Annie Sloan becomes first cruelty-free home improvement brand endorsed by Compassionate Shopping Guide

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Naturewatch Foundation celebrates a major milestone in its mission to promote cruelty-free living with Annie Sloan's endorsement in the Compassionate Shopping Guide.

Naturewatch Foundation, the animal welfare charity behind the Compassionate Shopping Guide, has proudly endorsed Annie Sloan as its first-ever cruelty-free home improvement brand. This recognition highlights Annie Sloan's commitment to ensuring that its products are free from animal testing and do not contain ingredients tested on animals.

As one of the first painting and decorating companies to receive third-party cruelty-free endorsement, Annie Sloan sets a new industry standard. The endorsement comes after Naturewatch Foundation supporters rallied behind its *Paint With Kindness, Not Cruelty* campaign, which urges the home improvement sector to adopt cruelty-free standards.

Although testing finished household products, including paints, on animals has been banned in the UK since 2015, loopholes still allow for the testing of ingredients that could be used in everyday household items. Naturewatch Foundation continues to campaign for stronger legislation to ensure that all aspects of home life can be cruelty-free.

Founded in 1990 by its namesake, Annie Sloan is best known for its versatile Chalk Paint™, which works on a wide range of surfaces, from wood and glass to brick and laminate, making it perfect for transforming furniture.

The company's sustainable paints - which also includes a range of wall and satin paints - are produced in a purpose-built factory in Oxford, reinforcing the brand's dedication to ethical and environmental values.

Donna Smith, Editor of the Compassionate Shopping Guide, said, *"We're thrilled to welcome Annie Sloan to the Compassionate Shopping Guide. Shoppers often find it challenging to identify cruelty-free options, especially in product categories like home improvement. Annie Sloan's endorsement sends a powerful message to the industry, proving that it is possible to create beautiful interiors that are also cruelty-free. We invite other painting and decorating brands to follow Annie Sloan's lead and join us."*

Founder and designer, Annie Sloan CBE, said, *"I am thrilled to be part of this, as it's a subject close to my heart. Caring for the environment is so important for our well-being. I totally understand the importance of the well-being of animals and the land."*

Award-winning ethical interior designer, Chloe Bullock, of Materialise Interiors, said, *"I am so happy the first paint brand to be added to the Compassionate Shopping Guide is Annie Sloan. Annie is a much loved, wonderful creative within the interior design industry. It's great to see a smaller brand demonstrating that products can be made to be compassionate - and most importantly showing the large brands it is possible. I'm a big supporter of the small innovative brands like Annie's who help to drive positive change. Please support them!"*

Ethical consumers can access the Compassionate Shopping Guide online to discover hundreds of cruelty-free personal care and household brands. Home improvement companies interested in joining the guide and embracing cruelty-free standards can find more and apply on the Compassionate Shopping Guide website.

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