





Compliance with BUAV on cleaning products

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Overview

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Background

- ▶ In 1997 stopped issuing licences for cosmetic tests on animals.
- ▶ Suffering caused "not justified" given the trivial nature of the product.
- ▶ Yet no ban for tests for household cleaning products.
- ▶ Since 1997, 7184 animals used in 7325 procedures to test Household Products.

Background

- ▶ 83% would be “quite” or “very” concerned to learn that household cleaning products, such as kitchen and bathroom cleaner, are tested on animals. (2007 nfpSynergy survey).
- ▶ However only 29% aware testing takes place.
- ▶ 77% responded that testing the safety of household products such as disinfectants or DIY products is “never justified” (1999 MORI poll for MRC).

Campaign so far

- ▶ March 2008 BUAV launched its *Clean up Cruelty* campaign.
- ▶ Launched in Parliament – 219 MPs signed motion in support of campaign.
- ▶ Raise awareness by asking MPs to make constituency offices “cruelty free”.
- ▶ 13 MPs signed up so far along with politicians from Devolved Assemblies – Mick Bates AM.

Campaign so far

- ▶ Work with main political parties to ask them to pledge to introduce a ban on household product testing.
- ▶ Labour, Conservative and Liberal Democrat all announced intention to do this at Parliamentary Reception in June.
- ▶ Liberal Democrats also outlined policy in General Election manifesto.



How to sign up to the campaign

- ▶ 2009 campaign extended to cover offices, student unions and councils
- ▶ Calling on councils to only buy BUAV approved cleaning products.
- ▶ BUAV operate the Humane Household Products Standard, the only internationally recognised scheme that enables consumers to easily identify and purchase household products that have not been tested on animals.



How to sign up to the campaign

- ▶ The HHPS is the only internationally recognised Standard which guarantees a product is completely free from animal testing, as it requires companies to prove what they claim. It is the only scheme that requires each company to be open to an independent audit throughout its supply chain, to ensure that they adhere to their animal testing policy and the Standard's strict criteria.



How to sign up to the campaign

- ▶ Two ways for councils to comply:
 - Buy products from companies currently approved by the BUAV
 - Ask current suppliers to become BUAV approved.
- ▶ To be approved a company must no longer conduct or commission animal testing and must apply a verifiable fixed cut-off date - an unmoveable date after which none of its products or ingredients have been animal tested.
- ▶ Each company must be open to an independent audit throughout its supply chain.



BUAV approved companies

- ▶ 100s of companies signed up to HHPS worldwide.
- ▶ 12 dealing with UK markets.
- ▶ Many more currently going through approval process.
- ▶ Two who can meet large scale industrial orders – Astonish and Honesty Cosmetics.
- ▶ Working with companies specifically to meet the needs of councils.



Case Studies

- ▶ Enfield Council
 - November 2009 Councillors voted in favour of adopting a policy to only use cruelty free cleaning products.
 - Currently working with Enfield to help their current contractors become BUAV approved.
- ▶ Leicester City Council
 - Council officials keen to make the council cruelty free.
 - Currently working with Astonish to fulfil product requirements.



Thank you for listening!

- ▶ Any questions?
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- ▶ www.gocrueltyfree.org
