

HERA BEAUTY

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ANIMAL TESTING POLICY

To Whom it may concern,

Hera Beauty Ltd are opposed to all forms of animal testing and ensure no animal testing of our products and only work with suppliers that share our values and have policies and controls in place.

From 11 March 2009, the EU banned the testing, within the EU, of cosmetic ingredients – irrespective of whether there were non-animal alternatives. It had already banned the testing in the EU of cosmetic products. The bans are known as ‘the testing bans’.

From 11 March 2013, the EU completed the ban on the sale of cosmetics animal-tested after that date anywhere in the world. The ban applies to both cosmetics products and ingredients, again irrespective of whether there are alternatives. It is known as the ‘marketing ban’.

The UK adopted the EU Cosmetics Regulation 1223/2009 after Brexit under Schedule 34 of the Product Safety and Metrology Statutory Instrument (now known as UK Cosmetics Regulation). To date there have been no changes to the ban on testing cosmetic products and ingredients in the UK Cosmetics Regulation.



Andrew Kennedy
Managing Director
Hera Beauty Ltd