



Cruelty Free International

Sector: Household and Personal Care

Region: Based in the United Kingdom, operates globally

[Cruelty Free International](#) certifies brands producing cosmetics, personal care, household and cleaning products that do all they can to remove animal testing from their supply chains ('cruelty-free') and comply with the Leaping Bunny certification criteria.

Cruelty Free International's sustainability claim is the Leaping Bunny logo on products, which aims to allow shoppers to make more informed choices. Cruelty Free International and its partners have, so far, certified over 1000 brands around the world.



Mindset

Life Cycle Thinking: The claim focuses on the product manufacturing stage (i.e. the relevant phase where animal testing would occur). A supplier monitoring system must be implemented to monitor the claim, to ensure that the brand has not carried out, commissioned or been party to experiments on animals during the manufacturing of a product throughout its supply chain (including its raw materials and ingredients), whilst an independent and rigorous audit is conducted within the first 12 months of certification, and then every three years.

Hotspots Analysis Approach: As a single-issue certification scheme, Cruelty Free International does not aim to assess all relevant impacts of the products it certifies and has therefore not undertaken a hotspots analysis. Cruelty Free International focuses on monitoring and enforcing high cruelty free standards throughout a brand's manufacturing of a product.

Mainstreaming Sustainability: Cruelty Free International encourages certified brands to apply the cruelty free logic to other products in their portfolio. Partnerships with ethical and cruelty free brands are also designed to support a brand's external sustainability and advocacy strategies and internal objectives.

Principle 1: Reliability



Scientific Basis: Scientific definitions for animal experiments and animals themselves as outlined in the [EU Directive 2010/63](#) are used. The certification promotes the use of non-animal alternatives and technologies in laboratories and science/research institutions worldwide.

Verification of information: Brands establish their own supply monitoring system to ensure manufacturers have not conducted or commissioned animal testing of cosmetics and household products, or for raw materials or ingredients. Brands must ensure that the data is readily available for the Leaping Bunny certification audit. The audit is completed by an independent and verified third party.

Utilizing scientific definitions and guarantying that the sources of information and data are trustworthy ensure that the claim of being cruelty-free is reliable.

Principle 2: Relevance



Considering the boundaries of the claim as a single-issue certification dealing with the specific aspect of animal testing, the Leaping Bunny certification addresses this aspect and showcases that no animal testing has taken place during a product's lifecycle.

The Leaping Bunny Certification addresses the principle of relevance as the subject of the claim (i.e. no animal testing) is an area that is integral to the product. In some parts of the world, regulations are in place that outlaw animal testing for cosmetics and household products. Brands certified by the Leaping Bunny exceed these regulatory requirements worldwide. Cruelty Free International also works with certified companies to influence governments where regulations are not yet in place.



Principle 3: Clarity

The boundaries of the claim are clearly stated. From the image used and the accompanying text it is clear to the consumer that the claim is about non-animal testing. Only products which display the Leaping Bunny logo are known to the consumer as those which are cruelty-free. The design for the Leaping Bunny logo is unique and instantly recognizable for consumers seeking cruelty-free products.



The Leaping Bunny logo provides consumers with a clear message to inform their purchasing choice, and only products that have been certified are allowed to display the logo, ensuring clarity for the consumer. The use of an animal on the logo directly matches the message, and accessible and non-technical language are often used on the website and social media.

Principle 4: Transparency

Information is available online regarding the rigorous criteria set for companies to become certified. However, specific information relating to the detail of the manufacturing of a certain product is normally confidential and communicated at the certified company's discretion.



Through clear and accessible online [search](#) tools and documents, the Leaping Bunny certification provides good levels of transparency for consumers wanting to know further information on the process and requirements for certification. Consumers must contact individual brands to find out further information on the detail of a specific product.

Principle 5: Accessibility

Cruelty Free International recommends companies to display the Leaping Bunny logo on all certified products, ensuring that consumers can know that the product is cruelty-free. This recommendation is based on consumer feedback and surveys that show consumers look for it when shopping and that absence of the logo on products provides concerns for consumers when purchasing. Certified products can also be searched via the Cruelty Free International website, whilst many brands which are cruelty-free often promote their certified status on their website.



The required information is clearly visible, easily accessible both at the time and location a consumer needs it, especially on pack during shopping, as well as when they are browsing or conducting research before purchasing.

Principle 6: Three Dimensions of Sustainability



Environmental: Cruelty Free International only communicates the environmental dimension of sustainability.

Cruelty Free International does not claim overall sustainability of a product since it is a certification focusing on a specific issue, animal testing. Addressing the relevant aspects of sustainability in all three dimensions is a challenging task, especially for a certification that focuses on a single issue such as animal testing. In such cases, a combination of complementary certification schemes should be taken into consideration.

Principle 7: Behaviour Change and Longer Term Impact



Through different communication channels, Cruelty Free International encourages its supporters and consumers to take positive action and choose products that are cruelty-free, protecting and caring for animals, which the Leaping Bunny certification is an important part of. Cruelty Free International also promotes vegetarian and vegan products among those certified, through an extra tool in its online search on its website.

The growing demand for such products and the supporter community that Cruelty Free International builds is helping to promote cruelty-free living, changing behavior and attitudes in the long-term.



Principle 8: Multi-Channel and Innovative Approach



Social media (Facebook, Twitter and Instagram) are used to promote the Leaping Bunny certification, showcasing its impact and announcing when new brands and companies have become certified. Also, bi-annual newsletters are sent to supporters. Consumers can also use a contact form accessible via the Cruelty Free International website, which goes directly to the certification team.

A range of channels is used to inform and educate consumers on the Leaping Bunny certification. The content created for consumers across these communication channels is always informative, but also uses a variety of different approaches, including posts that are humorous, personal and also hard-hitting.



An example of a tweet sent out by Cruelty Free International when a new company becomes Leaping Bunny certified.

Principle 9: Collaboration



The Leaping Bunny certification was originally established in the 1990s by an international coalition of animal protection organisations. Cruelty Free International works openly and collaboratively with all areas of industry (certified brands and all levels of supply chains), increasing the awareness of their campaigns and promoting the benefits of becoming certified by the Leaping Bunny. Cruelty Free International also counts on its high profile supporters, mainly celebrities, that act as ambassadors who speak out to help the cause.

Cruelty Free International's work is done in collaboration with experts in the field, building relationships with politicians, business leaders, campaigners, and officials.

Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustainable choices. In this claim, Cruelty Free International opted for not addressing this aspect.