



OPEN LETTER TO THE GLOBAL COSMETICS INDUSTRY

Dear Sirs

23 February 2013

On 11th March we will witness a truly landmark moment in the history of the beauty industry. The world's largest cosmetics market, the European Union, which has already banned animal testing of cosmetics within its own borders, will also close its doors to the sale of cosmetics tested on animals in other markets. This sales ban carries with it a clarion call from consumers: Cosmetics animal testing is not welcome and it needs to stop. Surely this must signal a turning point for the beauty industry worldwide to finally call an end to animal testing and commit to going cruelty-free?

LUSH, Humane Society International and others have campaigned tirelessly to end cosmetics cruelty. Over the years we have heard every excuse in the book from cosmetics companies clinging on to animal testing, yet one by one those excuses have been exposed to be hollow and self-serving.

Animal toxicity tests represent outdated science of decades-old techniques that cannot reliably assure consumer safety. The future of safety testing lies with modern, human-biology-based methods. So there is no scientific excuse for animal testing.

There are also many thousands of existing cosmetic ingredients that have long been established as safe for use, meaning they don't require any new testing. Myriad combinations of these allow companies such as LUSH to innovate to their heart's content. So there is no business excuse for animal testing.

And of course animal testing causes unimaginable suffering as rabbits and other animals have chemicals dripped in their eyes or spread on their delicate skin. Swollen eyes, skin rashes and organ damage are the ugly hidden secrets of a beauty industry that has dragged its feet on ending animal testing. So there is no ethical excuse for animal testing.

Hundreds of cruelty-free retailers such as LUSH demonstrate every day that producing exciting, safe and innovative beauty products is entirely possible without new animal

testing. So as we celebrate the EU going cruelty-free, we urge all those companies still testing cosmetics on animals in the United States, China, Brazil, India, Canada, South Korea, Russia and beyond to *please* do the decent thing and stop the suffering. Show your global customers that beauty isn't just skin deep—that it has a heart. You have it within your collective power to stop cosmetics cruelty today. Please do it. Enough is enough.

Yours sincerely



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