



BUAV
APPROVED

THE LITTLE BOOK OF CRUELTY FREE

2010

The Little Book of Cruelty Free is produced by the BUAV to help you feel confident that you are buying products that are not tested on animals. Look for the BUAV's Leaping Bunny logo: the only globally recognised logo that guarantees products are cruelty free at every stage of development.

We are constantly working to convince more companies to become cruelty free, therefore, for a regularly updated list and more information about the BUAV's work please visit: www.gocrueltyfree.org

You can help end the suffering of thousands of animals by purchasing products from BUAV Approved companies. In this book you will find all sorts of products ranging from soaps to shampoos and bathroom cleaners to dishwasher tablets!

It's easy to shop BUAV Approved!

HOW DO I GO CRUELTY FREE?

It's easy! Simply choose cruelty free products from the companies listed in this booklet. Some of the UK's leading high street retailers are BUAV Approved, so it's now easier than ever to buy products which are not tested on animals.

Key Symbols:

- * Vegetarian Society Approved
- ** Vegan Society Approved
- ☐ The company is BUAV Approved; however the parent company is not.

BUAV

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BUAV APPROVED COSMETICS COMPANIES

21st Century Health www.21stcenturyhealth.co.uk	020 7289 2121
The Aftercare Company www.theaftercarecompany.com	01244 315486
Afterglow Cosmetics www.afterglowcosmetics.co.uk	01443 224148
Alba Botanica www.albobotanica.com	+1 888 659 7730
Alvin Connor www.alvinconnor.com	0151 4480368
Ameleon www.ameleon-skincare.com	01707 871691
Amie – Pure & Natural Beauty www.amieskincare.com	
Aqua Natural www.aquanatural.co.uk	01933 441818
Arbonne www.arbonneinternational.co.uk	0800 977521
Argos Ltd www.argos.co.uk	0845 640 3030
Aroma Crystal Therapy www.aromacrystal.com	+1 877 537 9211
Aubrey Organics www.aubreyorganics.co.uk	0800 0851697
Auromere www.auromere.com	+1 800 735 4691
Avalon Natural Products www.avalonnaturalproducts.com	+1 888 659 7730
Beauty Without Cruelty www.bwcshop.co.uk	01473 271500
Better Botanicals www.betterbotanicals.com	+1 888 224 3727
BiOrganic Hair Therapy* www.biorganic.co.uk	07734 580778
Body & Face St Cyrus www.bodyandface.co.uk	01561 378811
The Body Shop ☐ www.thebodyshop.co.uk	0800 0929090
Bulldog Natural Grooming www.meetthebulldog.com	0208 969 6006
Burt's Bees ☐ www.burtsbees.co.uk	
Calder Valley Soap** www.caldervalleypoaps.com	01422 885616
California North www.californianorth.com	+1 415 331 1633
Crazy Rumours www.crazyrumors.com	+1 877 786 6776
The Co-operative www.co-operative.co.uk	0800 0686727
Dermologica www.dermologica.com/uk	0800 591818
Dolma** www.dolma-perfumes.co.uk	0115 9634237
Doux Me www.douxme.com	+33 1 43 26 34 67
Dr Bronner's Magic Soaps www.drbronner.com	+1 877 786 3649
Earth's Beauty www.earthsbeauty.com	+1 888 586 9719
The Essential Oil Company www.eoco.org.uk	01256 332737
Essentially Yours** www.essentially-yours.co.uk	020 8398 6300
Evolve Beauty www.evolvebeauty.co.uk	0844 9910061
Faith in Nature www.faithinnature.co.uk	0161 724 4016
Forest Secrets Skincare (Organatural Ltd) www.forestsecretsskincare.com	01749 677884
Freeman Cosmetics www.freemanbeauty.com	+1 310 446 9300
French Transit www.thecrystal.com	+1 800 829 7625
Frida www.frida.uk.com	020 8678 1018
Hard Candy www.hardcandy.com	
Herbal Secrets www.herbalsecretsskincare.co.uk	0800 4589193
The Himalaya Drug Company www.himalayahealthcare.com	0091 802371 4444
Honesty Cosmetics** www.honestycosmetics.co.uk	01629 814888
Inky Loves Nature www.inkylovesnature.com	+1 917 720 2073
Its Elixir www.itselixir.com	01228 808304
J&D Black (Hollytrees)** www.jdblack.co.uk	01252 344010
Jason Natural Cosmetics www.jason-natural.com	+1 877 527 6601
JR Liggett www.jrliggett.com	+1 603 675 2055
Joe Blasco Cosmetics www.joeblasco.com	+1 407 248 8085
John Paul Mitchell Systems www.paul-mitchell.co.uk	0845 659 0012
Katharine Botanicals Limited www.KatharineBotanicals.com	0845 337 9149
Kingfisher Natural Toothpaste www.kingfisherthoostpaste.com	01603 630484
Kiss My Face www.kissmyface.com	+1 866 4041260
Kobashi Essential Oils** www.kobashi.com	01392 217628
Lily Lolo Mineral Cosmetics www.lilylolo.co.uk	01482 640619
L'Occitane www.loccitane.co.uk	020 7907 0301
Lip-Ink International www.lipink.co.uk	01854 333833
Liz Earle Naturally Active Skincare ☐ www.lizearle.com	01983 813913
Love The Planet** www.lovetheplanet.co.uk	01224 733955
Make-Up International www.make-upinternational.com	020 8982 8277
Marks & Spencer www.marksandspencer.com	0845 6090200
Mary Kay www.marykay.co.uk	0207 758 4900
Mambino Organics (Mi Amore) www.mambinoorganics.com	+1 323 253 8686
Melvita www.melvita.co.uk	0800 138 7045
Montagne Jeunesse * www.montagnejeunesse.com	01639 861550
Moor Spa International www.moorspa.co.uk	0845 1306768
Mummy Delivers www.mummydelivers.com	01752 837892
Natural By Nature Oils** www.naturalbynature.co.uk	01582 840848
Neal's Yard Remedies www.nealsyardremedies.com	01747 834634
The Neem Team (OrganixSouth) www.theneemteam.co.uk	01633 263567
Nick & Milly London www.nickandmilly.co.uk	
Nothing Nasty www.nothingnasty.com	0845 4508982
The Organic Make-Up Company www.organicmakeupcompany.com	
Pure Nuff Stuff www.purenuffstuff.co.uk	01736 366008
Quinessence Aromatherapy www.quinessence.com	01530 835918
Raw Gaia** www.rawgaia.com	01273 311 476
Rejuvi www.rejuvi.co.uk	020 8133 9339
Saaf Pure Skin Care www.saafpureskincare.com	0113 2265849
Sanoflore ☐ www.sanoflore.net	+39 800 917 069
Spa Ritual www.sparitual.co.uk	0808 2020855
St John's Herb Garden www.stjohnsbotanicals.com	+1 301 262 5303
Shikai www.shikai.com	+1 800 488 0298

