



**HUMANE SOCIETY
INTERNATIONAL**
AUSTRALIA



MEDIA RELEASE

Sir Paul McCartney Supports Humane Society International's *Be Cruelty-Free* Campaign in Australia

Calls for an end to "unimaginable pain and suffering" of animal testing for cosmetics

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Sir Paul McCartney has given his backing to **Humane Society International/Australia's *Be Cruelty-Free*** campaign, the largest-ever global effort to end animal testing for cosmetics worldwide. In many countries, animals such as rabbits, mice and guinea pigs continue to have cosmetic chemicals dripped in their eyes, spread on their sensitive skin or injected into their blood. Such testing is already banned in Europe, and a further ban on the sale of cosmetics that have been newly tested on animals in other parts of the world is due to come into effect in March 2013. **Sir Paul** has sent a powerful message to consumers across the globe to sign **HSI's *Be Cruelty-Free*** pledge and help end the suffering for good.

*"The ugly truth about testing beauty products on animals is that it causes them unimaginable pain and suffering. If every cosmetic tested on rabbits or mice had a photo on the packaging showing these animals with weeping swollen eyes and inflamed skin, I believe everyone would leave cruelty on the shelf and go for the cruelty-free option instead," Sir Paul said. "So, let's stand up for those defenceless animals by supporting the Humane Society International's new *Be Cruelty-Free* global campaign to end animal testing of cosmetics worldwide. Go online, sign the *Be Cruelty-Free* pledge today and help HSI achieve a world where no animal has to suffer and die for the sake of cosmetics."*

Animal testing for cosmetics such as lipstick, hairspray and moisturiser is banned across the European Union, but is still permitted in most countries around the world. In Australia and New Zealand, whilst little or no cosmetics animal testing is currently licensed, there is no legal ban preventing animal testing in the future, and products tested on animals overseas are still sold in shops throughout the country. In some regions, including China and parts of South America, such testing is even required by law.

HSI believes that testing cosmetics on animals is both unethical and unnecessary. Cosmetics can easily be produced the cruelty-free way, by using the thousands of existing ingredients for which safety data are already available, combined with advanced non-animal testing methods such as 3D human skin and advanced computer models.

*"We're thrilled to have Sir Paul's support for our *Be Cruelty-Free* campaign in Australia because so many consumers are still unaware that animals still suffer for cosmetics testing and that their purchasing choices can make a difference to animals," said **Troy Seidle**, director of research & toxicology for **HSI**. "We agree with **Sir Paul** that if the truth about animal suffering was on the cosmetics label, ethical consumerism would prevail. So we hope that people across the globe will join **Humane Society International** and **Sir Paul** in our effort to turn the whole world cruelty-free."*

The ***Be Cruelty-Free*** campaign combines consumer campaigning and political lobbying with corporate and scientific outreach. ***Be Cruelty-Free*** has been launched by **HSI** and its partners in Australia, Brazil, Canada, Europe, India, New Zealand and the United States. In Australia ***Be Cruelty-Free*** is co-ordinated by **Humane Society International/Australia**, **Choose Cruelty-Free** and **Humane Research Australia**, and in New Zealand by **Save Animals From Exploitation**.

Sign the ***Be Cruelty-Free*** pledge at hsi.org.au/becrueltyfree.

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***Humane Society International/Australia** and its partner organisations together constitute one of the world's largest animal protection organisations — backed by 11 million people. 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.au/becrueltyfree.*

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