

**Choose cruelty free / BUAV.**

**Contributors**

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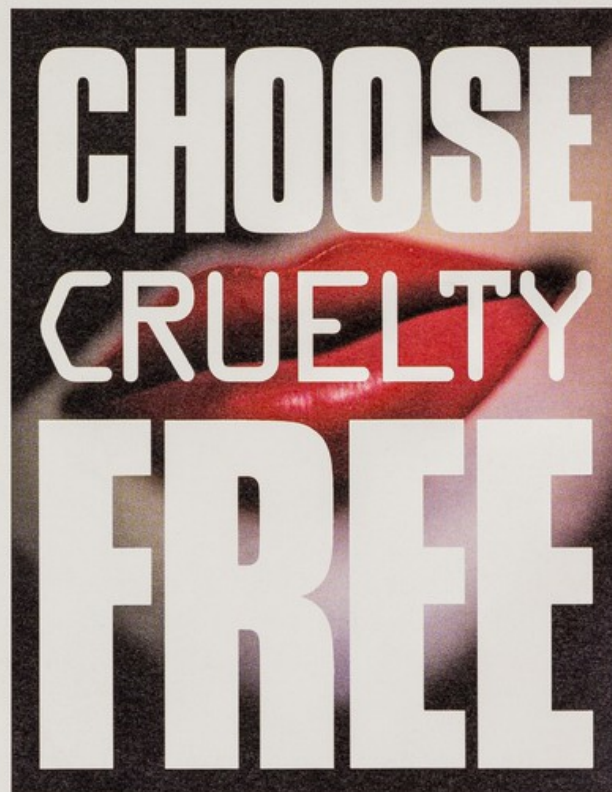
Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
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In 1989 over  
**12,000 animals**

including *rabbits,*  
*guinea pigs, mice* and *rats*

were used to  
test cosmetics,  
toiletries and  
their ingredients in  
British laboratories.

The use of animals to test cosmetic and  
toiletory products provokes strong feelings.  
The thought of animals suffering and  
dying so that new lipsticks, shampoos or  
aftershaves can be marketed appalls most  
of us. As a result a growing number of  
people have chosen to avoid buying the  
products of such pain. Nevertheless, some  
companies continue to inflict suffering. So  
what are the tests, how can you tell the  
difference, and what's happening in the  
campaign to end them?

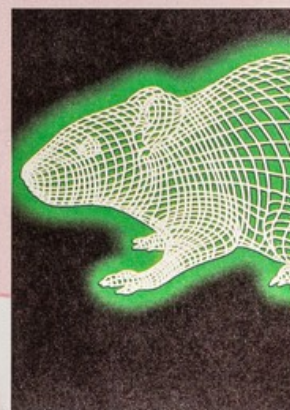
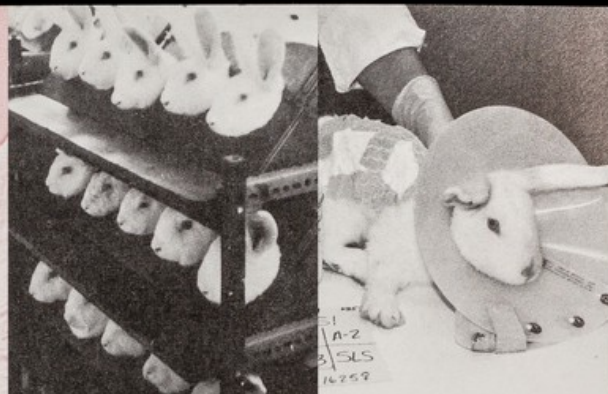


**BUAV**  
campaigning to end  
animal experiments

# the tests

In 1989 over 12,000 animals including rabbits, guinea pigs, mice and rats were used to test cosmetics, toiletries and their ingredients in British laboratories.

Rabbits had substances dripped into their unprotected eyes and the effects – including swelling, redness and ulceration – were studied. In other tests animals had their fur shaved, skin broken and products rubbed into their raw backs, causing inflammation, cracking and bleeding. Animals were also force fed or injected with substances causing poisoning and death.



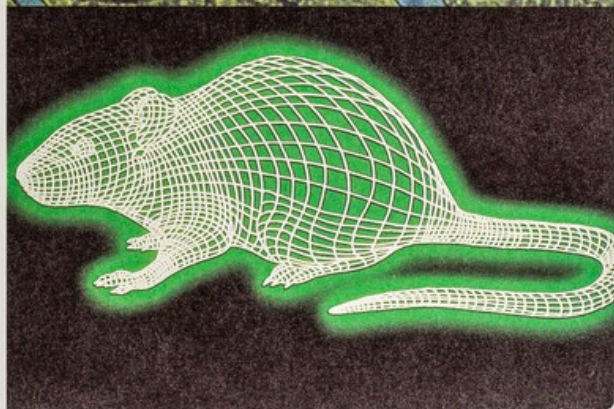


the choice



Yet a growing number of companies reject such cruel practices whilst still offering a wide variety of safe products. Such firms use long established, tried and tested raw materials and modern tests using cell cultures or human volunteer trials to assure product safety.

In order to help identify such products the 'Not Tested on Animals' white rabbit logo was launched by the British Union for the Abolition of Vivisection (BUAV). This appears on product labels and guarantees that the companies' products have not been tested on animals within the last five years and won't be in the future!





# the campaign



**YES!** I WOULD PREFER TO CHOOSE  
CRUELTY FREE

☐ Please send me my free Information Pack including  
a list of products which have not caused suffering  
to animals

Please accept my donation of £ \_\_\_\_\_  
towards your campaign.

Name (Mr/Ms) \_\_\_\_\_

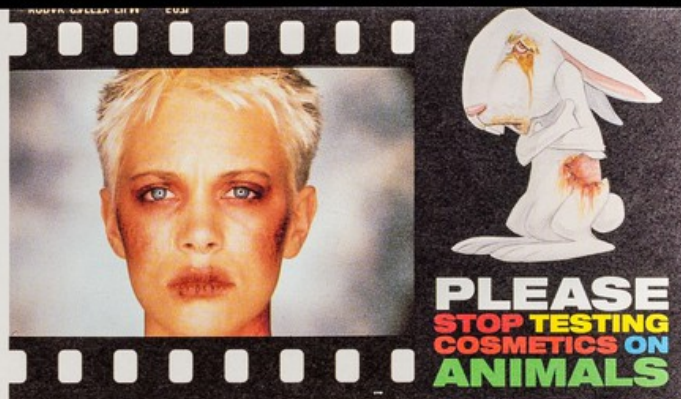
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Send to BUAV, 16a Crane Grove, London N7 8LB

**BUAV**

Code L.20



The BUAV has also led the campaign in this country to ban these tests. In the last year we have achieved major breakthroughs with some of the world's largest companies including Avon, Revlon, Max Factor and Estée Lauder announcing bans on their cruel research. Recently the campaign has moved to Europe in an attempt to persuade the European Community to stop these tests once and for all. BUAV is working closely with animal societies throughout Europe in order to achieve this goal. With your help we can change the ugly face of Europe to a face of kindness.