



Be Cruelty-Free Australia



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MEDIA RELEASE

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Australian Labor Party Pledge to Ban Cosmetic Animal Testing and Trade welcomed by #BeCrueltyFree Australia

Proposed legislation a positive step towards ending cosmetics cruelty in Australia

22 February 2016 – #BeCrueltyFree Australia welcomed yesterday's announcement from Labor MPs Clare O'Neil, Tanya Plibersek and Stephen Jones that the Australian Labor Party has introduced legislation to ban cosmetics animal testing in Australia and the import and manufacture of newly animal-tested cosmetic products and their ingredients. The *Ethical Cosmetics Bill* was drafted following months of campaigning by #BeCrueltyFree Australia, the leading voice for a ban on cosmetics animal testing and trade, and will be read in the House of Representatives next week.

The *Ethical Cosmetics Bill* is the latest in a series of positive actions by Australian MPs to address the issue of ending cosmetics cruelty. In September last year, a cross-party motion in support of ending animal testing for cosmetics and the sale of newly-animal tested cosmetic products and ingredients was moved in the House of Representatives by Government MP Jason Wood. This followed the passing of a similar cross-party Senate motion in November 2014, and the introduction of the Greens' End Cruel Cosmetics Bill in March of the same year.

Hannah Stuart, for the #BeCrueltyFree Australia campaign said, "Using live animals to test new ingredients for products such as mascara and shampoo is ethically unjustified and a completely unnecessary cruelty, so we're pleased to see this commitment from the Labor party and the growing cross-party momentum within Parliament towards ending cosmetic cruelty in Australia.

#BeCrueltyFree Australia looks forward to continuing to work with Labor, the Coalition, Greens, and all interested parties to pass comprehensive legislation that ensures Australia enacts a complete ban on cosmetics cruelty by ending the sale of newly animal tested cosmetic products and their ingredients.

It's time for Australia to join the growing number of countries worldwide which have banned this practice and said NO to cosmetics cruelty."

Australians can voice their support for a ban on cosmetics animal testing and the sale of newly animal-tested cosmetics by visiting BeCrueltyFree.org.au.

Notes:

- A 2013 Nexus Research poll showed that 85% of Australians oppose animal testing for cosmetics.
- The ALP's public consultation conducted in 2014, which received over 13,000 submissions, found that 92% of respondents supported a ban on cruel cosmetics.

- In cosmetics tests, rabbits, guinea pigs, mice and other animals can have chemicals dripped in their eyes, spread on their skin, or force fed to them in massive doses. Pain relief is rarely given, and the animals can endure symptoms ranging from swollen eyes and bleeding skin, to organ damage and death.
- Although it is claimed that cosmetics animal testing in Australia is rare or non-existent, such claims are impossible to confirm, and there is no legislative ban on the practice, highlighting the importance of introducing a combined test and marketing ban in Australia.

#BeCrueltyFree Australia – run by Humane Research Australia and Humane Society International (Global) - is part of the largest campaign in the world to end cosmetics animal testing. Globally there are #BeCrueltyFree campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Russia, Taiwan and the United States.

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