thirty other countries in banning the cruel practice. Vanessa is the latest star to back the #BeCrueltyFree Australia campaign, joining celebrity supporters such as [Ricky Gervais](#), [Jona Weinhofen](#), [Renee Somerfield](#), and [Adalita Srsen](#) in calling for a national ban on cosmetics animal testing, and the sale of cosmetics that have been animal tested abroad.

HIGH RESOLUTION PHOTOGRAPHS AVAILABLE FOR DOWNLOAD AT:

<http://www.humaneresearch.org.au/vanessa-photo-shoot>

"This World Animal Day I'm calling on Australia to kiss cosmetics animal testing good-bye" said **Vanessa**. "Testing cosmetics on animals is so cruel and outdated; there's absolutely no excuse for it. It's time for these outdated tests to be consigned to the history books where they belong. Australia needs to stand up and say NO to cosmetics cruelty, like so many other countries around the world have already done. Join me in supporting the *Be Cruelty-Free Australia* campaign to ban cosmetics animal testing in Australia and around the world".

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.

"We're thrilled to have Vanessa's support for our *Be Cruelty-Free Australia* campaign," said **Hannah Stuart**, #BeCrueltyFree Australia's Campaign Coordinator. "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. A ban on the sale of newly animal tested cosmetics in Australia would be good for animals, consumers, and science, and it's what the

overwhelming majority of Australian citizens want. Please join us by going online and voicing your support for a ban on cosmetics cruelty in Australia at www.BeCrueltyFree.org.au.”

Hundreds of cosmetics companies worldwide, including in Australia, have sworn off animal testing, yet still produce new, safe and fabulous beauty products. They create new products and formulations without animal testing by relying on the use of thousands of existing, safe cosmetic ingredients that are already on the market.

“Ending the sale of newly animal tested cosmetics would protect Australian consumers from unwittingly buying cosmetics tested using methods deemed unacceptable here in Australia. Polling shows that the overwhelming majority of Australia support a ban on the sale of newly animal tested cosmetics¹,” said **Hannah Stuart, #BeCrueltyFree Australia’s Campaign Coordinator**.

World Animal Day (October 4th), established in 1931 and celebrated annually, is an international day of action which aims to celebrate animals and encourage appreciation of the way in which animals enrich our lives.

#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](http://www.humaneresearch.org.au) and [Humane Society International](http://www.humanesociety.org). 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 visit www.BeCrueltyFree.org.au to voice their support for a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad.

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Photo Shoot Credits:

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¹ A public opinion poll conducted in May 2013 by Nexus Research on behalf of Humane Research Australia found that 85% of Australians oppose using animals to develop cosmetics and 81% support a national ban on the sale of cosmetics tested on animals. Similarly, a July 2014 opinion poll by Roy Morgan Research showed that 'Not Tested on Animals' was one of the top three features looked for by Australian female consumers when buying cosmetics.