



## Leona Lewis & Owain Yeoman Photo Campaign Says Bunnies are for Hugging, Not Hurting in Cosmetics Tests

Stars support *Be Cruelty-Free Australia* campaign for International Rabbit Day

MELBOURNE (27 Sept. 2013) — *The Mentalist* star Owain Yeoman and singer Leona Lewis are showing bunnies some love this International Rabbit Day. They are supporting Humane Society International's *Be Cruelty-Free* campaign in Australia and worldwide to put an end to animal testing for cosmetics.

The stars feature in exclusive photos in which they can be seen cuddling up to rabbits, one of the most commonly used animals in cosmetics testing. Owain's photo shows the actor sporting a *Be Cruelty-Free* t-shirt with rescued rabbit Nibbles. Leona donated a photo from her personal collection for a day of global #BeCrueltyFree twitter action. The photo shows the singer with her own rescued bunny Melrose.

Unlike Europe, Israel and India where cosmetics animal testing is banned, in Australia there is no such legal ban preventing companies from testing cosmetic products or ingredients on animals. Cosmetics tested on animals abroad can also be imported and sold in Australia's shops. But the *Be Cruelty-Free Australia* campaign run by HSI, Humane Research Australia and Choose Cruelty Free, aims to see that changed. Prior to the general election, the Labour and Green Parties both declared support for ending cosmetics cruelty, something that the groups are now urging the newly elected Liberal National government to match.

Yeoman said: "It's the saddest thing to know that rabbits can't cry, which is one of the reasons these gentle creatures are used in painful eye tests for cosmetics. When I think of their unnecessary suffering I could certainly shed a tear, so I'm backing the *Be Cruelty-Free* campaign to see an end to cosmetics animal testing. Show the bunnies some love and let's end cosmetics cruelty."

Lewis said: "Ending animal testing for cosmetics is close to my heart, and so is my bunny Melrose. Melrose is so gentle and loving with such an amazing personality all her own, it breaks my heart to know that there are thousands of rabbits, just as special, suffering a terrible fate to test cosmetics. I would never dream of causing Melrose pain, but in laboratories around the world, rabbits and other helpless animals still have chemicals dripped in their eyes or spread over their sensitive skin just to test new lip sticks or shampoo. I want

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their suffering to stop. I'm proud to be a bunny-hugger for *Be Cruelty-Free* on International Rabbit Day. Be a bunny-hugger too and let's end cosmetics cruelty!"

Around the world, rabbits are used in painful eye and skin irritation tests for consumer products. Rabbits, guinea pigs, rats and mice all endure untold suffering for the beauty industry. Developed in the 1940s, skin and eye irritation tests involve holding rabbits in full body restraints so that chemicals can be dripped in their eye or spread on their shaved skin. These tests are notoriously unreliable as well as extremely cruel, causing eye reddening, swelling, ulceration, even blindness, or skin cracking and bleeding. Unlike humans, rabbits have no tear ducts so they can't cry out the harmful substances.

*Be Cruelty-Free Australia* is part of the largest campaign in the world to end cosmetics animal testing. Globally, Humane Society International and its *Be Cruelty-Free* partners are leading the charge to end cosmetics cruelty in Australia, Brazil, China, Korea, New Zealand, Russia and beyond. *Be Cruelty-Free USA* is spearheaded by The Humane Society of the United States and Humane Society Legislative Fund.

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### Notes:

For access to the Owain Yeoman photo gallery, Email [info@humanereseach.org.au](mailto:info@humanereseach.org.au)

International Rabbit Day is celebrated on 28 September.

Download our Blinded for Beauty fact sheet [here](#)

Rabbit skin and eye tests can now be fully replaced by internationally recognized non-animal methods, such as EpiDerm™ and EpiSkin™ human skin models, and the BCOP and ICE tests for eye irritancy and corrosion.

*Humane Society International and its partner organisations together constitute one of the world's largest animal protection organisations. For nearly 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](http://hsi.org/becrueltyfree).*

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