

Cosmetic testing on animals

Many everyday products—like toothpaste, mascara and shampoo—are still tested on animals. We're working to end this cruelty and promote the use of humane alternatives backed by science.



Non-animal test methods



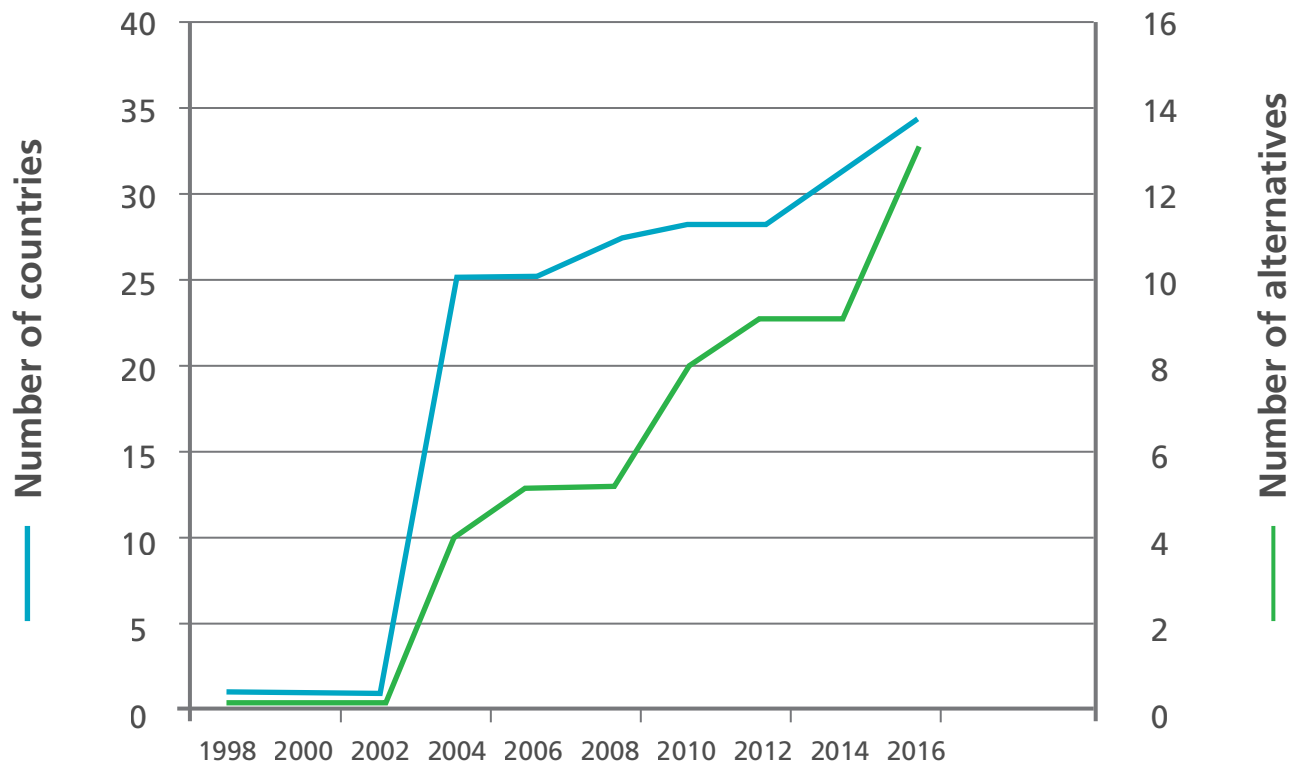
Adopted laws/regulations



Pending legislation

Progress on cosmetic animal testing

The number of countries with laws that limit or ban cosmetic testing is on the rise—and so are the number of internationally recognized, non-animal methods approved for testing cosmetic products and ingredients.



#BeCrueltyFree

#BeCrueltyFree is the leading global campaign to end animal testing for cosmetics. The Humane Society of the United States and the Humane Society Legislative Fund are working in the U.S., and Humane Society International and others are working across Australia, Brazil, Canada, China, Japan, Taiwan and elsewhere to:

- Change laws to end the production and sale of newly animal tested cosmetics.
- Promote the development of non-animal tests and train regulators and companies in their use.
- Educate consumers about animal testing and how to shop cruelty-free.
- Work with companies to help them move away from animal testing and partner with cruelty-free companies to lobby for change.
- Build an unstoppable global campaign backed by the public, top companies, politicians and our celebrity friends, including Jenna Dewan-Tatum, Ricky Gervais, Sir Paul McCartney, Michael Vartan, Kesha and Colbie Caillat.

For more information, go to humanesociety.org/cosmeticstimeline.



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