



Be Cruelty-Free



Cruelty-Free History

1993 – PASSED:

The 6th Amendment to the EU Cosmetics Directive, containing a ban on the sale of cosmetics animal-tested outside the EU.

1998 – DELAYED:

The EU sales ban is scheduled to come into force, but is delayed for the first time. A new implementation date of 2000 is set.

2000 – DELAYED:

The EU sales ban is scheduled to come into force, but is delayed for the second time. A new implementation date of 2002 is set.

2003 – PASSED:

The 7th Amendment to the Cosmetics Directive, containing a phased-in ban on animal testing for cosmetics

- DELAYED:

- The EU sales ban is delayed for the third time and a phase-in timetable is established. A new final implementation date of 2013 is set.

2004 – BANNED:

The ban on animal testing of finished cosmetic products (not ingredients) is implemented.

- BANNED:

The sale of cosmetic ingredients tested on animals outside the EU using test methods that have been replaced within the EU.

2009 – BANNED:

The ban on animal testing of cosmetic ingredients within the EU is implemented.

- BANNED:

The sale of cosmetic products containing newly animal-tested ingredients but with three animal tests made exempt. These are animal tests for repeat dose toxicity, reproductive toxicity and toxicokinetics.

2011 – LAUNCHED:

HSI launches our Cruelty-Free 2013 campaign to see the EU sales ban implemented in full and on time. Ricky Gervais, Leona Lewis and Melanie C help us launch with a spectacular “End Animal Testing” tattoo photo campaign.

2012 – LAUNCHED:

On World Day for Animals in Laboratories, HSI launches *Be Cruelty-Free* - the global campaign to end animal testing for cosmetics worldwide. We partner with cruelty-free trailblazers LUSH Fresh Handmade Cosmetics and *Be Cruelty-Free* pledge sheets run in LUSH stores around the world. Together, we collect nearly half a million petition signatures to save the EU sales ban.

- CONFIRMED:

EU Health Commissioner Dalli resigns and his successor, Tonio Borg, confirms his commitment to seeing the EU sales ban implemented in full.

2013 – REINFORCED:

HSI and other animal groups meet Commissioner Borg to hear him reinforce his commitment to the EU sales ban

- BANNED:

In January Israel becomes the first region in the world to ban the sale of animal-tested cosmetics, followed by the EU in March as the final phase of the EU sales ban comes into force – the EU sales ban finally applies to the last three animal tests.

hsi.org/becrueltyfree