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.

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

OTHER LOGOS

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.

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

Looking for a cruelty-free company?
CHECK THE LEAPING BUNNY LIST AT leapighbunny.org/guide/brands