

# Australia's ban on cosmetic testing on animals - something worth celebrating!

By Dr Jennifer Semple



As of July 1, 2020, everyone in the Australian cosmetics industry has had something to celebrate. The change comes as welcome news for those engaged in product manufacturing and distribution right through to beauty counter staff, assisting consumers first-hand in our major retailers. Although, many would have missed that the Australian Government ban on the use of new animal test data for cosmetics came into effect that day; unsurprisingly so, given that all attention back then was on the challenges of Covid-19.

Efforts to get the message out about this historic leap forward for animal welfare in Australia were greatly accelerated in early 2021: a major retailer and social media outreach program was launched in February by the National Retail Association (NRA), with support from the Australian Government and in collaboration with Accord.

Using their strong national retailer network, NRA engaged with and educated retailers on the ban. This outreach to retailers was accompanied by an extensive online consumer awareness information package.

In their visits to retailers, NRA Policy Project Manager Ms Ebony Johnson was struck by just how interested and positive their staff were about these developments.

"Most retailers we have seen are delighted that this ban is now in place and are grateful for the information clearly explaining its details to assist both their staff and customers," Ms Johnson said.

"An important part of the program has been reinforcing that cosmetics include much more than just makeup or skincare products. Our retailer resources, like the handy in-store postcards, highlight other important products that are also impacted, such as toothpaste and shampoo.

"And the outreach does not end with retailers. All aspects of our social media are public-facing and are driven by appealing and informative videos targeting all types of consumers of cosmetic products."

Noting that any legislation has complexities, the NRA has created a dedicated website explaining all key details:  
<https://animalcosmeticstestban.com.au/about/>.

Accord has welcomed the NRA's campaign, and the large social

media audience it has tapped into has been hugely impressive says Mr Craig Brock, Accord Policy and Public Affairs Director.

"This level of awareness-raising provides an excellent platform for the coming launch of the Voluntary Industry Code to Support the Australian Ban on Testing Cosmetics on Animals," he said.

"Work on this code progressed well throughout 2020 and into 2021. Most pleasingly, Australia's peak animal welfare body, RSPCA Australia, engaged constructively with Accord throughout this process and they have helped to improve the Code.

"The code will provide useful guidance to cosmetic industry businesses and interested consumers. Its focus is on valid product advertising claims related to animal testing, now that the Australian ban is in force.

"Feedback from across the industry and from other relevant organisations has been incorporated into the Code, which has been expertly drafted for clarity and rigour by our legal partners for this project, HWL Ebsworth Lawyers."

A launch of the code is scheduled for the first half of 2021 and will be followed by industry awareness and training sessions.

## ABOUT DR JENNIFER SEMPLE

Dr Jennifer Semple is the Innovation & Education Manager at Accord Australasia Limited



## ABOUT ACCORD

Accord Australasia is the peak body representing companies operating in the cosmetic, fragrance, personal care and toiletries sector – from multinationals to small Australian-owned businesses, importers to local manufacturers. [www.accord.asn.au](http://www.accord.asn.au)