

As Cruelty Free International Introduces Its New Certification, Eternal Skincare Highlights the Importance of Independent Verification

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New accreditation reflects the brand's commitment to transparency and independently verified standards.

West Sussex skincare brand Eternal Skincare has achieved approval under the newly rebranded Cruelty Free International certification programme, as renewed attention on cruelty-free standards prompts consumers to look more closely at independent verification.

The announcement comes at a time when Cruelty Free International has transitioned from its well-known Leaping Bunny branding to a new global identity, placing cruelty-free certification back into the spotlight and prompting renewed discussion about what independent certification means for consumers.

Cruelty Free International's certification is recognised internationally and is regarded as one of the most established independently verified cruelty-free standards for cosmetics and personal care products. Approval requires brands to meet rigorous standards throughout their supply chain, including detailed supplier monitoring and ongoing compliance. Unlike self-declared cruelty-free claims, independent certification requires brands to demonstrate continued compliance with recognised standards, giving consumers confidence that a brand's claims are supported by independent assessment rather than self-declaration.

For Eternal Skincare, gaining Cruelty Free International approval reflects the company's wider commitment to transparency and giving customers confidence in the products they choose.

Fay Watt, Co-Founder of Eternal Skincare, said:

"Consumers today are asking more questions than ever before, and that's a really positive thing. People want to understand not only what is in their skincare, but also the standards behind the products they choose. We believe trust is earned through openness and independent verification, not simply by making claims."

"Achieving Cruelty Free International approval was an important step for us because it demonstrates our commitment to those values. We want our customers to feel confident that the standards we talk about are backed by an internationally recognised, independently verified programme."

The accreditation sits alongside Eternal Skincare's ongoing focus on creating fragrance-free skincare suitable for sensitive skin, with products that are dermatologically tested for sensitive skin and developed with carefully selected ingredients chosen for their effectiveness and skin compatibility.

As consumers continue to seek greater transparency from skincare brands, Eternal Skincare believes independent verification has an increasingly important role to play in helping people make informed choices with confidence.

About Eternal Skincare

Founded in West Sussex, Eternal Skincare develops fragrance-free skincare designed for all skin types, including sensitive skin. The range is built around carefully selected ingredients and a commitment to transparency, with products that are dermatologically tested for sensitive skin, clinically tested where appropriate, and independently verified to give customers confidence in the products they use every day.

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