Stars align in new film to end cosmetic testing on animals

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Stars of stage, screen and the beauty industry have collaborated on a new campaign film for animal welfare charity, Naturewatch Foundation, to highlight the unnecessary use of animals in cosmetic testing.

Despite the EU, and countries like Australia, Israel and Norway banning the sale and importation of cosmetics and cosmetic ingredients tested on animals, many countries still allow animals to be subjected to painful tests all in the name of beauty. And it's completely unnecessary, as the film 'Compassion Over Cruelty' reveals cruelty-free cosmetics can be just as good, if not better, than those that involve animal testing.

Beauty buyers can feel confident knowing that buying compassionately doesn't mean sacrificing quality.

The charity recruited top hair stylist Daniel Field, and make-up artist to the stars Alexa Riva Ravina to put cruelty-free, compassionate, cosmetics to the test. Volunteering for a cruelty-free makeover were actress, Rula Lenska, model Daryna Milgevska, and comedian Jake Yapp, who put their faith – and faces – in Daniel and Alexa's hands.

The resulting film, presented by filmmaker and wildlife expert Anneka Svenska and produced by GreenWorld TV proves you can choose compassion over cruelty, and look fabulous too!

Rula Lenska, star of Compassion Over Cruelty, said:

"It sickens me to know that animals are still used for cosmetic testing around the world – especially as it is so unnecessary. Animals like rabbits, mice, and guinea pigs have chemicals dropped in their eyes and on their skin, causing painful blinding and burning. Then, their dead bodies are discarded like rubbish. Now I know this happens, I will never knowingly use any product from a cruel cosmetic brand ever again."

Caroline Ruane, Chief Executive for Naturewatch Foundation, commented:

"Despite EU bans in place, compassionate shoppers often unknowingly hand over money for cruel animal testing when they buy from companies that market products overseas in countries, like China, where animal testing for cosmetic purposes is mandatory. But as this film proves, it's easier than ever to choose compassion over cruelty".

Naturewatch Foundation has regularly published the Compassionate Shopping Guide for over 20 years. It has become the definitive guide to cruelty-free shopping for cosmetics, toiletries and household cleaning products and has the strictest criteria of any cruelty-free endorsement scheme in the world. All products used in Compassion Over Cruelty were donated by Naturewatch Foundation endorsed companies.

To watch Compassion Over Cruelty, visit www.compassionovercruelty.com

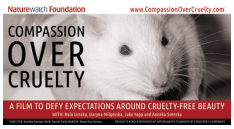
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More information

Beauty vloggers are key to ending cruel cosmetic testing. User-generated beauty videos account for over half the major brand views on YouTube. Cosmetic companies are moving from film stars and models to trusted online beauty-reviewers to endorse their products. Some beauty vloggers have millions of online followers, across multiple social media platforms, and have tremendous influence on cosmetic brands' customers. By presenting an honest portrayal of a beauty brand's involvement in animal testing, beauty vloggers could change the world for animals.

Around 38% of the prestige beauty industry's total sales are made during the Christmas period. Christmas is even more profitable for the fragrances market, when almost half the yearly sales occur. Christmas is an important time of year to show cosmetic companies that consumer demand for truly cruelty-free products is at an all-time high. By making compassionate choices we can influence their

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decision-making when it comes to profiting from animal testing.

The most commonly used animals for cosmetic testing are mice, rats, guinea pigs, hamsters and rabbits. Because countries like China are not required to release statistics on the types and numbers of animals used in cosmetic testing, the true scale of animal testing that occurs is unknown – although we can safely assume at least 200,000 are still used worldwide every year, based on available data – more likely millions.

Perhaps saddest of all is that these species are used because of their docility, gentleness and sensitivity to toxic substances. But also because of the low-cost in breeding them. Meaning that while they give the 'best' test results, their suffering is the most extreme, and they are the most easily abused of any species. Rabbits in particular have sensitive eyes and skin, so while testing toxicity reactions on rabbits is extremely cruel, it is very common.

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Press images: https://flic.kr/s/aHskM6brdp

Actor bios available.

About Naturewatch Foundation

Naturewatch Foundation is a registered charity that has been speaking out on behalf of animals for over 25 years by:

- Campaigning peacefully against animal abuse
- Lobbying to improve animal protection legislation
- Raising awareness through education
- Supporting the World Animal Day movement to raise the status of animals around the globe

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View Online

Additional Assets:
www.compassionovercruelty.com
https://www.youtube.com/watch?v=jcHd5Rkg2Cg

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