

# The Coalition for Consumer Information on Cosmetics' Leaping Bunny Program



- **The Leaping Bunny Program is the highest standard for companies that are committed to no animal testing.** In order to be approved for inclusion in the Leaping Bunny Program, companies producing cosmetic, personal care, and household products must make a voluntary pledge to clear animal testing from all stages of product development. The company's ingredient suppliers make the same pledge and the result is a product guaranteed to be 100 percent free of new animal testing. All Leaping Bunny companies must be open to independent audits, and commitments are renewed on an annual basis.
- **The Leaping Bunny Program is the only cruelty-free certification program consumers can truly trust.** Because there are no regulations limiting the animal testing claims that companies can make, the only way to know if a company has eliminated animal testing from its product line is to seek out information from third-party certification programs. The Leaping Bunny Logo has consistently been given high marks by consumer, environmental and lifestyle magazines as a seal that lives up to its promise.
- **The Leaping Bunny Program makes it easy to shop cruelty-free.** With over 900 companies on our *Compassionate Shopping Guide* and more and more appearing on pharmacy and grocery store shelves every day, it has never been easier to make cruelty-free choices. The Leaping Bunny shopping guide is available online, as a pocket-sized insert, and even available for free download as an app for iPhone and Android phones.
- **Formed in 1996, the Leaping Bunny Program is managed by a coalition of animal protection organizations.** Currently chaired by the American Anti-Vivisection Society, the Coalition for Consumer Information on Cosmetics is also comprised of the Animal Alliance of Canada, Beauty Without Cruelty, USA, Doris Day Animal League, The Humane Society of Canada, The Humane Society of the United States, National Anti-Vivisection Society and New England Anti-Vivisection Society.
- **The Leaping Bunny Logo is internationally recognized.** The logo is used in the United States, Canada, the United Kingdom, and throughout much of the European Union. It is the only international logo of its kind!

*For more information or to request a copy of the *Compassionate Shopping Guide*, go to [www.LeapingBunny.org](http://www.LeapingBunny.org), e-mail [info@LeapingBunny.org](mailto:info@LeapingBunny.org) or call 888-546-CCIC.*