



THE LITTLE BOOK  
OF TIPS FOR

# good consumers

MAKE A REAL DIFFERENCE FOR ANIMALS





This booklet contains information about the issues surrounding the use of animals in **cosmetics, fashion and food** to help you make an informed choice about how you shop. Choose the higher welfare option and you will be making a big difference to the lives of millions of animals.

## GOOD BUSINESS?

Cosmetics, fashion and food companies are recognised for their efforts to put animal welfare policies at the heart of their business practices as part of the **RSPCA Good Business Awards**. Find details of the winners for 2008 at the back of this booklet.

### THREE SIMPLE STEPS TO MAKE A DIFFERENCE:

- » Read this booklet to find out about the use of animals in **cosmetics, fashion and food**.
- » Make some simple changes to the way you shop.
- » Support companies that have been recognised for their policies on animal welfare and find out about other companies that were shortlisted for their efforts by visiting:

[www.rspcagoodbusinessawards.com/guardian](http://www.rspcagoodbusinessawards.com/guardian)

# Cosmetics



There are thousands of products and ingredients already tried, tested and widely available. It is unacceptable that animals should continue to suffer if humans choose to develop even more cosmetic products.

## THE MAIN ISSUES ARE:

- » the suffering and welfare of animals used in testing products and product ingredients
- » unclear, inaccurate labelling on products
- » getting commitment from companies to replace animal tests with alternative methods
- » animals used as a source of product ingredients.



## Animal welfare friendly

### BUYING TIPS

- » Beware of confusing wording on labels.
  - » 'Natural ingredients' – this does not automatically mean products are cruelty-free.
  - » 'Product not tested on animals' – whilst this may be true for the product, it may not include the product's ingredients.
- » Check if the cosmetics company has a fixed cut-off date or equivalent policy preventing the use of new ingredients tested on animals. A fixed cut-off date means the company can only use established ingredients that need no further animal testing.
- » Check with the retailer that both the finished product and the product's ingredients have not been tested on animals by or on behalf of the cosmetics industry.
- » Ask if the cosmetics company is committed to funding research into alternative ways of testing products and ingredients instead of using animals.

Products described as cosmetics include: shampoos; hair conditioners and colourants; hairsprays; make-up e.g. lipsticks, eye-shadows, mascaras; perfumes; moisturisers; anti-wrinkle creams; hand lotions; hair removers; soaps; face packs; aftershaves; deodorants; sun screens and some toothpastes.

# Fashion

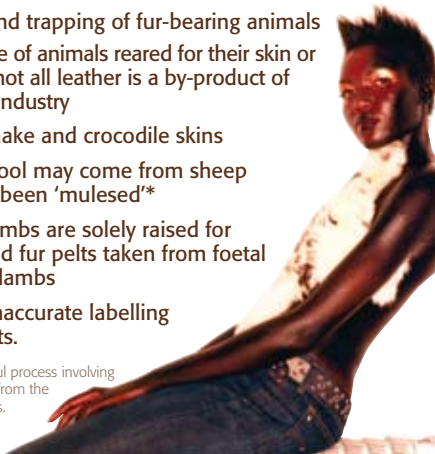


Each year millions of animals worldwide are cruelly treated and killed for their fur, skin, wool or leather – all in the name of fashion. Many of the practices involved can cause considerable suffering.

## THE MAIN ISSUES ARE:

- » farming and trapping of fur-bearing animals
- » the welfare of animals reared for their skin or leather – not all leather is a by-product of the meat industry
- » ostrich, snake and crocodile skins
- » merino wool may come from sheep that have been 'mulesed'\*
- » Karakul lambs are solely raised for their prized fur pelts taken from foetal (unborn) lambs
- » unclear, inaccurate labelling of products.

\*Mulesing is a painful process involving the removal of skin from the sheep's hindquarters.



## Animal welfare friendly

### BUYING TIPS

#### FUR

- » Check if the product contains any fur. Clothes, shoes, gloves, scarves, bags and hats can all contain real fur. Beware of fur trim – even the smallest piece of real fur has come from an animal.
- » Just because it's cheap, doesn't mean it's fake! Real fur isn't always expensive.
- » Always check the label, but don't assume that fur is fake – trim is often not included on labelling.
- » If you're not sure, try separating the hairs – if you can see leather at the base between the hairs, it's likely to be real; if you see fabric, it's fake.

**If you're not 100 per cent sure it's fake, don't buy it!**

#### LEATHER AND OTHER ANIMAL SKINS

- » Check if a product contains any animal skin. If it does ask the retailer if the animal died specifically for its skin to be part of that product.
- » In the case of reptile skins (e.g. snakes and crocodiles) check whether you can see individual scales rather than embossed scale shapes.
- » Ask if the store has a traceability policy, to ensure that the animal was treated humanely while it was alive. If either the store or you are not sure how the animal skin got there, don't buy it!

# Food



Farming practices should provide lifestyles that take account of the animals' needs and natural behaviours and do not cause distress or suffering.

## THE MAIN ISSUES ARE:

- » labelling of produce with the production method used
- » standards of husbandry on farms
- » live transport and slaughter of animals.

