



THE Little Book Of Cruelty Free 2010

The Leaping Bunny

It seems that there is an 'animal-friendly' statement on every cosmetic and household product available, not to mention the different bunny logos out there. It's utterly confusing and can have no real meaning. The Leaping Bunny represents the only internationally-recognised certification for cosmetic, toiletry and household product brands which are genuinely against animal testing. The entire supply-chain is audited for compliance with our standards.

Why Shop Cruelty Free?

Consumers have the power to make positive change...

By shopping cruelty free, you can help end the suffering of thousands of animals.

Cruelty-free shopping is getting easier all the time with more and more companies committing to the Leaping Bunny programme. For a regularly updated list of certified brands visit www.gocrueltyfree.org

About This Book

The Little Book of Cruelty Free is produced by the BUAV to help you identify certified products. We approve each company's entire range of own-branded products so even if you do not see the Leaping Bunny on pack, you can be confident that their products are cruelty free.



Key Symbols:

* Vegetarian Society approved

** Vegan Society approved

Owned by parent company which is not certified.

Contact us

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Web: www.gocrueltyfree.org

Cosmetics Companies

The Aftercare Company theaftercarecompany.com	01244 315 486	Jason Natural Cosmetics jason-natural.com	001 877 527 6601	TheraNeem** theneemteam.co.uk	01633 263 567
Afterglow Cosmetics afterglowcosmetics.co.uk	01443 224 148	Joe Blasco Cosmetics joeblasco.com	001 407 248 8085	Tom's of Maine# tomsomaine.co.uk	01274 871 488
Alba Botanica albabotanica.com	001 888 659 7730	JR Liggett jrliggett.com	001 603 675 2055	Too Faced Cosmetics toofaced.com	001 949 553 4431
Alvin Connor** alvinconnor.com	0151 448 0368	Katharine Botanicals** katharinebotanicals.com	0845 337 9149	Tsi-La tsilaorganics.com	001 215 750 9996
Amie Skincare amieskincare.com	020 8741 3363	Kingfisher Natural Toothpaste kingfisher toothpaste.com	01603 630 484	Unique Products ApS unique-products.dk	0045 6441 8300
Aqua Natural aquanatural.co.uk	01933 441 818	Kiss My Face kissmyface.com	001 866 404 1260	Urban Decay urbandecay.co.uk	001 949 631 4504
Arbonne arbonneinternational.co.uk	0800 977 5721	L'Occitane loccitane.co.uk	020 7907 0301	Urtekram urtekram.dk	0045 9854 2288
Argos argos.co.uk	0845 640 3030	Lily Lolo Mineral Cosmetics lilylolo.co.uk	01482 640 619	W.S. Badger (Badger Balm) badgerbalm.com	001 800 603 6100
Aubrey Organics aubreyorganics.co.uk	0800 085 1697	Lip-Ink International lipink.co.uk	01854 333 833	WuChi By Maks wuchi.co.uk	0870 413 2685
Auromere auromere.com	001 800 735 4691	Liz Earle Beauty Co. # lizearle.com	01983 813 913	Yes Pure Intimacy* yesyesyes.org	08456 448 813
Avalon Natural Products avalonnaturalproducts.com	001 888 659 7730	Love The Planet lovetheplanet.co.uk	01224 733 955	Yves Rocher yves-rocher.co.uk	0870 049 2222
Balm Balm balmbalm.com	020 8339 0696	Make-up International make-upinternational.com	020 8982 8277	Household Products Companies	
Beauty Without Cruelty** bwcshop.co.uk	01473 271 500	M&M Organic (Mi Amore) mambinoorganics.com	001 323 253 8686	Astonish* astonishcleaners.com	01274 767 440
Better Botanicals betterbotanicals.com	001 888 224 3727	Marks & Spencer marksandspencer.com	0845 609 0200	The Bio-D Company** biodegradable.biz	01482 229 950
Biorganics* biorganics.co.uk		Mary Kay marykay.co.uk	020 7758 4900	Citra-Solv citra-solv.com	001 800 343 6588
BM Beauty bmbeauty.com	01224 733 955	Melvita melvita.co.uk	0800 138 7045	The Co-operative co-operative.co.uk	0800 068 6727
