

ANIMAL TESTING WITH MAKEUP PRODUCTS

What is Animal Testing?



Animal Testing involves conducting experiments on animals to assess the safety and effectiveness of products such as cosmetics and chemicals before they are used on humans. Animal testing is both cruel and unnecessary since companies can make innovative products using safe ingredients. Modern testing methods like human cell-based tests and computer models are faster, cheaper, and more reliable.



How are animals tested on?

- companies usually test on rabbits, mice, guinea pigs and rats. Some of the tests include:
 - skin and eye irritation tests, where chemicals are applied onto restrained rabbit's trimmed skin or splashed into their eyes without pain relief.
 - commonly criticized "lethal dose" tests, where rats are forced to consume substantial amounts of chemicals to discover the dose that causes death.
 - Tests that make animals swallow chemicals repeatedly in tests that go on for weeks or months. This helps researchers look for hazards like signs of illness, cancer, or birth defects.

Alternatives to animal testing



there's a wide variety of alternatives. We can use donated tissue samples, artificial skin and body parts, or stick to ingredients that we already know are safe. Cruelty-free labels are a great way to show that a product of animal friendly. In Australia, they passed a law in 2019 to stop animal testing for cosmetics.

How can we tell what make-up products are cruelty-free?



LOGO: Leaping Bunny
ORGANISATION: CCC: 8 Bunny (Cruelty-Free International)
LOCATION: International



LOGO: Caring Consumer
ORGANISATION: PETA
LOCATION: USA/Canada



LOGO: CCF Rabbit
ORGANISATION: Choose Cruelty-Free
LOCATION: Australia/USA

Rose S (2019) states there are only 3 bunny logos that are truly trustworthy for a cruelty-free shopper. A good deal of beauty companies utilize the unique drawings of rabbits to signify the company's produce is cruelty-free. The three proven logos are the Leaping bunny, PETA's cruelty-free along with the Choose Cruelty-Free logos. If the logo on the beauty product and/or its packaging isn't one of these reliable cruelty-free organizations, it's unofficial. This doesn't necessarily mean they test on animals, it might mean they're not cruelty-free.

What brands are cruelty-free?



As more and more people seek out cruelty-free cosmetics, numerous companies have stepped up to eliminate animal testing and getting certified by reputable organizations.

Brands in Australia that are cruelty-free include: Lush, The Body Shop, Too Faced, Original & Mineral