

**12th December 2018 – SDG 12**



# Join us to change the world!

**Being cruelty free can help the world's sustainable consumption and production goals**



This 12/12, to celebrate the United Nations' Sustainable Development Goal 12 and let the world's decision-makers know that cruelty free products belong in the sustainable consumption and production debate, we're asking you to proudly share why you think being cruelty free is important.

The Sustainable Development Goals (SDGs) are 17 initiatives to transform the world by 2030. Sustainable Development Goal 12 is about producing and consuming in a way that protects the environment and is ethical and responsible - promoting sustainable lifestyles. We believe this also means agreeing that using animals to test everyday products and their ingredients - including cosmetics - is cruel, outdated, bad science, unethical and unsustainable. And it means that all of us - as consumers and citizens - should do all we can to choose cruelty free.

Worldwide, people are demanding ethical, sustainable and humane products and services. They are saying that they no longer want to buy products that are tested on animals.

Being cruelty free and ending animal suffering for our everyday products belongs slap bang at the centre of SDG 12, Let's put it there!

Our Leaping Bunny certification is the world's leading cruelty free standard, providing consumers with clarity and confidence on which products have not been tested on animals.

In October, we took 8.3 million consumer voices to the UN calling for global cruelty free cosmetics. Now, this 12th December, we want to amplify those voices with a massive social media action highlighting the fact that being cruelty free is part of sustainable consumption and production and achieving Sustainable Development Goal 12.



## WHAT YOU CAN DO...

Using the #CrueltyFree pledge card, we would love you to tell us - and the world - why you're committed to being cruelty free and share that via your Facebook, Twitter or Instagram profiles. You'll be joined by Leaping Bunny certified brands, politicians and celebrities as well as our team and other supporters.

With your help, we're trying to put the issue of animal testing for cosmetics and other everyday products on the international agenda. We want to show them that every time someone chooses to buy a cruelty free product or sign a petition or write a letter to a member of parliament or talk to a friend about animal testing, the sum of those choices has a huge impact.