

BWC policy position on animal testing and ingredients / Joseph Piccioni.

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BWC

POLICY POSITION ON ANIMAL TESTING AND INGREDIENTS

When founded in May 1963, Beauty Without Cruelty Limited was probably the first cosmetics company to make 'refusal to use animal testing' a point of policy and principle – plus a commitment to use only ingredients within the Vegetarian Ethic.

BWC is a beauty company wholly pledged to animal welfare and undertakes many activities to help save animals.

NO ANIMAL TESTING

BWC does not initiate any animal tests on formulae or ingredients either directly or indirectly. Only ingredients in general use and accepted as harmless before 27th September 1976 are used. BWC does not use any ingredient that has been introduced since this date. This is because all known ingredients, natural or synthetic, including basic substances such as water, have been tested at some time in the past on animals, particularly at the time of origination, as a generic. Thus we have always made use of the oldest ingredients available and virtually all substances ever used in our formulations substantially pre-date 1976.

The date of 27th September 1976 is very important. This was the date when the European Community's Cosmetics Directive was published. Its regulations were introduced in the United Kingdom on 14th September 1978. A few years after, it gave rise to the Positive Lists managed by the EC's Scientific Committee on Cosmetology. As a result, all new ingredients are virtually certain to have undergone substantial testing on animals to qualify for acceptance onto the Positive Lists or to comply with other regulations in force.

All new ingredients are rejected by BWC. Use of these substances would mean that we are taking advantage of modern innovations that have been registered for use in cosmetics through unavoidable tests on animals undertaken by third parties.

The Beauty Without Cruelty ethical criterion in respect of animal testing is the highest attainable. *Its meaning is demonstrated by the simple test that if universally applied, animal testing would be virtually eliminated.*

BWC collaborates with the cosmetics industry in all proposals that will reduce the level of animal testing, particularly in opposing the ever present threat of new regulations which will mean a greater use of animals. We also support research into alternative non-animal testing systems.

VEGETARIAN ETHIC

This means that a product does not contain animal tissue especially obtained and employed in a cosmetic preparation because of, say an anti-ageing effect on the skin. Also excluded are substances such as Civet and Musk which act as perfume fixatives and pigments such as Carmine used in make-up products.

Most importantly, there must be absolutely no use of meat or fish industry by-products in the formulation. Apart from many clearly identifiable substances, we take special care to ensure that substances such as Stearic Acid and Glycerine (obtainable from both animal and vegetable sources) are of vegetable origin.


The Vegetarian Ethic allows for the use of harmlessly obtained animal substances such as lanolin and lanolin derivatives (obtained from wool), beeswax and honey.

It is worthwhile noting that substances obtained from slaughtered whales are no longer used by cosmetics companies in the European Community and North America. However, it is possible that non-European and non-American products still contain whale substances.

Ambergris which is used in perfumery is a special case – it is a substance coughed-up by whales in the natural course of their lives and usually found washed ashore. However, it is not possible to guarantee that the ambergris supplied has not, on some occasions, originated from the stomach of a slaughtered whale in countries where this cruel practice is legal. Therefore, the substance at the present time is not within the Vegetarian Ethic.

The great majority of BWC products are based on natural vegetable substances. However, the use of synthetics is acceptable within the ethic – and it is of course essential that effective synthetic preservatives are used to control bacteria and thus protect the health of the user of the product.

Although ethical standards forbid use of ingredient innovations we try to make up for this by quality of ingredients and formulae inside our ethical parameters. BWC formulators are always instructed to produce the best possible products without regard to cost of production. However, our prices remain modest due to our streamlined marketing systems and administration.



JOSEPH PICCIONI
MANAGING DIRECTOR

For more information on BWC and for a copy of *'Animal Testing & Cosmetics: The Truth behind the Myths'* please contact:

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