



Herb UK's Policy on Animal Testing

All Herb UK products are accredited by Choose Cruelty Free.

Choose Cruelty Free (CCF) is an independent, non-profit organisation which actively promotes a cruelty-free lifestyle.

CCF is funded by subscriptions, Licensee fees, donations and fundraising activities. All monies raised go toward the production of CCF literature.

All CCF work is performed by volunteers who believe in a cruelty-free lifestyle.

CCF is designed to:

- Encourage manufacturers and service providers to adopt a cruelty-free ethic.
- Survey companies which claim to sell products that have not been tested on animals and do not contain cruelly-derived ingredients and accredits (without charging a fee) companies which satisfy CCF's criteria. Accreditation criteria are probably the most stringent in the world today. Accreditation and listing in the Preferred Products List (PPL) are free of charge. The PPL is a booklet listing companies and brand names that operate under a cruelty-free ethic, providing consumers with information so they can choose products according to their personal ethical standards.
- Make available (by way of a licensing arrangement) an independent, consumer recognised logo which manufacturers can incorporate in their labelling and advertising material to readily identify their companies as cruelty-free.
- Make people aware of their power, as consumers, to change attitudes about testing products on animals.

Unlike other lists of cruelty-free companies, CCF also has a strict policy on animal-derived ingredients.

CCF will not accredit a manufacturer if any of its products contain any ingredients:

- Derived from an animal killed specifically for the extraction of that ingredient;
- Forcibly extracted from a live animal in a manner that occasioned pain or discomfort;
- Derived from any wildlife;
- That are by-products of the fur industry; or
- That are slaughterhouse by-products of a commercially significant value (meaning the animal was not killed specifically for the ingredient, but that the ingredient was available due to the animal being killed for other purposes).

CCF also will not accredit companies unless all parent and subsidiaries (example The Body Shop being owned by L'Oreal) are also accredited. This is one of the reasons that lists produced by other organisations may include companies that CCF would not accredit. Companies applying for accreditation by CCF must sign a legally-binding contract to the effect that what they have said in their application is the truth about their practices. CCF has never accepted 'Statements of assurances' - the company must fill in the detailed Questionnaire and sign the contract.

The manufacturer of products and all related corporations (if any) must satisfy one of the following criteria:

- **The never tested rule**
None of its products and none of its product ingredients have ever been tested on animals by it, by anyone on its behalf, by its suppliers or anyone on their behalf;
- **The five year (or +) rolling rule**
None of its products and none of its product ingredients have been tested on animals by it, by anyone on its behalf, by its suppliers or anyone on their behalf at any time within a period of five years immediately preceding the date of application for accreditation.

Please note that Herb UK products have never been tested on animals and all ingredients qualify for the “The five year (or +) rolling rule.”

As one of the pioneers of the movement towards more natural cosmetic products, Herb UK is constantly striving to source more natural ingredients. As many of these ingredients have not previously been used in the manufacture of cosmetics it is impossible to source any that have been tested prior to 1992.

More information about CCF can be found at www.choosecrueltyfree.org.au

In addition Herb UK is also a member of the Cosmetics Toiletry & Perfumery Association (CTPA)

As a member of the CTPA Herb UK is actively working to promote practices that do not require animal testing, and non-animal tested ingredients.

Raoul Perfitt
Managing Director
Herb UK Ltd

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