

The Body Shop approach : against animal testing / The Body Shop International PLC.

Contributors

Body Shop (Firm)

Publication/Creation

Littlehampton : Body Shop, [198-?]

Persistent URL

<https://wellcomecollection.org/works/znkzdyk7>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

- using new alternative methods to test formulations wherever appropriate. For example, *Eytex* is a major new development – a protein culture test which can predict eye irritation in human beings.
- testing on people: all new formulations are tested for irritation and allergy factors, and safety, on a scientifically-controlled sample of human volunteers, under normal conditions of use, at the University Hospital of Wales. These topical tests are carried out under the strict supervision of independent dermatologists and are internationally recognised.

When a product has passed through our rigorous testing and has been generally recognised as safe, then we consider it ready for our customers.

(Even then, we continue to monitor it: each new batch is once more microbiologically analysed to ensure the highest quality...)

**That is what we do.
Animal testing has no part to play. It is cruel, irrelevant, unreliable and unnecessary.
This is what we believe.**



© The Body Shop International PLC
Hawthorn Road, Wick
Littlehampton, West Sussex, BN17 7LR



SAVE AND RECYCLE

PRINTED ON RECYCLED PAPER

THE BODY SHOP APPROACH

AGAINST --- ANIMAL TESTING



The Body Shop is against animal testing.

We believe it is neither right, necessary, nor accurate to test skin and hair care products on animals.

The Body Shop does not test its ingredients or products on animals. We have never done so and never will.

The Body Shop has never authorised anyone – any outside company or agency – to carry out animal testing on our behalf, nor will we do so in the future.

Although we recognise that, realistically, most existing ingredients used in the cosmetics industry have been tested on animals by someone, somewhere, at sometime, we make sure that **no animal testing** is carried out by us, or in our name.

The Body Shop insists that the suppliers of our ingredients provide regular, written confirmation that they have not carried out any animal testing on the materials within the previous five years. We monitor the situation, and if necessary we will change suppliers or substitute ingredients.

The main tests on animals used by many mainstream cosmetics companies are:

For toxicity: the LD50 test is most commonly used (LD = Lethal dose.) A group of animals (usually rats or mice) are force-fed large quantities of a substance, such as lipstick, until 50% die.

(However, this test is currently being modified, with a single fixed dose being used in each experiment, rather than increasing doses. This revised version of the test will substantially reduce the number of animals used.)

For eye irritation: the Draize Eye Test is the most often used test for this purpose. Substances under investigation, such as shampoos, are dripped (frequently undiluted) into the eyes of conscious rabbits, then the damage is measured over periods lasting up to seven days.

For skin irritation: substances such as face cream are taped on to the shaved skin of animals, usually rabbits or guinea pigs, and the reactions are measured over a period of time.

These tests are rejected by The Body Shop: we take a different approach.

The Body Shop approach to animal testing is based on the simple but strong belief that animals should not suffer for our vanity: animal testing need play no part in ensuring that skin and hair care products are safe.

The Body Shop approach is also strongly based on our concern to produce skin and hair care formulations which are safe and effective for our customers. We believe that there are humane alternatives to animal testing, and we practise what we preach...

We test our products to ensure their quality and safety by:

- choosing as many ingredients as we can which have a long history of safe, human use.
- assessing new ingredients and formulations, in particular their structure, properties, and suitability, through comprehensive database examination. This enables us to make a safety evaluation on each product.
- using the latest analytical and microbiological techniques to test raw ingredients on arrival, prior to their actual inclusion in products.