

## **Body Shop employees angry at Head Office response on L'Oréal animal testing**

The Body Shop has issued an internal crib sheet for its employees to answer customers' queries regarding its takeover by L'Oréal. We are aware that employees of The Body Shop are most unhappy with the statements and DO NOT want to pass onto customers statements that are untrue or which could be misinterpreted. We have therefore been asked to issue a rebuttal.

In responding to letters of complaints from its customers, Body Shop management say it cannot comment on L'Oréal policies. However, the Body Shop internal crib sheet states the following:

*“L'Oréal has not carried out or commissioned tests of products or ingredients on animals since 1989.”*

THIS IS UNTRUE. L'Oréal does use animal tested ingredients. This has been confirmed by L'Oréal itself. Naturewatch deprecates Body Shop for trying to misinform its customers and we expect the above statement to be withdrawn forthwith.

### **Is The Body Shop policy on animal testing under threat?**

The Body Shop has a Fixed Cut Off Date of 1990. (although should it not be 1976 the year the company started?) Consumers choose cruelty free products for two reasons: one to know that animals have not suffered in ingredient testing and two, to expect that their cash will not be used to fund more animal tests.

Consumers who purchase from The Body Shop can be reasonably assured about the cruelty free status of the products BUT their cash will go to L'Oréal, the world's largest user of animal tested ingredients for cosmetics. And that is why the Body Shop (since the L'Oréal bid) CANNOT be endorsed as “Cruelty Free” as the record of the parent company must be taken into consideration.

### **Has L'Oréal committed to stop animal testing?**

No, L'Oréal has made no commitment whatsoever on animal testing. It continues to use animal tested ingredients and expects, according to its chief executive (17<sup>th</sup> March 2006 The Guardian) to do so for the next 20 years.