



Be Cruelty-Free



Cosmetics Animal Testing: FAQs

Did you know that animals in laboratories are still suffering and dying to test cosmetics such as lipstick and shampoo? They have chemicals forced down their throat and dripped into their eyes and on to their shaved skin. It's the ugly secret of the beauty industry that our charity partner, Humane Society International, is determined to end through its *Be Cruelty-Free* campaign.

Q: What animal tests are carried out on cosmetics?

A: Animal tests can include skin and eye irritation where chemicals are rubbed onto the shaved skin or dripped into the eyes of rabbits; repeated force-feeding studies lasting weeks or months to look for signs of general illness or specific health hazards, such as cancer or birth defects; and even widely condemned “lethal dose” tests, in which animals are forced to swallow massive amounts of a test chemical to determine the dose that causes death.

Q: Do the animals suffer?

A: Animals endure both physical pain and mental distress during these tests. Sore, swollen eyes, cracked and bleeding skin, and internal organ damage are common outcomes. At the end of a test the animals are killed, normally by asphyxiation, neck-breaking or decapitation. Pain relief is not provided.

Q: Are these animal tests reliable?

A: Many of these animal tests were devised as long ago as the 1930s, when our understanding of how chemicals affect the body was very basic. Since then science has moved on, and we now know that animal tests have scientific limitations because different species can respond differently when exposed to the same chemicals. Consequently, results from animal tests may not be relevant to humans, under- or over-estimating real-world hazards to people. In addition, results from animal tests can be quite variable and difficult to interpret. Unreliable and non-predictive animal tests mean consumer safety cannot be guaranteed.

Q: Are there alternatives to animal testing?

A: Yes, a number of non-animal tests have already been validated for use, and more are being developed all the time. Modern alternatives can provide results that are more relevant

to people, often more cheaply and efficiently too. Advanced non-animal tests represent the very latest techniques that science has to offer, replacing outdated animal tests that have been around for many decades and haven't stood the test of time. For example, there are a number of skin tests available that use human reconstructed skin, such as EPISKIN, EpiDerm and SkinEthic, as well as the 3T3 neutral red uptake test for sunlight-induced "phototoxicity", and the Bovine Cornea Opacity and Permeability test for eye corrosion.

Q: Have any countries banned animal testing for cosmetics?

A: Yes. Animal testing for cosmetics has been banned throughout the European Union, including the UK, since 2009. The sale of cosmetic products or ingredients newly animal tested elsewhere in the world has also been banned in the EU since March 2013. The same dual testing and sales ban exists in Israel, and in June 2013 India also banned cosmetics animal testing. But in most other countries around the world, testing cosmetics on animals is still legal, and in China it is even a legal requirement to animal test cosmetic finished products – a practice long since abandoned in other parts of the world.

Q: Does Barry M test on animals?

A: Absolutely not, we never have and we never will. As a cruelty-free company we are committed to safe and humane innovation. We have a fixed cut-off date and all companies in our supply chain must provide us with written assurance that no product, ingredient or formulation in the Barry M range has been animal tested by them after that date. We have also pledged not to sell our cosmetic products in countries such as China whilst they require new animal testing by law.

Q: Why are you supporting the *Be Cruelty-Free* campaign?

A: We're really happy that cosmetics animal testing has been banned in the EU, but we want a worldwide ban. That's why we've partnered with animal protection organisation, Humane Society International. Their *Be Cruelty-Free* campaign is the largest initiative in the world aimed at ending cosmetics cruelty everywhere, with campaigns in the United States, Canada, Australia, New Zealand, Brazil, India, South Korea, Russia, Japan and China. They are experts in replacing animal testing and we share their goal of achieving a world where no animal has to suffer for the sake of cosmetics.

Q: How is the *Be Cruelty-Free* campaign working to end cosmetics animal testing?

A: Humane Society International has offices and partner groups in virtually every continent around the world. Together they're working to:

- Change laws to ban animal testing for cosmetic products and ingredients, and to end the sale of newly animal tested beauty products from anywhere the world.
- Promote modern science, championing the development of new non-animal tests and training regulators and companies in their use.
- Educate consumers, raising awareness about animal testing and how to shop cruelty-free.

- Work with companies to help them move away from animal testing, and partnering with cruelty-free companies to lobby for change.
- Build an unstoppable national campaign backed by the public, top companies, politicians and celebrity friends.

Q: How can I help?

- **SIGN** the *Be Cruelty-Free* pledge [link] to show that you care about the thousands of rabbits, guinea pigs, mice and other animals still suffering in cosmetics tests in laboratories around the world.
- **SUPPORT** HSI's work by becoming a [Lab Animal Defender](#) or make a one-time donation to help their *Be Cruelty-Free* campaign and save more animals.
- **SHOP** cruelty-free — it makes a big difference to animals. By purchasing only cosmetic, personal care and household products from companies like Barry M that do not test on animals, you'll be standing up for animals one product at a time.
- **SHARE** *Be Cruelty-Free* with your friends — like them on [Facebook](#), tweet about them on Twitter using hashtag #BeCrueltyFree, get all the latest campaign updates by following @HSIGlobal, and don't forget to check out [hsi.org/becrueltyfree](https://www.hsi.org/becrueltyfree) for more updates and info!

[hsi.org/becrueltyfree](https://www.hsi.org/becrueltyfree)