Drew Barrymore's Cosmetics Brand Joins Peta Us' 'beauty Without Bunnies' Programme

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No Animals Are Poisoned or Otherwise Harmed for FLOWER Beauty's Make-Up or Fragrances

London – It's official: **Drew Barrymore**'s cosmetics line, FLOWER Beauty, is as kind to animals as it is to its customers' skin. The company has just provided PETA US with assurance that it does not conduct, commission or pay for tests on animals anywhere in the world, a move that has landed FLOWER Beauty on PETA US' "Beauty Without Bunnies" list of cruelty-free cosmetics.

"FLOWER Beauty is about all things good", Barrymore says. "Thank you, PETA [US], for the acknowledgment of our cruelty-free brand."

Every year, hundreds of thousands of animals around the world are force-fed chemicals or have substances dripped into their eyes or rubbed onto their raw, abraded skin in archaic, unreliable cosmetics tests, which are not required by law in the US and have been banned in the UK and the rest of the EU, as well as in Israel and India.

While some companies test their products on animals, more than 1,500 compassionate companies – including FLOWER Beauty, LUSH, Urban Decay, Paul Mitchell Systems and The Body Shop – use only modern, non-animal methods to test their products and ingredients.

Consumers can find out whether a company tests on animals anywhere in the world by checking PETA US' lists here. For more information on the use of animals in experiments, please visit **PETA.org.uk**.

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