

Naturewatch

CAMPAIGNING AGAINST ANIMAL CRUELTY

PRESS RELEASE

17 March 2006

BOYCOTT THE BODY SHOP – IT’S NOT WORTH IT!

Following news today that L’Oreal is taking over The Body Shop for £652 million, Naturewatch is urging its supporters to take a leaf out of The Body Shop’s book and boycott the company for becoming part of an organisation that continues to support animal testing.

Since its inception The Body Shop has maintained a strong ethical standpoint and has campaigned on many issues, including animal testing. Its website urges people to ‘boycott cosmetic companies which continue to test on animals’.

Although L’Oreal claims not to test its products on animals, Naturewatch maintains that the ingredients it uses in those products are being tested on animals. The organisation carries out extensive research of the personal care and household care sectors, and has many years’ correspondence with L’Oreal to support its claims.

In 1997 the Home Office banned the testing of cosmetic products on animals in the UK, and in 1998 extended the ban to the testing of cosmetic ingredients. However, under EU legislation any new ingredient must be tested for safety, though it is not mandatory that this is on animals. Animal testing of cosmetic ingredients continues elsewhere in the world, and in Europe alone costs the lives of thousands of animals every year.

Now that The Body Shop is owned by L’Oreal, Naturewatch is unable to endorse The Body Shop as cruelty free. While its own policies may reflect a cruelty free policy, that of its new parent company, L’Oreal, fall drastically short. With the profits of The Body Shop now going into the corporate ‘pot’, Naturewatch believes that this money

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will contribute towards the research and development of new products and new ingredients, with the associated testing on animals.

Naturewatch is therefore urging consumers to boycott The Body Shop and show their disgust that a company that for so long has been known and revered for its strong stance against animal testing has, in Naturewatch's opinion, 'sold out its principles'.

"Over 80 per cent of consumers in the EU oppose testing on animals for cosmetics," says John Ruane, director of Naturewatch. "In the UK the figure is as high as 95 per cent, and it includes many animal research scientists who, although they test for medical purposes, strongly oppose the use of animals for vanity purposes.

"We encourage all consumers to use their purchasing power to send a very clear message to The Body Shop and L'Oreal: they will not use cosmetics products or ingredients that have been tested on animals."

Boycott details

Following the announcement of the planned takeover of The Body Shop by the international L'Oreal Group, Naturewatch has announced a boycott of all Body Shop products.

Although L'Oreal states that it plans to operate The Body Shop as a stand-alone business, with founder Anita Roddick continuing in her current role as consultant, the simple truth is that all Body Shop profits will now belong to L'Oreal.

Naturewatch has always adhered to a strict rule of taking the parent company's animal testing policy as an overall guide as to whether a company should or should not be endorsed. For this reason we are no longer endorsing The Body Shop and are asking our supporters not to shop in its retail outlets, host any Body Shop parties in their homes or attend any such Body Shop function.

For further information please contact
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Notes to editors

1. In 1999, 3347 animals were used in experiments testing ingredients solely for use in cosmetics in Europe. A similar number were used for ingredients used in cosmetics but which were also classifiable as having other uses, such as for pharmaceuticals.

Source: *3rd report on the Number of Animals Used for Experimental and other Scientific Purposes in the European Union* (Brussels 2003).

2. L'Oreal 'boasts' of being at the cutting edge of cosmetics, developing over 3,000 new formulae each year. In 2004 L'Oreal applied for 586 patents.
3. Today's announcement is made just two days after L'Oreal was fined 4.1 million euros for price fixing products to the detriment of its consumers.