

Animal Testing Labeling Overview

Name & Logo	Stewards	
Leaping Bunny 	Coalition for Consumer Information on Cosmetics (CCIC) <i>Comprised of:</i> American Anti-Vivisection Society; American Humane Association; Animal Alliance of Canada; Beauty Without Cruelty, USA; Doris Day Animal League; The Humane Society of Canada; The Humane Society of the United States; MSPCA Center for Laboratory Animal Welfare; New England Anti-Vivisection Society	Main site: http://leapingbunny.org/indexcus.php Method of certification: Each cosmetic, personal care or household product company certified by LB has to open its entire supply chain process to independent audit. The final product and the ingredients must not be tested on animals at any stage of bringing the product to market in order to qualify. The logo is then licensed to the companies to use on their product. Who can be certified: Cosmetic, personal care or household product companies Details: Companies that did participate in animal testing and have since stopped and applied for LB certification must adhere to a fixed cut-off date (as required by the Humane Cosmetics Standard and the Humane Household Products Standard). This does not allow animal tests for any of its finished products, ingredients or formulations after a set date. The particular date is determined by each company and is a pledge that from the fixed date onward animal testing will not take place as part of the manufacturing of the company's products. Company formulations and products should be developed with reference to this fixed cut-off date. (By contrast, some non-LB-certified companies operate on a ‘rolling rule’ such as a five-year rolling rule and will not use an ingredient which has been tested within the specified timeframe - five years for example. However, it can use those same ingredients once the time has expired. The rolling rules allow for animal testing to continue within the industry, discouraging the development of alternative research methods.) *graduate paper re LB, ‘07-‘08: irps.ucsd.edu/assets/020/8413.pdf (Includes: general overview of animal testing; see pg 15-16 for LB auditing history/process; we’ll contact LB to find out how frequent their audits have been of LB-certified companies)
PETA's Cruelty Free (Compassionate Consumer List) 	PETA	Site: http://www.peta.org/living/beauty-and-personal-care/companies/default.aspx Method of certification: All companies that are included on PETA's cruelty-free list have signed a statement of assurance or provided a statement verifying that neither they nor their ingredient suppliers conduct or commission any animal tests on ingredients' formulations or finished products (and pledge not to do so in the future). The logo is then licensed to the companies to use on their product. To a certain extent this is a matter of trust - companies are putting their integrity on the line when signing off on this agreement. List is updated approximately twice per year. Who can be certified: The list only includes companies that make cosmetics, personal-care products, or household-cleaning products as no law requires that these products be tested on animals. The list does not include companies that only manufacture products that are required by law to be tested on animals (e.g., pharmaceuticals, certain chemicals, etc.) Misc: PETA notes that “Many companies that do test on animals have some cruelty-free products, but we must boycott all the products of such companies in order to pressure them into stopping all animal tests.” PETA also created a “Working for Regulatory Change” list, which includes “manufacturers that only conduct tests on animals that are required by law and work hard to develop and lobby for the validation of non-animal tests” They add “In addition to refusing to conduct any tests on animals that are not required by law and devoting substantial support and human hours toward the acceptance of non-animal methods, companies must lift the veil of secrecy and talk openly with PETA about what tests they conduct on which species and how many animals are used. And they have to do it every year”, recognizing that many companies with products required to be tested on animal never make a financial or personnel effort to develop/validate non-animal tested methods. This is a separate list and the Cruelty Free logo is not licensed to these companies.
“no animal testing” text on a product	No third party stewards this certification; this is a claim by the company itself	Know the company, their policy and what that means well before trusting this claim. Leaping Bunny: Deceptive ‘<i>not tested on animals</i>’ claims may be truthful in the literal sense, although may well hide the fact that the ingredients in the product have been animal tested. A company itself may not test; it may not even commission testing on its behalf. However, testing may occur by its ingredient suppliers, and a company may purchase ingredients with a ‘don't ask, don't tell’ philosophy. PETA: No specific laws exist regarding cruelty-free labeling of products, so companies can take liberties. (see: ingredients issue) The hope is that the backlash for being caught using such language in a misleading way is enough of a risk for companies to avoid doing so, although the possibility is there.