EU BAN ON ANIMAL TESTING FOR COSMETICS COMES INTO EFFECT TODAY

Monday 11 March, 2013

London. Leona Lewis and her dog celebrate a milestone in 20 years of animal rights campaigning by ethical beauty retailer The Body Shop and non-profit organisation Cruelty Free International, as an EU ban on animal testing for cosmetics comes into effect today.

From today onwards, anyone who wishes to sell new cosmetic products and ingredients in the EU must not test them on animals anywhere in the world. The Body Shop will not be affected by the ban, having always been Against Animal Testing

The Body Shop and Cruelty Free International are urging everyone to sign their pledge to end animal testing for cosmetics, as part of an international campaign to make the EU ban go global. The pledges are to be presented to governments and stakeholders around the world to demonstrate public support for a total worldwide ban.

Leona says: “I urge you to sign the Cruelty Free International pledge, calling on governments around the world to introduce a ban on animal testing for cosmetics. Together we can send a message to governments worldwide that cruelty free is the humane future.”

To make your voice heard, sign the pledge by heading into any The Body Shop store or by visiting www.crueltyfreeinternational.org/tellltheworld

The Body Shop UK team will be celebrating the ban by touring London in a double decker bus on Monday 11th March with their very own troupe of happy bunnies. Follow the action via Twitter @thebodyshopuk #EUCrueltyFree.

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