Body & Face St. Cyrus bodyandface.co.uk	01561 378 811	Montagne Jeunesse* montagnejeunesse.com	01639 861 550	Earth Friendly Products** greenbrands.co.uk	01892 616 871
The Body Shop# thebodyshop.com	080 092 9090	Moor Spa moorspa.co.uk	0845 130 6768	Faith in Nature** faithinnature.co.uk	0161 724 4016
Bulldog Natural Skincare* meethbulldog.com	020 8969 6006	Motherlove Herbal Company motherlove.com	001 970 493 2892	Heather's Natural & Organic Cleaning Products heathersnaturals.com	001 800 434 4246
Burt's Bees# burtsbees.co.uk		Mummy Delivers mummydelivers.com	01752 837 892	Marks & Spencer marksandspencer.com	0845 609 0200
California North californianorth.com	001 415 331 1633	Natroma Skincare natroma.co.uk	01384 399 451	Method Products methodproducts.co.uk	020 7788 7904
The Co-operative co-operative.coop	0800 068 6727	Natural By Nature Oils naturalbynature.co.uk	01582 840 848	Orange Mate orangemate.com	001 800 626 8685
Crazy Rumors crazyrumors.com		Naturally Fresh Deodorant Crystals natfreshdeo.com	001 954 960 4904	Saraco Industries Limited saraco-industries.com	01204 381 990
Davina Peace davinapeace.com	020 7819 0262	The Natural Soapworks naturalsoapworks.co.uk	01384 399 451	Suma** suma.coop	01422 313 845
Dermologica dermalogica.com/uk	0800 591 818	Neal's Yard Remedies nealsyardremedies.com	01747 834 634	Retailers	
Dolma Vegan Perfumes** dolma-perfumes.co.uk	0115 963 4237	Nothing Nasty nothingnasty.com	0845 450 8982	All cosmetic and household products available to buy from these companies are independently certified under the Leaping Bunny standards	
Doux Me douxme.com	0033 143 263 467	The Organic Make-up Company organicmakeupcompany.com		Bella Bella Natural Beauty bellabellanaturalbeauty.co.uk	
Dr Bronner's Magic Soaps drbronner.com	001 877 786 3649	Paul Mitchell paul-mitchell.co.uk	0845 659 0012	Greendeers greendeers.com	
Earth's Beauty earthsbeauty.com	001 888 586 9719	Pure Nuff Stuff purenuffstuff.co.uk	01736 366 008	NO CRUEL COSMETICS	
Ecosoapia ecohip.co.uk	020 7289 2121	Quinessence Aromatherapy quinessence.com	01530 814 171	BUAV campaigning to end animal experiments	
Elphin** elphin.org	01422 885 616	Raw Gaia** rawgaia.com	01273 311 476	Say NO to cruel cosmetics in Europe by signing our petition www.nocruelcosmetics.org	
Essentially Yours** essentially-yours.co.uk	0208 398 6300	Raw Skin Food** rawskinfood.co.uk	0800 612 8443	Contact your favourite brands and urge them to consider certification.	
The Essential Oil Company eco.org.uk	01256 332 737	Rejuvi rejuvi.co.uk	020 8133 9339	LOOK FOR THE LEAPING BUNNY	
Evolve Beauty evolvebeauty.co.uk	08449 910 061	Saaf Pure Skincare** saafpureskincare.com	0113 226 5849	The BUAV receives no government or lottery funding, meaning we rely on our supporter donations to enable us to investigate, challenge, lobby and campaign for animals worldwide.	
Faith In Nature** faithinnature.co.uk	0161 724 4016	Sanofores# sanofores.net	0039 800 917 069	Please help by making a donation at www.buav.org/donate or 0207 619 6977	
Forest Secrets Skincare** forestsecretsskincare.com	01749 677 884	Saraco Industries saraco-industries.com	01204 381 990	Thank you!	
Freeman Cosmetics freemanbeauty.com	001 310 446 9300	Sea Chi Organics SeaChi.com	001 760 832 9351		
French Transit thecrystal.com	001 800 829 7625	Shikai shikai.com	001 800 488 0298		
Hard Candy hardcandy.com		Spa Ritual sparitual.co.uk	0808 202 0855		
Herbal Secrets herbalsecrets.co.uk	0800 458 9193	St John's Herb Garden stjohnsbotanicals.com	001 301 262 5303		
Hollytrees** jdblack.co.uk	01252 344 010	Suki sukipure.com	001 413 584 7854		
Honesty Cosmetics** honestycosmetics.co.uk	01629 814 888	Suma** suma.coop	01422 313 845		
Inky Loves Nature inkylovesnature.com	001 917 720 2073	Superdrug# superdrug.com	0800 096 1055		
Its Elixir** itselixir.com	01228 808 304	Tara Smith** tarasmith.com	07803 124 741		