

Naturewatch

CAMPAIGNING AGAINST ANIMAL CRUELTY

Press release: 6th June 2007

Cruelty free goes mainstream

This isn't just Beauty, this is M&S cruelty free Beauty

Naturewatch is delighted to announce that cruelty free shopping just got easier. Leading retailer, M&S have adopted the strict "Fixed Cut Off Date" policy on animal testing for beauty products, the benchmark for cruelty free cosmetics and toiletries.

The policy means that M&S won't use any of the newly developed ingredients that still necessitate animal testing, and is the culmination of many months of meetings with their suppliers to ensure that M&S beauty products are truly cruelty free.

Throughout this process, M&S have been fully supported by Cheltenham based, Naturewatch, who have campaigned for 15 years, to end animal testing of cosmetics. Naturewatch regularly works with companies both big and small who are seeking to improve their animal testing policies.

Despite a voluntary ban on the testing of cosmetic products and ingredients in the UK, newly developed cosmetic ingredients are still tested on animals overseas, and then these ingredients appear in cosmetic products available in the UK. Naturewatch, monitors the personal care sector and makes information on animal testing of personal care and household cleaning products available to the public through the *Compassionate Shopping Guide**.

M&S Beauty range includes everything from perfume to pampering treats, with products to suit every pocket. Everything in the M&S range comes with a guaranteed strict non-animal testing policy, making it even easier to shop with a clear conscience, even the cotton wool buds are Fair trade!

New additions to the M&S beauty range include, spa inspired *Blossom Bath and Body Set*, *Mango Conditioning Body Butter* from the *Ingredients* range, as well as *Per Una Bath Paradise Kit*, for sheer bathing indulgence. There are new shades in the *Per Una* make-up range, a fun and fresh *Fruity Beauty* range offering glitter pots and make-up, while the *Formula* range provides gentle, protective skincare.

John Ruane, Director of Naturewatch - "We are delighted that cruelty free toiletries are now available from the U.K 's leading and most respected retailer. With M&S stores in virtually every high street, consumers can now conveniently purchase toiletries, which have been produced without animal testing. This is very good news for both consumers and the animals."

Katie Stafford, Sustainable Development Manager for Marks and Spencer said "We care about animals as much as our customers do. That is why we have maintained an animal welfare policy of not testing our products on animals for many years. We have also gone one step further to ensure that since January 2006 none of the ingredients in our beauty products have been tested on animals, giving our customers that added piece of mind."

Twiggy, a Naturewatch supporter herself, said of the Marks and Spencer's Beauty policy - "*Clothing and new Beauty products, come with a commitment to ensuring animal welfare comes first. Which is wonderful news for the animals too!*"

Dawn Lewis, Editor of the Compassionate Shopping Guide "M&S have achieved so much over the past 12 months. Naturewatch is delighted M&S have adopted a fixed cut off date policy for Beauty products, which, together with Marks and Spencer's commitment to sustainable sourcing will place M&S firmly in the ethical marketplace."

Notes to Editors:

- In 1992 Naturewatch lifted the lid on the use of animals in testing personal and household care products issuing the Compassionate Shopping Guide*. The first organisation in the UK to make this information available to the public, Naturewatch issued their 10th edition in 2005, and it remains the definitive guide to animal testing of cosmetic and household cleaning products. The Compassionate Shopping Guide is available from Naturewatch www.naturewatch.org or tel: 01242 252871
- Marks and Spencer is a leading retailers of clothing, foods, homeware and financial services, serving 10 million customers a week in over 400 stores. The company also trades in 30 countries worldwide and has a group turnover in excess of £8 billion. The company prides itself in having very close supplier and grower contacts products, and has recently committed to a £200 million "eco-plan", which aims to set new standards in ethical trading. For more information visit www2.marksandspencer.com/thecompany

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