

New BUAV **opinion poll** for **National Cruelty-Free Week** reveals massive UK **public support** for **ban** on **animal testing** of **household cleaning products**

A new BUAV **opinion poll** reveals that UK consumers (particularly women) want to take the cruelty out of **cleaning**. The **opinion poll** was commissioned by the British Union for the Abolition of Vivisection (BUAV) to mark **National Cruelty-Free Week** (5-11 July) and conducted by **Opinion Research Business (ORB)**. It **reveals** that a massive 78% of the British **public** (82% of women) **support** a UK **ban** on **animal testing** for **household cleaning products** like washing up liquid or carpet shampoo. 85% of women would be more likely to swap to a **cruelty-free** brand if it was BUAV approved.

The BUAV's **National Cruelty-Free Week** 5-11th July aims to raise **public** awareness that **animal testing** for beauty and **household cleaning products** still goes on, and encourages shoppers to ditch their **animal tested products** and go **cruelty-free** instead.

The new BUAV **poll** also **reveals** that UK shoppers are eager to ditch **animal tested cleaning** brands in favour of '**cruelty-free**' alternatives, and are keen for more supermarkets to produce own-brand **cleaning products** approved as 'not tested on animals' by the BUAV. 80% of those asked would be more likely to swap to a brand approved by the BUAV.

- * 79% of UK shoppers (83% of women) say they would be likely to swap to a brand that was not **animal tested** if they discovered their existing brand was tested on animals
- * 86% of the British **public** would **support** their local grocery store introducing a range of **household products** not tested on animals
- * 80% of those questioned (85% of women) said that if they wanted a **household** product that was not tested on animals, they would be more likely to buy it if it was approved by the BUAV as **cruelty-free**.

In the UK **household** product tests are carried out on animals like mice, rats, guinea-pigs, rabbits, pigs, fish and birds. Dogs can also be subjected to this cruelty. In the UK in 2002 there was a shameful 75% increase in **animal experiments** for **household products** and ingredients. A staggering 1,032 poisoning experiments were conducted; such experiments not only cause immense suffering, they are also crude and unscientific.

The BUAV's Dirty Secrets campaigns calls for a total UK **ban** on **animal testing** for **household products**. Over 100 MPs already have signed an Early Day Motion calling for a total UK **ban** on **household product testing** on animals (EDM: 738) showing there is political **support** for the Government to take swift action.

The BUAV's campaign also urges consumers to boycott **animal** cruelty by only buying **cruelty-free** brands approved by the organisation's international Humane **Household Products** Standard. The BUAV produces a handy pocket-sized Little Book of **Cruelty-Free** listing all BUAV approved companies, and approved companies can distinguish themselves by carrying the schemes 'leaping bunny' logo, making shopping with a conscience even easier.

Get Active:

1. There are currently six **household** product companies approved by the BUAV's Humane **Household Products** Standard (Faith **Products** Ltd: Brand Clear Spring; The Laundry; The Co-op: Own-label **household products** range; The Oil Refining Company: Brand Astonish; Jason Cosmetics: Brand Heather's

Natural and Organic **Cleaning Products**; Aubrey Organics: Brand Aubrey Organics)

Check out www.buav.org and click on the eye-catching "Dirty Secrets" banner on the home page to view details.

2. To reserve your free copy of the BUAV's Little Book of **Cruelty-Free** updated **for** 2004, to be published **for** **National Cruelty-Free Week**, send your name & postal address to [campaigns at buav.org](http://campaigns@buav.org) (non-UK residents please see www.buav.org/gocrueltyfree **for** international listings updated 5-11 July)