

## **The Body Shop approach : against animal testing / The Body Shop.**

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## NOW THERE'S NO EXCUSE FOR TESTING FINISHED PRODUCTS ON ANIMALS

**AGAINST ANIMAL TESTING** Cosmetics companies must ensure that their products won't cause eye irritation, skin irritation or allergic reaction. Scientists are now confident that alternative methods for testing finished products make animal testing unnecessary. The Body Shop relies exclusively on these alternatives. We prove it can be done. For example:

### THE ANIMAL TESTS

#### EYE IRRITANCY

**The Draize Eye Irritancy Test:** Conscious rabbits are restrained in medieval-type stocks and the test substance is dripped into their eyes. The damage, including blindness, is measured over a period of days. Apart from the extreme cruelty involved, this test is demonstrably unreliable.

#### SKIN IRRITANCY AND ALLERGY TESTS

**Various Methods:** These typically involve guinea pigs or rabbits having their backs shaved and a substance applied to the skin which is sometimes abraded to increase absorption. The animals are not able to wash the chemicals away and the effects, such as ulceration, are monitored.

### THE ALTERNATIVES WE USE

#### EYE IRRITANCY

**Eytex:** An internationally recognized test that uses a natural protein culture instead of anyone's eyes. Recent validation tests show Eytex provides more accurate and sensitive results than the Draize Eye Irritancy Test.

#### SKIN IRRITANCY AND ALLERGY TESTS

**Kligman and Frosch Protocol:** We conduct this internationally accepted skin test using The Body Shop staff as volunteer test subjects. The tests involve repeated application of test substances to the skin over a period of 15 days and then for a period of 48 hours after a rest of one week. We then have the University of Wales repeat the test for independent verification.

*The*  
**BODY SHOP**  
*approach*

# AGAINST ANIMAL TESTING

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**The Body Shop is against animal testing in the cosmetics industry. We believe that animals should not suffer for our vanity. It is neither right, necessary, nor always scientifically accurate to test skin and hair care products on animals. With a surge of research activity in response to the animal rights movement, scientists are developing an increasing number of accurate alternatives to animal testing. The Body Shop relies on these alternatives, funds research and campaigns to get the cosmetics industry and governments to adopt the test alternatives.**

### **WE WILL NEVER TEST ON ANIMALS**

**AGAINST ANIMAL TESTING** Our policy is clear. If an ingredient or formulation requires animal testing we just don't use it. We do not test our ingredients or final products on animals. We have never done so and never will. We have never authorised anyone to carry out animal testing on our behalf and will not do so in the future.

### **TOGETHER WE FOUGHT THE LAW**

**AGAINST ANIMAL TESTING** At the beginning of 1990, the European Commission (EC) was considering making it law that all ingredients and finished cosmetic products would have to be tested on animals - even those with a history of safe use. We launched a petition campaign with our customers to voice our opposition to this proposed step backwards. The response was enormous: over 2.6 million people signed our petition and the proposed law was dropped, meaning products and existing raw ingredients do not, by law, have to be tested on animals.

### **AIMING HIGHER, WE FIGHT ON**

**AGAINST ANIMAL TESTING** With that campaign we held our ground. To gain ground we and our customers are currently lobbying the EC to eliminate roughly 40%\* of all animal testing done by the Western European cosmetics and toiletries industry - the testing done on finished products. There is now absolutely no excuse not to ban it. Cosmetic scientists are confident that alternative methods for testing finished products make animal testing unnecessary. The Body Shop relies exclusively on these alternatives. We prove it can be done. This industry-wide ban would cover all finished products but not their raw ingredients. We would get nowhere campaigning for a total ban now because the cosmetics industry as a whole is addicted to new ingredients and there are still a few ingredient tests done on animals for

which no cruelty-free alternative test yet exists. But we aim to get an industry-wide ban on all animal testing in the future, so we invest in research to find alternative tests and advocate that our suppliers do the same.

### **WE WANT THE WHOLE COSMETICS AND TOILETRIES INDUSTRY TO STOP ANIMAL TESTING**

**AGAINST ANIMAL TESTING** In addition to our work to change government policy, we are also putting pressure directly on our industry colleagues. In order to put pressure on our industry, The Body Shop insists that the manufacturers and suppliers of our raw ingredients provide regular written confirmation that they have not carried out any animal testing on those materials within five years of the date of declaration. Why five years? Because it's long enough to economically discourage animal testing of new ingredients but not so long that it will close the door on those suppliers who wish to join the growing movement against animal testing. And we have proof that it works. One of our suppliers writes:

"The main driving force behind our quest for alternative methods is the commitment by The Body Shop to see an end to the use of animals for safety evaluations in cosmetics.

Obviously, the commercial strength of your business makes it impossible for a raw material supplier not to consider the factors of animal testing and animal-derived ingredients for their products, if they wish to be a significant raw material supplier to the cosmetics industry.

Your own position in the cosmetics market is so significant and influential that we can see from our own experience of many raw material suppliers, that their attitudes and practices have changed."

**'THE QUESTION IS NOT, CAN THEY REASON? NOR, CAN THEY TALK? BUT CAN THEY SUFFER?'**

\*Source: 1990 Report of The Animal Procedures Committee

Jeremy Bentham, philosopher, 1748-1832