

Beauty Without Cruelty

The animal welfare charity Naturewatch has worked tirelessly for years, campaigning educating and promoting cruelty free living.

2009 marks a momentous move closer to ending animal testing of cosmetics

In March 2009, legislation comes into effect, introducing a phased ban on animal testing of cosmetics and cosmetic ingredients throughout Europe. The ban will prohibit the testing of cosmetics on animals, in cases where non-animal alternatives are available. While a marketing ban, will apply to products containing animal tested ingredients coming into the EU from elsewhere in the world.

However, a total ban on animal testing of cosmetics only comes into effect in March 2013, and until then animals will continue to be used in those tests for which non-animal alternatives are not yet available

Although it is now against the law to test finished Beauty products in the UK, many companies still get round this by using ingredients that have been tested. Some operate a 5 yr rolling rule, whereby they agree only not to use ingredients that have been tested in the last 5 years. Neither Naturewatch nor the BUAV endorse this policy as it still encourages testing, as the manufacturers now they can still sell their product a few years down the line to companies paying lip service to cruelty free beauty. Sometimes companies will try to justify this policy by saying the 5 year rolling rule allows them to bring the latest innovations in skin care to the consumer and if they didn't they would lose their competitive edge. Sadly this attitude does nothing to discourage us, the said consumers they suppose to know, from pursuing the unreal expectations traditional media feed us, that it is possible to look 10 years younger by the application of a cream. Even if this was the case, do we really want that at the cost of untold pain and suffering on thousands of innocent creatures? Nature watch creates the compassionate shopper guide to enable consumer to make informed choice about which companies they would like to support with their hard earned cash.

The following is a general list of companies endorsed by Naturewatch.

And if you're wondering why The Body Shop, Burt's Bees or Ecover are not listed, they are either owned by larger companies who continue to support animal testing or in the case of Ecover, they operate a 5 yr rolling rule policy.

Aldi (own label toiletries and household) KMI Products

Almawin Kobashi Pure essential Oils Amphora Aromatics Kwik save Animal Aid Lavera UK Ltd Aquados (Simply Washing Products) Lee Stafford Arcania Apothecary Lifeplan Products Arran Aromatics Lilly's Eco Clean Arrowmed Little Satsuma Avalon Natural products Liz Earle Skincare Balm Balm Logona B Never Too Busy To be Beautiful London Oil refining Company (Astonish) Barry M Cosmetics Love The Planet Bath Potions Lush Bay House Ingredients Marks and Spencer Bayliss and Harding Martha Hill Beauty without Cruelty Masons Products Bentley Labs Mavala Betterware Meadowsweet Bio – D

Montagne Jeunesse BiOrganics Moom Botanicals Ltd Moor Spa Budgens Mosaic Handmade Soaps Bulldog Mother Earth Butterbur & Sage Mykal Calder Valley Soap Co Ltd Naked Bodycare Caurnie Soaperie Natural by Nature Oils Cellande Natural organic Soap Cioccolatina Neal's Yard Remedies Circaroma Nectar Co- Op Netto Daniel Field Next David Hill NHR organic Oils De Valle Essential Oils Nirvana Natural Dermologica Nisa Today's Diana Drummond Skin Food No Cows Dolma Norfolk Lavender Dr Bronner Opal London Dr Hauschka Periproducts Ltd Dri- Pak Ltd Pitrok Droyt Products Primavera Earth friendly products Pure Nuff Stuff Earth Pure Purple Flame Aromatherapy Echo essential Oils Quinessence Aromatherapy Enviro Products Ltd Rainbow Wholefoods Raw Gaia

Essential Care Sainsbury's (own Toiletries) Essential Spirit Simply Soaps Faith Products (Faith in Nature) Skincare Cafe Fish (Born in Soho) Somerfield Flowers Internationa Suma Funk Bubble Suncoat Products Genese Internationa Susan Molyneux Cosmetics George Skoulikas The Best of Nature Green Hands The Forest Soap Factory Green People The Green Housekeeper Hard Candy The Organic Pharmacy Healthquest Ltd Tisserand Aromatherapy Healthspan (nurture) TLC in a Bottle Hempish Urban Decay Herbal Laboratories Ltd Urtekram Herbs Hands Healing Viridian Nutriton Higher Nature Viva Homecare Products Waitrose Honesty Cosmetics Weleda I Am Natural Wizz Product J & D Black Yaoh Jason Natural Products Yum Yum John Lewis Kingfisher

This List is correct at the time the 11th edition of The Naturewatch Compassionate Shopping Guide was published with the known update endorsed on their site.

It does not include some of the local producers featured in the pages of Smart Sussex, as they are not at the stage in their business development to apply for endorsement. Smart Sussex is confident that the local producers featured are ethical in their production methods and do not use ingredients tested on animals.

For more information or to order your own guide visit www.naturewatch.org.