

# The Leaping Bunny Certification

## Frequently Asked Questions



At Cruelty Free International we are passionate about helping businesses to demonstrate that their consumer products are cruelty free. Internationally, over 700 companies are proud to be Leaping Bunny certified. Many display the Leaping Bunny logo on their products, allowing shoppers to identify and choose products that are not animal tested.

This document outlines the most frequently asked questions by companies interested in applying for Leaping Bunny certification.

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## Deciding to apply for Leaping Bunny certification

### Why choose Cruelty Free International Leaping Bunny certification?

A 2015 Nielsen survey revealed that “not tested on animals” was the most important packaging claim for shoppers when purchasing beauty products. The Leaping Bunny has become the globally recognised and trusted symbol for cruelty free consumer products.

Meeting our rigorous criteria will allow your company to provide shoppers with the best assurance that your products are not animal tested. Our highly experienced team is on hand for certified companies, and able to offer support for legal, political, technical and scientific animal testing questions.

Post certification, companies have the opportunity to work with us to promote you as a Leaping Bunny certified brand.

### Will the Leaping Bunny core criteria work with my business model?

Yes, Leaping Bunny certification can be integrated with any business model, providing ethical dimensions to your overall business strategy and clear guidance at an operations level. Leaping Bunny core criteria are practical, comprehensive and measurable.

### What makes Leaping Bunny different from other cruelty free certifications?

Companies must adhere to strict Leaping Bunny criteria both in order to obtain certification, and to remain certified. Most other non-animal testing schemes use a *list* system, where the company simply provides a declaration stating that their products are not tested on animals. Such declarations rarely account for both the final products, raw materials *and* the ingredients they are comprised of, and are often not verified in any way. In addition, these schemes often do not require suppliers to commit in a measurable way to no future animal testing of the ingredients that the company uses.

### I am applying for another certification to demonstrate that my products are vegan/vegetarian/organic, and they have asked me questions about animal testing. Will the same information help me to qualify for Leaping Bunny certification?

Whilst other certifications may ask animal testing questions as a secondary consideration, the same information would not automatically qualify your company for Leaping Bunny certification. As animal testing is our primary consideration, our processes and questions are more specific and comprehensive to ensure no animal testing takes place at any stage of product development in line with our criteria.

## Fees, timeframes and logo usage questions

### Is there a fee for certification?

As we are a non-profit organisation, there is a nominal fee for certification that is dependent on turnover, and starts at £105.00 (+ VAT) per year for the smallest organisations. This fee does not represent a profit for us, but instead contributes a little towards our administration fees, the cost of licensing the Leaping Bunny logo, and the cost of auditing our certified companies. Further information about fees is contained within our application pack.

### When can I use the Leaping Bunny logo?

A company is eligible to use the Leaping Bunny logo once they have become fully certified and licensed to do so. We are strictly unable to authorise use of the Leaping Bunny logo to companies that are not fully certified. It is not mandatory to use the logo on products, so companies can slowly introduce it to packaging once they are certified should they wish to.

### **Is my business eligible to use the Leaping Bunny logo if I purchase my own branded products from a certified company as my 'manufacturer'?**

No, you would need to submit an application for your company in order to obtain certification status and use the logo. The Leaping Bunny is a registered trademark, and only certified companies are licensed to use the Leaping Bunny logo.

Certification is non-transferable, and whilst a company may manufacturer white label products for others, it is only their own branded products that will be certified. This is because one of the core criteria of Leaping Bunny certification is managing supply chains to ensure no animal testing occurs at any stage. An uncertified company has not agreed to independent audit, cannot demonstrate that all of their products are produced in line with our criteria regardless of the supplier and are free to change suppliers at any time.

### **How long will the application process take?**

There is no deadline for completing your application; however, attaining certification will be faster if you are able to obtain fully completed and appropriate declarations from your suppliers promptly. It can take a number of months to obtain appropriate declarations from your suppliers, dependent on the number of products/ingredients/suppliers you have. Upon submission, please allow us six weeks to process and review your application.

