



Media Release

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As EU Bans Animal-Tested Cosmetics, Actress Pippa Black Joins *Be Cruelty-Free* Campaign Call for Australia to End Cosmetics Cruelty

As the European Union implements its long-awaited ban on selling newly animal-tested cosmetics, *Outsourced* and *Neighbours* actress Pippa Black has backed a call by [Be Cruelty-Free](#) campaigners for the Australian government to follow Europe's compassionate lead. *Be Cruelty-Free* is Humane Society International's global campaign to end animal testing for cosmetics worldwide, run in Australia in partnership with Humane Research Australia and Choose Cruelty Free.

Cosmetics animal testing has been banned in Europe since 2009, and now the sale of cosmetics containing ingredients newly animal-tested in other countries, is also banned. Similar bans have been enacted in Israel, and are under discussion in India. In Australia, cosmetics animal testing is not explicitly required by law, but neither is it prohibited. HSI, HRA and CCF want to see legislation introduced to ensure that no rabbit, guinea pig or other animal is ever again subject to distressing cosmetics testing in Australia, as well as an EU-style sales ban on cosmetics animal-tested overseas.

Pippa Black said: "Animal testing is an ugly business, and I have zero tolerance for the cruelty and exploitation that violates any animal subject to these horrendous practices. Make-up enhances our beauty on the outside. Making strong, educated and compassionate choices allows our inner beauty to shine through. Please put your best face forward and join me in signing the pledge to *Be Cruelty-Free*."

To celebrate the EU becoming the world's largest cruelty-free cosmetics market, HSI, HRA and CCF have launched *Be Cruelty-Free* Week to raise vital awareness and to call on Australia to turn its back on animal testing once and for all. Consumers are invited to show their support by signing a [Be Cruelty-Free online pledge](#) and adding their name to a [petition](#).

Troy Seidle, HSI's *Be Cruelty-Free* Campaign Director, said: "Humane Society International's campaign in Europe demonstrates that when consumers and politicians value compassion, animal suffering in the development of cosmetics can be eliminated both in the lab and on shop shelves. Australians are compassionate people, too. With Europe going cruelty-free, this is the perfect opportunity for consumers here to support *Be Cruelty-Free* and help us take the cruelty out of beauty in Australia."

Globally, the *Be Cruelty-Free* campaign has enjoyed high-profile support from celebrities such as Sir Paul McCartney, Chrissie Hynde and Ricky Gervais. Pippa Black is the first Australian star to lend her support.

Helen Marston of Humane Research Australia said: “We’re thrilled to have Pippa’s support for *Be Cruelty-Free*. Her passion for animal welfare embodies the ethos of our campaign beautifully. Animal testing isn’t just unkind, it’s also completely unnecessary in the modern world. The EU testing and sales bans must be a catalyst for change across the globe, and we urge Australia to take a leading role. The future of product testing lies with cutting-edge non-animal techniques, not harming sentient animals with toxic chemicals. This is our time to *Be Cruelty-Free*; let’s make it happen.”

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Notes:

1. The EU ban will make it illegal, from 11 March 2013, to market cosmetics within the European Union if the final product or any of its ingredients have been animal-tested anywhere in the world after 11 March 2013. It therefore prohibits the sale of *newly* animal-tested cosmetics and requires companies to use existing approved ingredients in their products. Cruelty-free cosmetics and ingredients are those which have not been subject to new animal testing after a specified date because they are already in safe use.

Humane Society International and its partner organisations together constitute one of the world's largest animal protection organisations. For more than 20 years, HSI has been working for the protection of all animals through the use of science, advocacy, education and hands-on programmes. Celebrating animals and confronting cruelty worldwide — on the Web at hsi.org/becrueltyfree.

Humane Research Australia is a not for profit organisation that challenges the use of animals in research and promotes the use of more humane and scientifically valid non-animal methodologies. HRA works professionally and ethically to develop community-wide awareness of animal experimentation; pursues all reasonable channels to eliminate such experimentation and champions the benefits of realistic, scientifically effective alternatives to all forms of animal usage in research and teaching.

*Since 1992, **Choose Cruelty-Free** has been providing Australian consumers with a list of trusted companies that do not test their products on animals. The companies on our list do not want to profit from the suffering of voiceless animals hidden behind closed doors.*