Around 40 million cattle, calves, sheep, pigs and nearly 900 million poultry are slaughtered every year in the UK for meat. It is vital that the welfare needs of these animals are met.



The RSPCA is concerned about the welfare of all farm animals including farmed fish.

Freedom Food is the RSPCA's farm assurance and food labelling scheme dedicated to improving the lives of farm animals. All farm animals under the Freedom Food scheme must be reared according to strict RSPCA welfare standards. For information on where you can buy Freedom Food visit: [www.freedomfood.co.uk](http://www.freedomfood.co.uk)

# Animal welfare friendly

## »»»»» BUYING TIPS

### FOOD STORES AND SUPERMARKETS

Always check the product's packaging.

- »» Always choose the higher welfare option – free-range, Freedom Food or organic – when buying meat, salmon, eggs and dairy.
- »» Don't forget food ingredients! Where eggs are used in cakes, custard, mayonnaise, quiches etc., make sure they are free-range, barn or organic.
- »» Buy British produce. This alone may not always mean higher welfare but the UK does have legislation on farm animal welfare standards including transportation and slaughter.

### RESTAURANTS AND RESTAURANT CHAINS

- »» Look for welfare friendly meat, salmon and egg choices on the menu such as free-range, Freedom Food or organic.
- »» Ask restaurant staff where the ingredients come from. They should be able to tell you the source.
- »» Avoid veal unless it is humanely-reared British veal.

# Cosmetics



RSPCA  
GOOD  
BUSINESS  
AWARDS  
2008

Rewarding companies for innovation and excellence in animal welfare.

## The Body Shop

WINNER

LARGE COMPANY

[www.thebodyshop.co.uk](http://www.thebodyshop.co.uk)



## Bulldog

WINNER

SMALL COMPANY

[www.meetthebulldog.com](http://www.meetthebulldog.com)



## Marks & Spencer

COMMITMENT  
TO CHANGE

[www.marksandspencer.com](http://www.marksandspencer.com)



ALL ENTRIES WERE ASSESSED BY AN INDEPENDENT PANEL OF JUDGES.

# Fashion



Rewarding companies for innovation and excellence in animal welfare.

## Marks & Spencer

WINNER

LARGE COMPANY

[www.marksandspencer.com](http://www.marksandspencer.com)

The logo for Marks &amp; Spencer's "YOUR M&amp;S" campaign is displayed on a white rectangular background. The word "YOUR" is written vertically in a grey, sans-serif font. To its right, "M&amp;S" is written in a larger, grey, sans-serif font, with the ampersand and the second "S" in a light green color.

## Izzy Lane

WINNER

SMALL COMPANY

[www.izzylane.com](http://www.izzylane.com)

The logo for Izzy Lane is shown on a white rectangular background. It features the brand name "IZZY LANE" in a bold, orange, sans-serif font. Below the brand name, the phrase "ETHICAL FASHION REARED IN BRITAIN" is written in a smaller, grey, sans-serif font. The entire logo is enclosed in a thin black rectangular border.

## Natural Collection

COMMITMENT  
TO CHANGE

[www.naturalcollection.com](http://www.naturalcollection.com)

The logo for Natural Collection is displayed on a white rectangular background. The word "natural" is in a lowercase, grey, sans-serif font. To its right is a circular icon containing a stylized leaf or swirl. Below "natural" is the word "collection" in a larger, lowercase, grey, sans-serif font.

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# Food

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RSPCA  
GOOD  
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INDEPENDENT RESTAURANTS

**The Norway Inn**

WINNER

[www.norwayinn.co.uk](http://www.norwayinn.co.uk)



**Restaurant Alimentum**

INNOVATION AWARD

[www.restaurantalimentum.co.uk](http://www.restaurantalimentum.co.uk)



RESTAURANT CHAINS

**McDonald's Restaurants**

WINNER

[www.mcdonalds.co.uk](http://www.mcdonalds.co.uk)



FOOD RETAILERS

**Pepperfield Farm Produce**

WINNER

[www.pepperfieldfarm.co.uk](http://www.pepperfieldfarm.co.uk)



ALL ENTRIES WERE ASSESSED BY AN INDEPENDENT PANEL OF JUDGES.

# Food



Rewarding companies for innovation and excellence in animal welfare.

SUPERMARKETS

**Marks & Spencer**  
WINNER

[www.marksandspencer.com](http://www.marksandspencer.com)

**Asda**

INNOVATION  
AWARD

[www.asda.co.uk](http://www.asda.co.uk)

**Co-operative**

LIFETIME  
ACHIEVEMENT  
AWARD

[www.co-operative.coop](http://www.co-operative.coop)

YOUR M&S

**ASDA**  
part of the **WAL-MART** family

The **co-operative**

ALL ENTRIES WERE ASSESSED BY AN INDEPENDENT PANEL OF JUDGES.

To download a PDF version of this guide, and to find out more about the RSPCA Good Business Awards, visit our website:

[www.rspcagoodbusinessawards.com/guardian](http://www.rspcagoodbusinessawards.com/guardian)



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