## **Certificate, product and new business questions**

### **Which certifications can my business apply for?**

We offer two possible Leaping Bunny certifications: cosmetics (and personal care) certification and/or household and cleaning products certification.

### **Which products are included in cosmetics certification?**

Leaping Bunny certification for cosmetics products includes but is not exclusive to skin, bath, hair, body fragrance, makeup, eye, teeth, ear, other personal body care and animal grooming products. A full definition of a cosmetic is contained within the *Guidance for Applicants*, part of the 'Leaping Bunny certification cosmetics (and personal care) products application pack'.

### **Which products are included in household certification?**

Leaping Bunny certification for household products includes but is not exclusive to candles, home fragrance, polishes, descalers, sink unblockers, tissues, cleaning wipes, disinfectants, dish washing, laundry, floor, surface, carpet, window and oven cleaning products. A full definition of a household product is contained within the *Guidance for applicants*, part of the 'Leaping Bunny certification household and cleaning products application pack'.

### **My product does not clearly fit within the definition of a cosmetic/household product, how can I find out if it is certifiable?**

Please contact us and we will help determine if your product is eligible for certification. Currently, we do not certify clothing, food or medicines, both for animals or humans.

### **I only wish to certify one product or one particular range of products, can I do this?**

No, we do not certify individual brands or items, and as such, when you apply for certification, you must include all of your own brand product ranges falling within the remit of the certification you are applying for.

### **What counts as an own label product?**

An own brand or own label product is a product manufactured specifically for that particular company and bears one of that companies trading brand/ label names. When applying for certification a company must include all of their certifiable own label products as we do not certify individual lines or specific items. Companies must also ensure that any future certifiable products also meet the Leaping Bunny criteria.

### **Cruelty Free International**

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### **I have not yet started trading, can I apply?**

Yes, our certification is open to applications both from existing companies as well as newly created businesses. Please be aware that in order to remain certified, a newly created business should begin trading within a year of obtaining certification.

## **Country specific questions**

### **My business is headquartered in the USA/Canada/Italy can I obtain Leaping Bunny certification from Cruelty Free International?**

Should your business be located in Canada or the USA please contact our colleagues at [CCIC](#) to begin the application process with them. Should your business be located in Italy please contact our colleagues at [LAV](#) to begin the application process with them.

### **I wish to sell my products in China, can I still apply for Leaping Bunny certification?**

Should you wish to enter the Chinese market or have any products in China, please contact us to discuss this further.

## **Application Process Questions**

### **What are the Leaping Bunny Criteria?**

To become certified a company must:

- Apply a fixed cut-off date after which none of your products, raw materials or ingredients are tested on animals
- Establish procedures for annually verifying the strict implementation of your fixed cut-off date with product and raw material manufacturers
- Allow an independent audit of your supplier monitoring system

### **What is a fixed cut-off date?**

When a company selects a fixed cut-off date (FCOD), this essentially means that the company will not conduct, commission or be party to any animal tests on own brand, certifiable product ranges after this specific date. Any new product development will need to comply with the same date.

Additionally, in applying the cut-off date principle, the company commits to not purchasing any products, raw materials or ingredients for its own brand, certifiable ranges from any supplier that has animal tested these products, raw materials or ingredients after this specific date.

**My company is based in/sells in the European Union, what fixed cut-off date should we use?** Whilst Cruelty Free International and our partners at the [ECEAE](#) were instrumental in achieving the ground-breaking European ban on animal testing for cosmetic products and ingredients, the Leaping Bunny continues to be the best way you can assure your customers they are buying truly cruelty free products as there are important [differences between the Leaping Bunny and the EU bans](#).

If you are a company that sells into or is based within the European Union we would recommend setting a fixed cut-off date of **11<sup>th</sup> March 2013** for cosmetics (even if your businesses began trading after this date).

### **What is a Supplier Monitoring System?**

A supplier monitoring system (SMS) is the system, tailored to your business, which you put in place to ensure that it is operating in compliance with Leaping Bunny criteria.

### **How often are companies audited?**

All Leaping Bunny companies are independently audited within the first year of certification and every three years following this.

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