



The Hon Mark Coulton MP

Minister for Regional Health, Regional Communications and Local Government

The Hon Jason Wood MP

Assistant Minister for Customs, Community Safety and Multicultural Affairs
Federal Member for Latrobe

MEDIA RELEASE

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New code for Australia’s cosmetic industry to ban animal testing

‘Not tested on animals’ claims made by the Australian cosmetics industry will now be easier for consumers to understand and be more consistent through a new industry-led code.

Minister responsible for the Australian Industrial Chemicals Introduction Scheme (AICIS), Mark Coulton said the cosmetics industry’s voluntary code supports legislation introduced by the Coalition Government to ban cosmetic testing on animals.

Federal Member for Latrobe and long-time supporter of stopping cosmetics testing on animals, Jason Wood welcomed the new code.

“I congratulate the cosmetics industry for coming together to design a world-first code to outline best practice approaches for informing consumers about cosmetics that are not tested on animals,” Assistant Minister Wood said.

“The voluntary industry code will provide clarity and consistency, giving Australian consumers confidence that the cosmetics they are purchasing meet the standards we have in place.

Minister Coulton said this information was increasingly important as more Australians look to select cosmetics that have not been tested on animals.

“There is a broad range of claims included on a wide variety of cosmetic products and it can be confusing to understand if a product has indeed been tested on animals,” Minister Coulton said.

“The voluntary code is a great step forward, making it clear to industry and consumers what to look for in relation to animal welfare advertising claims.”

Accord Australasia (Accord), which represents the cosmetics and personal care industry, led the development of the voluntary industry code. The code provides guidance relating to parts of the *Industrial Chemicals Act 2019* and Australian Consumer Law.

Accord’s Director of Policy and Public Affairs, Mr Craig Brock said the voluntary code had widespread industry support from across the cosmetics manufacturing and retail sectors.

“The cosmetic and personal care products industry has been at the forefront of developing effective alternatives to laboratory animal testing for many years,” Mr Brock said.

“The code is a resource to assist the cosmetics industry to meet its obligations relating to the ban, and guides how to transparently and consistently communicate ‘not tested on animals’ claims with consumers.

“Businesses are strongly encouraged to follow the guidance in the code and promote their commitment to following the code.”

Accord will periodically review the voluntary industry code, including feedback on the code’s effectiveness, to improve consumer clarity around ‘not tested on animals’ claims.

BACKGROUND:

The code is one element of a package of measures introduced by the Government to implement the ban.

Other initiatives include:

- The *Industrial Chemicals Act 2019* that came into effect on 1 July 2020, banning the use of new animal test data for cosmetic ingredients in the Government’s regulatory approvals process;
- A consumer information package delivered by the National Retail Association; and
- Changes to the *Australian code for the care and use of animals for scientific purposes*, led by the National Health and Medical Research Council.

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