Suki www.sukipure.com	+1 413 584 7854
Suma* www.suma.co.uk	01422 313845
Superdrug Stores PLC www.superdrug.com	0800 096 1055
Tara Smith www.tarasmith.com	020 8996 4812
Tom's of Maine ☐ www.tomsofmaine.co.uk	01274 871488
Too Faced Cosmetics www.toofaced.com	+1 949 553 4431
Tsi-La www.tsilaorganics.com	+1 215 750 9996
Unique Products www.unique-products.dk	+45 644 18300
Urban Decay www.urbandecay.co.uk	+1 949 631 4504
Urtekram www.urtekram.dk	+45 985 42288
W.S Badger (Badger Balm) www.badgerbalm.com	+1 800 603 6100
Wuchi by Maks Ltd www.wuchi.co.uk	020 7359 3238
Yes Synergy* www.yesyesyes.org	0845 094 1141
Yves Rocher www.yves-rocher.co.uk	0870 049 2222

BUAV APPROVED HOUSEHOLD PRODUCTS COMPANIES

Astonish www.astonishcleaners.com	0113 2360036
Aubrey Organics www.aubreyorganics.co.uk	0800 0851697
The Bio-D Company** www.biodegradable.biz	01482 229950
Citra-Solv www.citra-solv.com	+1 800 343 6588
The Co-operative www.co-operative.co.uk	0800 0686727
Earth Friendly Products** www.greenbrands.co.uk	01892 616871
Faith in Nature (Clear Spring) www.faithinnature.co.uk	0161 7244016
Heather's Natural & Organic Cleaning Products www.heathersnaturals.com	+1 800 434 4246
Marks & Spencer www.marksandspencer.com	0845 6090200
Method Products www.methodproducts.co.uk	020 7788 7904
Orange Mate www.orangemate.com	+1 800 626 8685
Suma www.suma.co.uk	01422 313845

BUAV APPROVED RETAILERS

Bella Bella Natural Beauty www.bellabellanaturalbeauty.co.uk	0845 2500522
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CONTACT US

Please help us end cosmetics and household product testing on animals by making a donation today!



The BUAV receives no government or lottery funding meaning we rely on supporter donations to enable us to run the BUAV Approved scheme.

We desperately need funds to enable us to investigate, challenge, lobby and campaign for animals worldwide. A gift from you will help us encourage more companies to become BUAV Approved and proudly display the Leaping Bunny logo on their products.

Please help animals today by making a donation on our website www.buav.org. Alternatively you can call us on **020 7619 6977** to donate over the phone.

Thank you!