

Is your shampoo really cruelty-free?

HERE'S THE TRUTH ABOUT COSMETICS LABELS

There are no regulations preventing companies from making claims such as "no animal testing" or "cruelty-free" on their products.

GOLD STANDARD

LEAPING BUNNY

Does not test products or ingredients

on animals, commission animal testing or sell in China (where animal testing is required), and is subject to audits.



OTHER LABELS

NOT VERIFIED BY AN OUTSIDE AGENCY

BEAUTY WITHOUT BUNNIES

Does not test products or ingredients on animals.



crueltyfree

CHOOSE CRUELTY-FREE

Has not performed animal tests for its products or ingredients in at least 5 years.



OTHER LOGOS

Be cautious. Ask the company what it means and whether it sells its products in China.



"VEGAN"

Does not contain any animal-based ingredients, but does not indicate whether it was tested on animals.

OTHER WORDING OR NO MENTION AT ALL



Language such as "not tested on animals" or "cruelty-free" may only refer to the finished product, not the ingredients. Check the Leaping Bunny list. If the company isn't listed, ask it whether it meets the Leaping Bunny criteria.

Looking for a cruelty-free company?

CHECK THE LEAPING BUNNY LIST AT
leapingbunny.org/guide/brands



THE HUMANE SOCIETY
OF THE UNITED STATES